



# PACE Statewide Homeschool Marketing Proposal

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## A Partnership Rooted in Growth

In 2018, PACE approached Fine Point with a clear vision: to grow their enrollment and establish themselves as the premier homeschool provider in Alaska. At the time, PACE served 260 students, but with careful strategy and unwavering collaboration, we've grown that number to 500 students as of the 2024/25 school year. This journey has not been without challenges, but it has been marked by consistent progress, creative marketing, and a shared commitment to success.

Last year, we reduced the marketing budget from \$50,000 to \$42,000 that led to a predictable decline of 30 new students. This was a pivotal moment—a stark reminder that sustained growth requires consistent investment. Today, we stand at a crossroads: how do we take PACE's success to the next level?

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## Understanding the PACE Parent

PACE families are unique. They're predominantly located in the Anchorage and Matanuska-Susitna areas, and they value the small, personalized experience that PACE offers. Many are seeking an educational model that aligns with their values and provides a sense of community.

While part-time enrollment has grown, full-time enrollment has declined, signaling a need to grow the overall enrollment in order to offset the lower educational reimbursement due to the part time trend.



## Addressing Challenges

Since our partnership began in 2018, PACE and Fine Point have achieved remarkable growth, increasing student enrollment from 260 to 500 students (equivalent to 426 FTE). Our strategic marketing efforts have consistently delivered a cost-efficient new student acquisition rate of \$500 per student. However, the \$8,000 reduction in the 2023 marketing budget resulted in a 16-student November enrollment decline, demonstrating the direct correlation between marketing investment and student enrollment.

With an attrition rate of 18.5%, PACE faces the natural turnover of families due to relocation, graduation, course preferences, allotment amount, and other factors. If past trends hold, without marketing, ***we anticipate a loss of 85-90 students in 2025/26.***

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## Enrollment and Budget Trends

Year	November Student Enrollment	Marketing Budget
2022	435	\$50,000
2023	478	\$50,000
2024	474	\$42,000

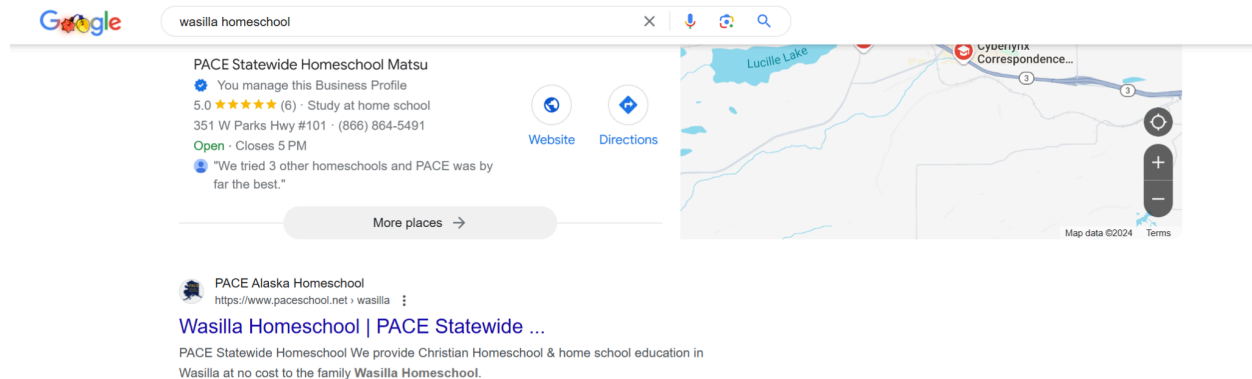
## Building a Winning Strategy

Our proposed strategy hinges on two prongs: **visibility and engagement**. Each pillar is supported by data-driven tactics and a tiered investment plan designed to match PACE's growth ambitions.

### Visibility: Be Where Parents Are Searching

Parents begin their homeschool journey with a Google search. Whether it's "Homeschool Wasilla" or "Best Homeschool Anchorage," our goal is to make sure PACE is the first name they see.

- **Organic Search (SEO):** Consistently optimize the website for high-ranking keywords.
- **Paid Search (AdWords):** Ensure top placement in search results for Alaska-focused homeschooling terms.



### Engagement: Captivate with Storytelling

Parents want to know, "Why PACE?" Video storytelling will answer this with authenticity and impact. Highlighting PACE's personalized service, small size, and community focus, these videos will feature testimonials, staff introductions, and student success stories.

- **Primary Platforms:** Facebook, Instagram.
- **Secondary Platforms:** YouTube, TikTok.

