

PROJECT ESTIMATE: 08.01.22

Crosslake Community Schools

WORDPRESS WEBSITE 8-10 WEEKS

Responsive Wordpress Website

Copywriting + Basic SEO

3 Revision Rounds

Google Analytics Set-Up, Social Media + Newsletter Integration

WordPress Training

1-Month Support Post-Launch

\$3250

HOSTING + DOMAIN OPTIONAL

Wordpress Hosting + Domain Renewal

\$52/m

BRANDING + LOGO DESIGN 6-8 WEEKS

Brand Strategy Session

Primary + Secondary Logo

Brand Style Guide

Logo Library

2 Collateral Items of Choice (ex. Business Cards, Letterhead, Envelopes)

\$1800



MARKETING SERVICE OPTIONS

ORGANIC + PAID SOCIAL MEDIA

Social Media Strategy: \$1100

Following a strategy session with you, we put together a comprehensive social media strategy that you can execute going forward.

Done-For-You Social Media: Pricing ranges from \$800-2800/month

Following a strategy session with you, we put together a comprehensive social media strategy that we will execute for you moving forward.

LOCAL SEO 7-MONTH PROJECT

Strategy and implementation to increase search engine rankings for local searches specifically. Includes keyword research, competitor analysis, content optimization, blog posts, citation building, and monitoring/reporting.

\$915/month

EMAIL MARKETING \$65/HOUR OR PER PROJECT QUOTE

Strategy and implementation to reach students and parents through email marketing. This can include emails to welcome newly enrolled families, nurture prospective families, onboard new staff, promote upcoming events and deadlines, etc.



MARKETING SERVICE OPTIONS

GRAPHIC DESIGN \$65/HOUR OR PER PROJECT QUOTE

Includes Writing + Editing + Design

- Newsprint Ads
- Internal and Event Flyers/Posters
- Direct Mail
- Newsletter
- Letterhead

6 OR 12 MONTH RETAINERS

We also offer monthly retainers, based on the goals and needs specific to your organization. After an initial call, we can put together retainer package options, with different deliverables + price points to choose from. This option can include services not listed above, such as blogging, SEM, PR, etc. You decide how to allocate your hours per month, depending on what arises at your school.

Retainer Example (One Month, 25 Hours, \$1625)

- Press Release for an award Crosslake Community School won
- Accompanying newsprint Ad for award
- Designed Email to families with that months events, deadlines, lunches, etc.
- One new blog post
- 1 Weekly Facebook Post

