



# Marketing Budget

2023-2024

# Goals



**Increase  
Brand  
Awareness &  
Brand  
Recognition**



**Increase  
ECR's Social  
Media  
Presence**



**Increase  
Enrollment**



# Months Analyzed

December 2022 - June 2023



# ECR's Social Media Ads

Instagram:

- 81% increase in reach
- 204% increase in engagement
- 450% increase in conversations started
- 117% increase in new followers

Facebook:

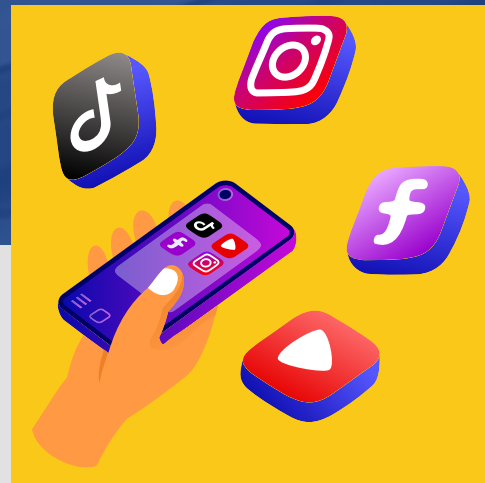
- 470% increase in reach
- 668% increase in engagement
- 106% increase in profile visits
- 902% increase in engagement in the last 90 days

Twitter:

- 193% increase in reach
- 100% increase in profile visits

# Key Investments

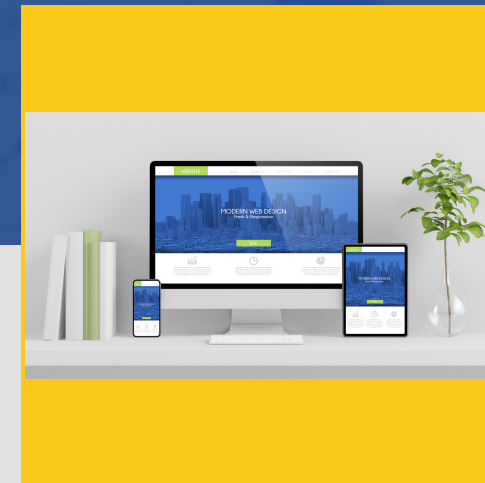
Made For



**Social  
Media ADs**



**Google ADS**



**Website**



**Branding/  
Advertising via  
Partners**



# ECR's Social Media Ads

Paid Advertisements (Monthly Budget):

Instagram:

- \$1000 = 50,000 - 140,000 potential reach

Facebook:

- \$1000 = 50,000 - 140,000 potential reach

Twitter:

- \$1000 = 200,000 - 235,000 potential reach

Dollars = People reached within a 10-mile radius of ECR

\$1000 monthly investment x 3 platforms x 12 months = Total Annual spend of \$36,000

# AD Spend Tracking



Key Performance Indicators:

- Reach/Impressions
- Engagements
- Link Clicks



# Google Ads

Google ad's pricing changes every day.

Pricing factors include:

- Keyword Pricing
- Cost-Per-Click
- AD Placement
- and more

Budget suggestion for Google Ads:  
\$15,000



# Website



**Website Spend:  
\$88,500**

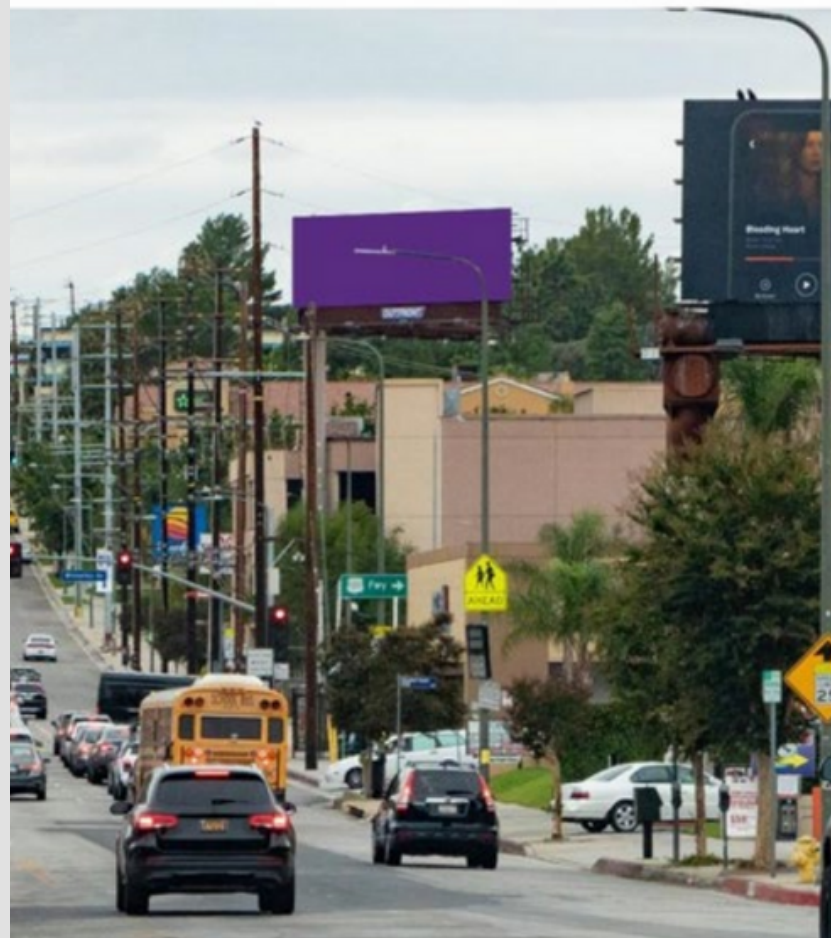
# ECR's Advertising/Branding via Partners



