



**FLYLIGHT CREATIVE**

# **MARKETING & COMMUNICATIONS PROPOSAL**

**THE MAIN STREET ACADEMY**

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**DATE**

**JUNE 18, 2019**

**PROPOSED BY**

**ARIANA THOMAS**



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# SCOPE OF WORK

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## JULY

### Community and Faculty Survey

- Manage two (2) survey campaigns to completion of goals as agreed by Governing Board
- Analyze and aggregate data
- Submit Survey Insights Report to Governing Board

### Four (4) Trainings:

- Edlio: Teacher Pages
- Communication Policy
- Branding and Messaging
- Edlio: Parent Subscription

### Launch to Day One Campaign/Communications and Web Updates

- Develop campaign strategy, manage and execute
- Draft and/or edit content for all external (parent/teacher) communications to prepare for Day One

### Master Calendar Creation

- Support in the development and dissemination of Master Calendar to TMSA Community

## AUGUST

### Support Communications Manager Recruitment

#### One (1) Training:

- Storytelling and Content Creation

### MarComms Request Process & Form

- Develop and manage process for faculty/staff/PTO to request marketing and communications support with promotions and advertising.

### Website Updates and Management

### Social Media Management and Digital Advertising (Official TMSA social platforms only)

## SEPTEMBER

### Support Communications Manager Onboarding

#### One (1) Training:

- Communicating with Parents (For Faculty and Staff)

### Website Updates and Management

### Social Media Management and Digital Advertising (Official TMSA social platforms only)

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## AFTER 90 DAYS ADD-ONS (SEE ATTACHED)

- All-Inclusive Full Package Marketing Campaigns | \$2500.00 mo.
- Standard Package Marketing Campaigns | \$2000 mo.  
(\*indicates services not included in the Standard Package)

# SCOPE OF WORK

## SPREAD THE WORD

### MARKETING: PUBLIC AWARENESS CAMPAIGNS W. CONTENT CREATION

Flylight Creative will execute well-rounded, yet nuanced marketing campaigns to establish brand awareness in TMSA's target communities, highlight achievements, and encourage parent/community engagement. Data and analytics will be collected and assessed to pivot quickly and proactively, ensuring successful marketing campaigns.

The full package includes ongoing digital marketing support:

- Social Media Management
- Digital Advertising
- Digital Ad Creative Design
- Content Development (photos, videos\*, etc.)
- Search Engine Optimization (SEO)
- Email Marketing
- Direct Messaging Campaigns
- Digital graphics (image cards, ads, etc.)

## PROJECT OUTLINE

- Two hours of daily social media and digital marketing management.
- Ongoing digital advertising on various channels.
- Email marketing campaigns to key audiences.
- Identifying and engagement of key influencers on digital channels to build relationships and drive community and parent engagement.
- Curate Twitter Lists of local education and charter influencers, corporations, and organizations.
- Drive key messages through digital campaign management, implementation, and targeting.
- Evergreen (continually relevant) content creation (copy, images, and video\*) to promote and amplify TMSA's mission and call-to-action.
- \* Produce 1 (monthly) professional social media video short (1 minute max.).

## PRICING

- All-Inclusive Full Package Marketing Campaigns | \$2500.00 mo.
- Standard Package Marketing Campaigns | \$2000 mo.  
*(\*indicates services not included in the Standard Package)*

***This service is available at the rate above for TMSA after the 90 day contract extension has ended, available after September 30, 2019.***

# WORKING TOGETHER

Flylight Creative will work with a staff or governing board member as a direct contact through a regular check-in cadence. This relationship will support execution of the projects/services outlined in this consulting agreement, specific additional creative needs, and deliver monthly reporting to TMSA's liaison.

# COST

This proposal is an extension of the current 2018-2019 Communications Consulting contract, and will extend the original retainer rate of **\$2500 per month** without deposit or implementation fees.

To accept this proposal as a binding agreement, please sign and date below:

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*Ariana Thomas* | Flylight Creative

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*Representative* | The Main Street Academy

**FLYLIGHT**  
CREATIVE

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