

COMPASS

CHARTER SCHOOLS

Media Updates as of 12-6-17



Jan-June Media Mix

Mix of local, radio, digital and social.

Duration: Jan. 2- Jun.30, 2018

Campaign: We Are

Target Demos: Teens 12-17 and Adults 35-54

The following markets will be purchased:

- San Diego
- L.A. County
- Fresno
- Statewide digital and social coverage

Jan-Jun 2018 Proposed Budget



Projected Cost to date: \$ 150,000.00

Actual Cost to date: \$ 6,375.00

Medium	Markets	Target	Specs	Total Costs		Jan	Feb	Mar	Apr	May	June
				Projected	Proj	Proj	Proj	Proj	Proj	Proj	Proj
					We Are	We are	Summer	Summer	Summer	B 2 School	
San Diego Family	San Diego	Moms	2/9 pg ad	\$4,500		\$900	\$900	\$900	\$900	\$900	\$900
L.A. Parent	L.A.	Parents	300 x 250 (edu pg)	\$1,200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
L.A. Parent	L.A.	Parents	Edu listing	\$675		\$675					
Other				\$15,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Radio	SD, L.A., Fresno			\$53,000	\$0	\$7,000	\$13,000	\$13,000	\$13,000	\$13,000	\$7,000
				\$0							
Adwords	SD, L.A., Fresno	Teens, Parents		\$62,000	\$10,000	\$10,000	\$12,000	\$10,000	\$10,000	\$10,000	\$10,000
You Tube	SD, L.A., Fresno	Teens, Parents		\$6,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Facebook	SD, L.A., Fresno	Teens, Parents		\$7,500	\$750	\$750	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
				\$149,875	\$14,450	\$23,025	\$31,100	\$29,100	\$29,100	\$29,100	\$23,100

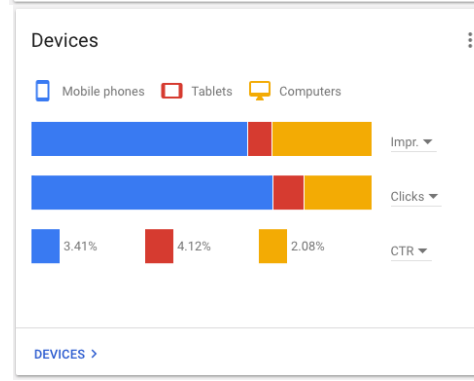
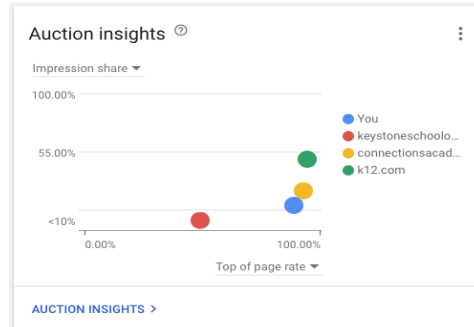
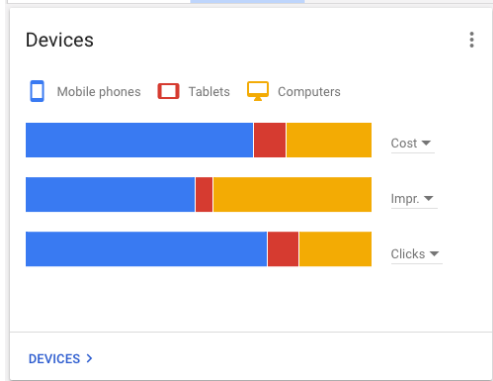
Calendar/Dates

Months	January	February	March	April	May	June
Budget	\$14,450	\$23,025	\$31,100	\$29,100	\$29,100	\$23,100
Enrollment Dates	12/26-2/1		3/1/2018 push	Summer School		
Messages	WE Are	We Are/Summer School	Summer School	Summer School	Summer/Back to School	Back to School
Holidays	New Years	Valentine's Day, President's Day	St. Patrick's Day	Earth Day 4/22	Mother's Day, Memorial Day	Father's Day
EDU Holidays	MLK Day	Natl African Amer History mnth	Cesar Chavez Day 3/31	California Poppy Day 4/6	Asian/Pacific Islander month	National Safety Month
EDU Holidays	Digital Citizen Week (1/23)	Rosa Parks Day 2/4	Arts Edu month in Ca	World Health Day 4/7	School Principals day 5/1	
EDU Holidays	Nat' Handwriting Day	Take Your Family to School wk	Natl Women's History month	Math Awareness Month	Teacher Appreciation wk 5/8	
EDU Holidays	Ed Roberts Day 1/23			Natl Environmental Wk 4/16	Armed Forces Day 5/20	
Events	National School Choice Week	HSC Discovery Con 2/2-2/4	CA Charter School Conf.	San Diego Kids Expo		Ca Homeschool Convention
Events						
Events						
Company Goals						
Metrics						
Notes						

Google AdWords

Keywords

	Conversio...	Clicks	Impr.
k 12 education	5.00	36	1,495
public charter schools	1.50	6	43
k12	1.50	112	3,616
online schools	0.00	2	61
distance learning schools	0.00	0	0



Facebook A/B Testing

A

B

C

Ad Name	Delivery	Results	Reach	Impressions	Cost per ...	Amount Spent
Compass Open Enrollment - Mom/Son View Charts Edit Duplicate	Active	2,136 Landing Page ...	187,325	462,674	\$0.46 Per Landing Pa...	\$984.52
Compass Open Enrollment	Active	1,704 Landing Page ...	179,897	453,924	\$0.45 Per Landing Pa...	\$765.20
Compass Open Enrollment - Mom/Teen	Active	419 Landing Page ...	62,800	200,890	\$0.41 Per Landing Pa...	\$172.74
Results from 3 ads		4,259 Landing Page ...	329,059 People	1,117,488 Total	\$0.45 Per Landing Pa...	\$1,922.46 Total Spent

Analytics Sept – Nov Comparison

Total Organic Visits

Sept 1, 2017 - Sept 30, 2017

2,337

% of Total: 21.34% (10,952)

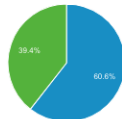
Nov 1, 2017 - Nov 30, 2017

1,290

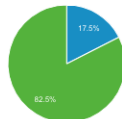
% of Total: 2.20% (58,693)

Is Your Audience Mobile?

■ Yes ■ No
 Sep 1, 2017 - Sep 30, 2017



Nov 1, 2017 - Nov 30, 2017



New Visitor Acquisition from Social

Sept 1, 2017 - Sept 30, 2017

51.74%

Avg for View: 52.34% (-1.14%)

Nov 1, 2017 - Nov 30, 2017

81.62%

Avg for View: 71.34% (14.42%)

Adwords Cost

Sept 1, 2017 - Sept 30, 2017

\$7,135.94

% of Total: 100.00% (\$7,135.94)

Nov 1, 2017 - Nov 30, 2017

\$625.17

% of Total: 100.00% (\$625.17)

Conversions and Cost

Sep 1, 2017 - Sep 30, 2017: ● Smart Goal (Goal 1 Completions) ● Cost
 Nov 1, 2017 - Nov 30, 2017: ● Smart Goal (Goal 1 Completions) ● Cost

