



PROJECT: SOUTH SAN ISD

DATE: 06/13/19

DIGITAL:

- Worked with Graham Digital to create the first banner ad set. Drives traffic to learn more about the re-openings
- Scripted and sourced images for the :15 and :30 promo videos for South San ISD
- Finalized videos with Graham
- Determined target audiences for digital

BANNERS and BROCHURES

- Sourced vendors for production
- Designs in process
- Targeted to have banners in hand by July 1
- Brochures, rack cards, postcards- determining best pieces and when to use.
- Assessing other promotional items for district and school level

WEBSITE

- Determined new site structure to capture traffic, ensure information is clear
- Identified needs – analytics, URL naming, layout
- Met with South San team to begin next steps
- Target date for site update – early July

SOUTH SAN -MISC

- Monitor ads, social media
- Researching event components
- Will provide analytics on elements when they become available throughout the campaign