# Outfront Media

Billboard:  
Located by Taft HS  
12-week campaign =  
\$20,720

# 9-B ADDRESS Ventura Blvd N/L W/O Winnetka% F/E



Billboard:  
Sherman Way &  
Topanga (Cheapest)  
12-week campaign =  
\$16,445

geles BOARD # 381-B ADDRESS Sherman Way S,

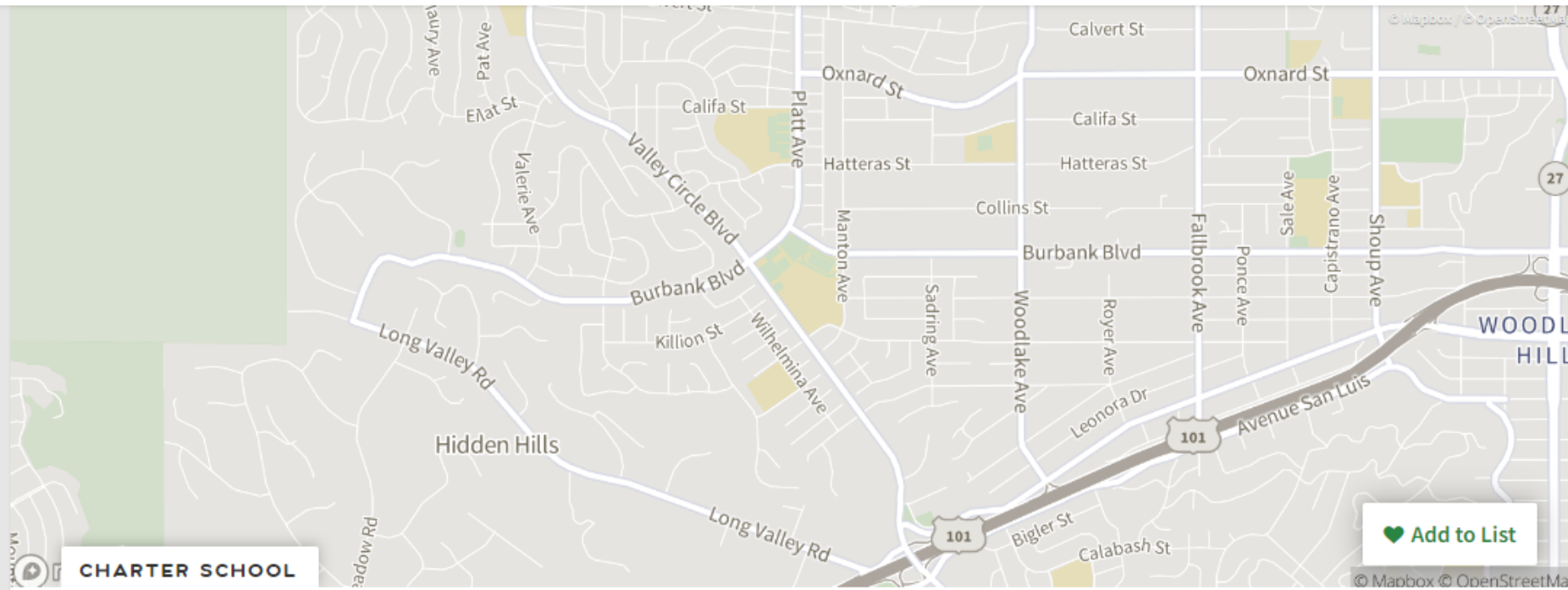


Bus Advertisement:  
Cheapest option:  
30 busses, 8-week  
campaign = \$37,260



# ECR's Niche Profile

- Not a Niche Partner
- 4,393 Page Views in 2022
- No action buttons
- No lead generation
- Limited information
- Reliant on Organic Search



CHARTER SCHOOL

## El Camino Real Charter High School

#13 in Best Charter High Schools in Los Angeles Area

A Overall Grade • Public, Charter • 9-12 • WOODLAND HILLS, CA • ★★★★★ 677 reviews

**Granada Hills Charter** ✓  
 #1 in Best Charter Elementary Schools in California  
 A+ Overall Grade • Public, Charter • PK, K-12 • GRANADA HILLS, CA • ★★★★★ 1,488 reviews

Apply Now  
Virtual Tour

COVID-19 Update

- Report Card
- About
- Enrolling

**COVID-19 Update for Prospective Students and Families:** Visit the COVID-19 Updates page on our website to read the most recent communications from the School. [Learn More](#)



# Granada's Niche Profile

- A Niche Partner
- 34,204 Page Views in 2022
- Action buttons
- Lead generation
- Investment amount = \$26,656

## Niche's Recommendation:

- ECR Invest in the Compete Package
- 40% Increase in Page Views
- 360% Increase in Click Rates
- Investment amount = \$17,000

# Other Potential Partners

AmGraph:

**ECR's Current Spend: \$15,000**  
**+**  
**\$20,000 for banner targeting in different locations**



Figdes:

- Windscreens
- Branding efforts for Shoup Campus
- Marketing Materials for ECR
- Birmingham spends about \$400,000 annually on Branding Efforts through this vendor



# Summary

## Pilot Package

\$154,500

- \$36,000 Digital Social Media Ads (3 platforms \$1000 a month each x 12 months)
- Google Ads \$15,000
- \$88,500 Granada Website Design
- \$15,000 Current Banner Spend

+

- 15% of Birmingham's Branding/Advertising Partners Spend (\$60,000)

**Total: \$214,500**

