

# CalOPS Marketing Proposals

As of June 16, 2023



# Brandastic Digital Marketing Agency

## California Online Public Schools: **Investment Calendar**

Jul '23-Jul'24	Monthly Investment	Ad Spend Tiers <i>(Recommended)</i>	Google	Social
Phases 1-5	\$21,000 mo <i>for 12 months</i>	Optimal Monthly Budget	\$50,000+ mo	\$20,000+ mo
		Mid-Tier Monthly Budget	\$30,000 mo	\$15,000+ mo
		Minimum Monthly Budget	\$10,000 mo	\$10,000/mo

**Annual Investment: \$252,000 Jul '23-Jul'24** / \$20,000-\$70,000 mo (Ad Spend)

# Headstand Group - Public Relations

## PR Goals:

Increase brand awareness and recognition with target audiences

Bolster the reputation of the organization and key leadership amongst target audiences

Effectively manage the school's name change to maintain its established credibility

Annual proposal: \$216,000 including social media

Annual proposal: \$180,000 without social media

# At a Glance

Brandastic annual services: \$252,000.00

Brandastic projected annual advertising spend: \$840,000.00

Headstand Public Relations annual spend: \$216,000.00

Projected spend \$1,308,000.00

This is estimated to be less as we will use only one of these agencies for social media support.

Current PVS Marketing spend: 1.6 million annually