



Marketing Budget

2024-2025

Goals



**Increase
Brand
Awareness &
Brand
Recognition**



**Increase
ECR's Social
Media
Presence**



**Increase
Enrollment**



Months Analyzed

June 2023 - June 2024



ECR's Social Media Growth

Instagram:

- 238% increase in Reach
- 204% increase in Engagement
- 1400 increase in New Followers
- 68% increase in Profile Visits

Facebook:

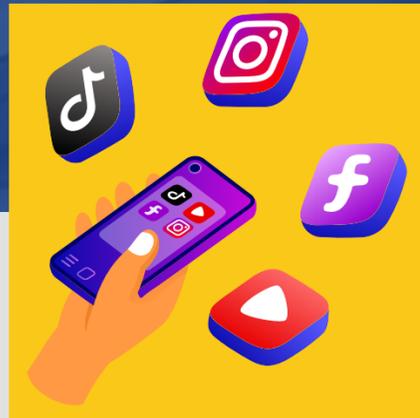
- 1000% increase in Reach
- 115% increase in Content Interaction
- 168% increase in Profile Visits
- 80% increase in New Followers

X/Twitter:

- 19% Increase in Engagement
- Tweets received 67,000 views

Key Investments

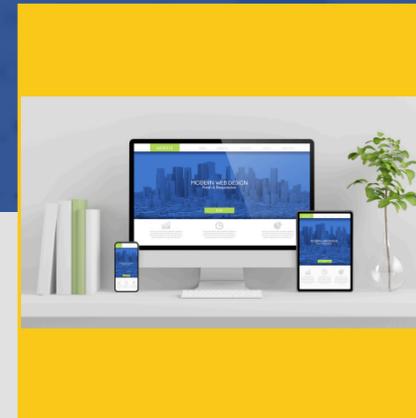
Made For



**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

X/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



ECR's Paid Social

Paid Social Performance:

10-Mile Radius Around ECR

- 1,808,000 Impressions (# of times ads were displayed by Instagram & Facebook)
- 280,737 Accounts Reached
- 14,604 Clicked Call to Action



AD Spend Tracking



Key Performance Indicators:

- Reach/Impressions
- Engagements
- Link Clicks



Google Ads

Google Ads pricing changes daily

Pricing factors include:

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

Budget for Google Ads:

\$20,000



Google Ad Performance

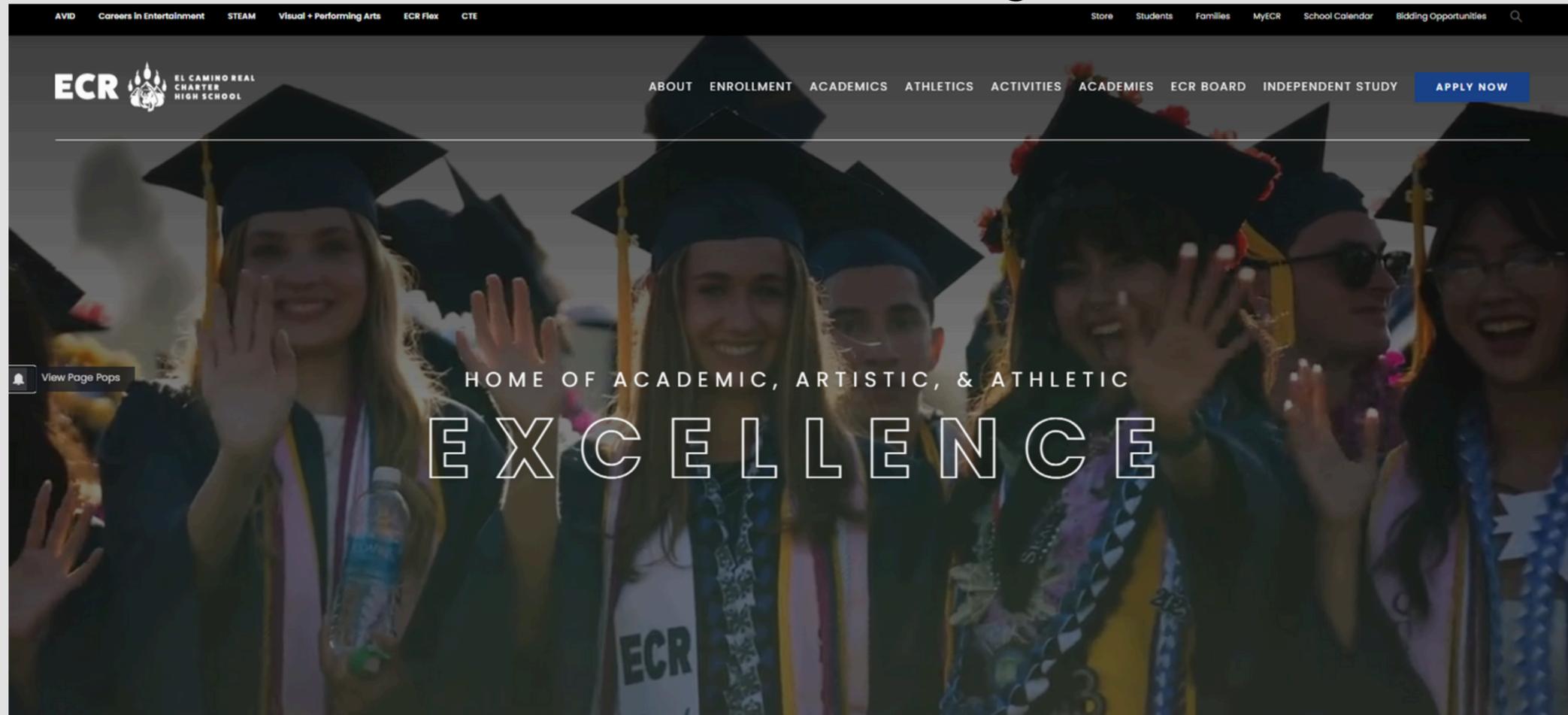
Google Ads Performance on Average:
\$2-4 Cost Per Click (CPC)
3-5% Click Through Rate (CTR)

ECR's Google Ad Performance:
\$.43 Cost Per Click (CPC)
15% Click Through Rate (CTR)



Website

Total Website Budget: \$20,850



Annual Hosting Fee: \$9,000

Communications System: \$6,850

Audits + Webdesign + UX Improvements \$5,000

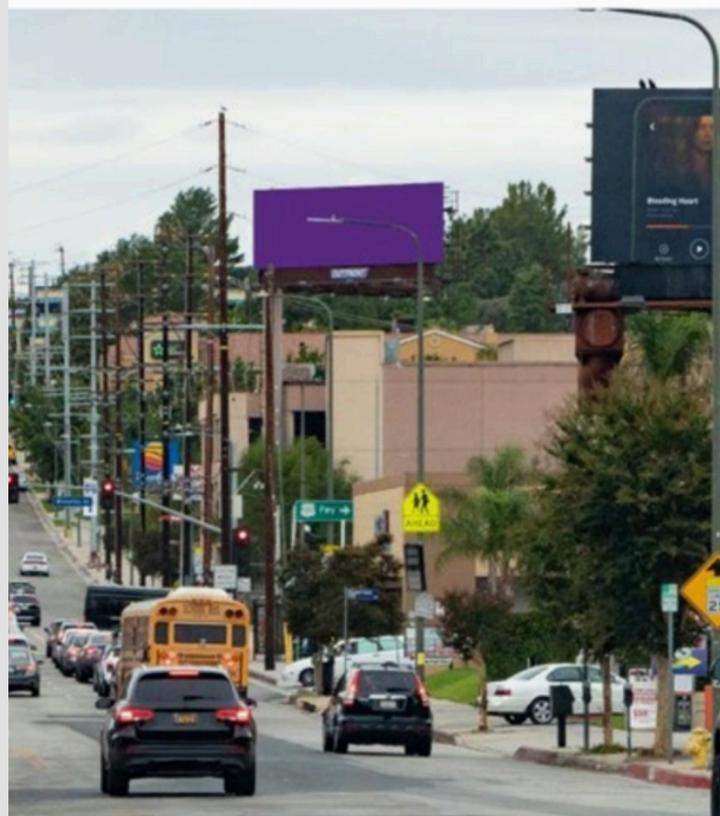
ECR's Advertising/Branding via Partners



Outfront Media

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

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

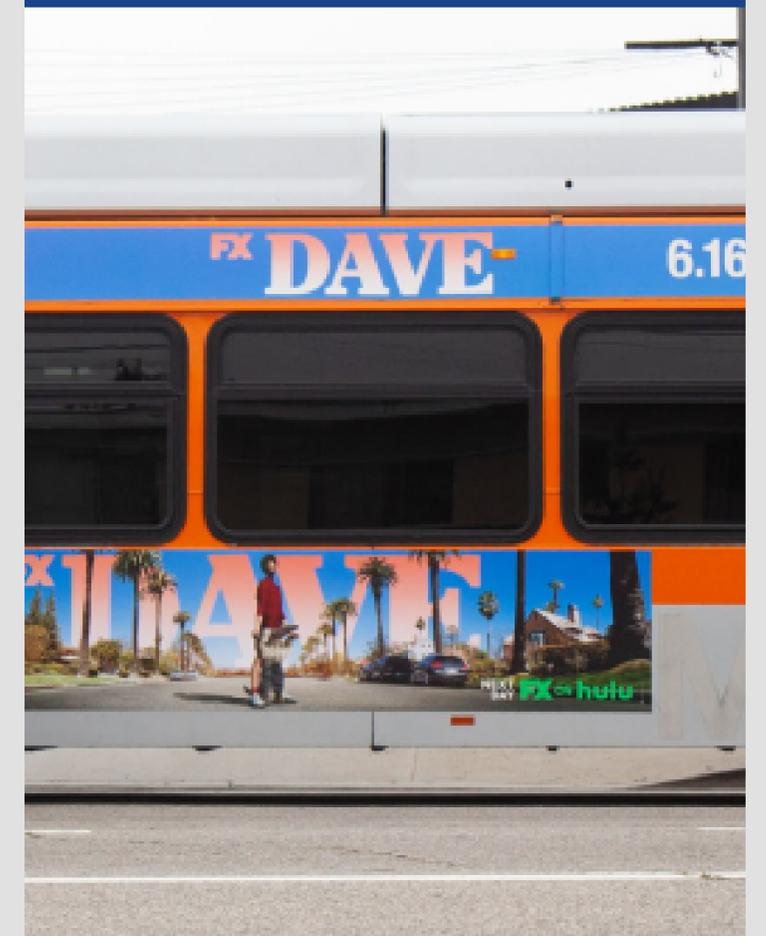


Billboard:
Sherman Way &
Topanga (Cheapest)
12-week campaign =
\$16,445

geles BOARD # 381-B ADDRESS Sherman Way S,



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



Mailer Campaigns

3 Mailer Campaigns \$3,000 per campaign

- 2 Enrollment Mailers
- Open House Mailer
- Target by Zip Code, Households with students ages 12-15, and other demographics

ONE SCHOOL. ONE LEGACY.

OPEN HOUSE

**APRIL 16, 2024
6:00PM – 8:00PM**

Location:
5440 Valley Circle Blvd.
Woodland Hills, California 91367

YOU ARE INVITED!

EL CAMINO REAL CHARTER HIGH SCHOOL

INTERESTED IN ENROLLING AT ECR?

SCAN THE QR CODE FOR MORE INFORMATION OR CALL (818) 595-7500

VISIT OUR WEBSITE ECRCHS.NET

FOLLOW US @ECRCHS ON ALL SOCIAL MEDIA PLATFORMS

WHY ECR?

- ACADEMIC EXCELLENCE**
With a legacy of 10 National Academic Decathlon Championships & 14 State Championships, we hold the distinction of being the most decorated school in the United States.
- ARTISITC EXCELLENCE**
Our award-winning arts programs offer a diverse range of options including visual arts, music, theater, dance, and more. Our programs provide students with the opportunity to explore, express, and excel in their artistic passions.
- ATHLETIC EXCELLENCE**
Our prestigious athletics programs boast an impressive legacy of success, with over 120 championships, we are the 2nd most decorated school in the Los Angeles area.
- SCHOOL MODERNIZATION**
Experience the future of education with our ongoing modernization efforts at our school. Join us on this exciting journey as we redefine the educational experience through modernization and innovation.

JOIN US FOR OPEN HOUSE AND DISCOVER IF ECR IS THE PERFECT FIT FOR YOUR FAMILY!



Find a school or district ...

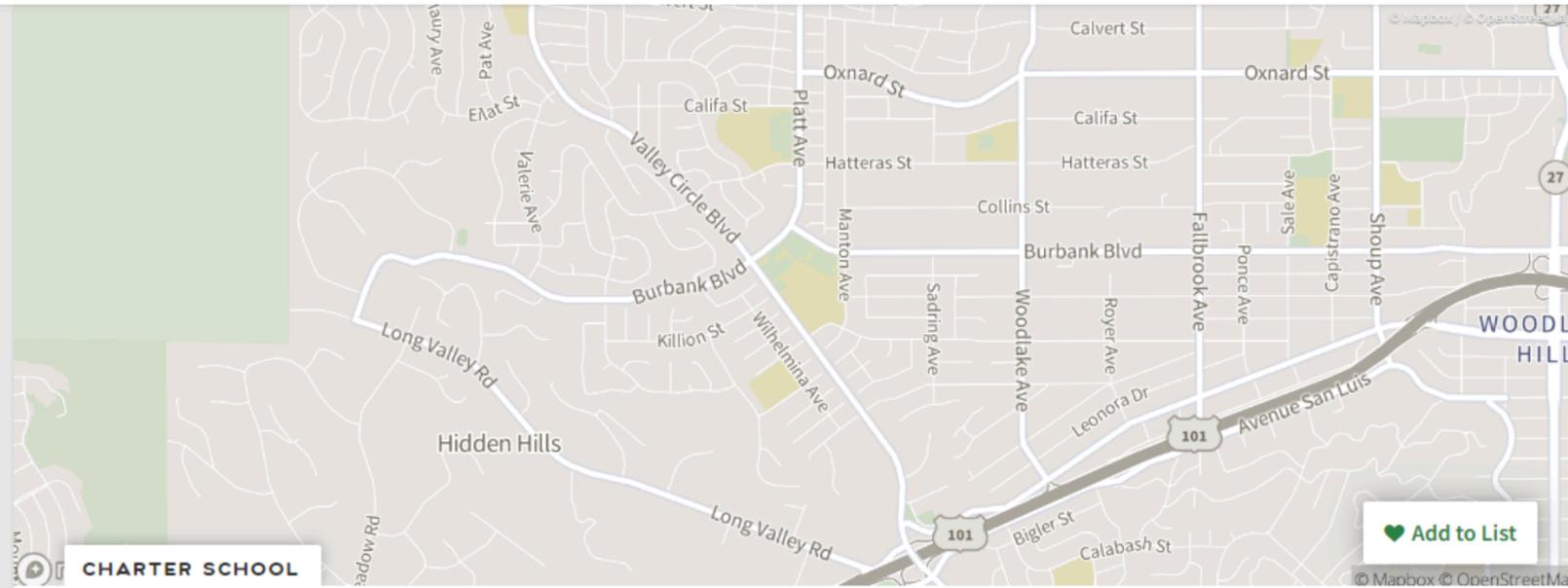


In Los Angeles Area



School Search School Rankings Schools Near You ...

Write a Review



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

ECR's Niche Profile

- Not a Niche Partner
- 3,723 Page Views in 2022
- 117 Page Clicks
- No Action Buttons
- No Lead Generation
- Limited Information
- Reliant on Organic Search

CHARTER SCHOOL

El Camino Real Charter High School ✓

#14 in Best Charter High Schools in Los Angeles Area

A Overall Grade • Public, Charter • 9-12 • WOODLAND HILLS, CA • ★★★★★☆ 747 reviews

[View all photos](#)

[Add to list](#)

[Apply Now](#)



From El Camino Real Charter High School

El Camino Real High School opened on February 3, 1969, in Woodland Hills.

In 2009, El Camino was named a California Distinguished School by the California Department of Education.

In 2011, El Camino became a Charter School and is home to approximately 3600 students.

Winning a record 9 National Decathlon Championships, over 120 CIF Athletic

- [About Us](#)
- [Why ECR?](#)
- [Enrollment FAQs](#)
- [Follow us on Social Media](#)



ECR's Niche Profile

- Niche Partner
- 6,496 Views to date
- 675 Page Clicks to date
- Action Buttons
- Lead Generation
- 477% Growth in Engagement
- 75% Growth in Awareness
- 212,000 Impressions
- Investment amount = \$17,000

Next Package

- Investment amount = \$27,000
- 2x more Impressions, Ads, & Engagement

Other Potential Partners

AmGraph:

ECR's Current Spend: \$3,000 Annual Permit Renewal

+ \$13,500 for banner targeting in different locations



Figdes/TouchGraphix:

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



Summary



Marketing Budget Breakdown

\$76,850

- \$36,000 Digital Social Media Ads
- Google Ads \$20,000
- \$20,850 Website Renewal + UX

+

25% of Birmingham's Branding/Advertising Partners Spend (\$100,000) Includes:

- Niche Partnership
- Mailer Marketing Campaigns
- Light Pole Banners
- Windscreens

Total: \$176,850