## Theme: We Make Homeschool Easier

The central theme of PACE's video marketing, "We Make Homeschool Easier," resonates strongly with parents seeking support, clarity, and simplicity in their homeschooling journey. This theme is highly effective because it directly addresses the primary concerns of prospective homeschooling families: financial, logistical, and educational challenges.

**WE MAKE HOMESCHOOL EASIER**

### Highlighting Key Advantages

The effectiveness of PACE's video marketing lies in its ability to clearly and convincingly present the core advantages of the program, aligning with what parents value most:

#### 1. High Staff Ratio

- **Message:** Teachers are available across Alaska to assist parents with tools and teaching styles tailored to their needs.
- **Impact:** This emphasis on personalized support reassures families, particularly those new to homeschooling, that they will have expert guidance throughout the process.

#### 2. No Cost

- **Message:** First time families are unaware that homeschooling with PACE is free for Alaska residents, with additional reimbursements available for certain costs.
- **Impact:** Highlighting this cost-free enrollment advantage removes a significant barrier for families considering homeschooling, particularly those unaware of such programs.

#### 3. Curriculum Options

- **Message:** PACE helps families select from a variety of educational resources to fit their unique needs.
- **Impact:** This customized approach showcases flexibility and support, appealing to families looking for a tailored educational experience.

#### 4. Equipment Leasing & Internet

- **Message:** Essential tools and equipment are provided through a leasing program and a high reimbursement for connectivity.
- **Impact:** Offering tangible resources further enhances the perception of PACE as a comprehensive solution for homeschooling families.



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## Production Elements

PACE's video production process is streamlined yet impactful, ensuring a professional result within a single day:

- **Interviews with Families and Staff:**
  - **Effectiveness:** Real-life testimonials from current families and staff provide authenticity and build trust. Prospective families are more likely to engage with the program when they hear relatable stories of success and support.
- **Visual Storytelling:**
  - **Effectiveness:** By visually showcasing PACE's resources, such as equipment, allotments, and curriculum tools, the video reinforces the message that PACE simplifies homeschooling.
- **Concise Messaging:**
  - **Effectiveness:** Each segment focuses on a clear, single advantage, ensuring that the information is easy to absorb and remember.

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## Why It Works

The success of PACE's video marketing can be attributed to the following factors:

### 1. Emotional Connection

- Parents feel understood and supported when the video addresses their common pain points and offers solutions.

## **2. Trust and Credibility**

- Featuring interviews with real families and staff members builds trust, while the professional production quality reinforces PACE's credibility.

## **3. Clear Call to Action**

- The video encourages viewers to take the next step, such as scheduling a consultation or visiting the website, driving measurable engagement.

## **4. Strategic Timing**

- Producing in January aligns with the time families are planning for the upcoming school year, ensuring maximum relevance and impact.



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## Timing Matters

Homeschool decisions follow a predictable pattern. We'll align our campaigns with this timeline to ensure maximum impact.

Month	Marketing Spend
April	15%
May	20%
June	10%
July	12%
August	25%
September	12%
October	6%

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## The Marketing Investment Plan & Expected Return

Budget Level	Growth Potential	New Students	% Growth	Key Features
\$42,000	Maintain	0-5	0-1%	Standard campaign optimization
\$55,000	Moderate Growth	15-25	4-5%	Includes video production
\$75,000	Accelerated Growth	55-75	12-14%	Advanced video + SEO enhancements
\$100,000	Transformational	110	22-25%	Comprehensive video + advanced SEO

### \$42,000 Budget: Standard Campaign Optimization

- **Key Features:**
  - Website management to ensure smooth navigation and updated information.
  - Media placement across key platforms to reach the target audience.
  - Lead tracking to monitor inquiries and conversions effectively.
  - SEO is treated as a separate media placement cost

### \$55,000 Budget: Moderate Growth

- **Key Features:**
  - Includes a 1-day video production shoot, creating 4-6 videos featuring families and staff.
  - Videos emphasize the theme "We Make Homeschool Easier," showcasing PACE's unique advantages.
  - Standard campaign optimization is also included.

### \$75,000 Budget: Accelerated Growth

- **Key Features:**
  - Advanced video production, leveraging AI voice narration for multiple creatives, resulting in 6-10 videos.
  - SEO enhancements integrated into the budget, including standard SEO services.
  - Standard campaign optimization continues to support foundational marketing activities.

### \$100,000 Budget: Transformational Growth

- **Key Features:**
    - Comprehensive video production with a 2-day shoot across two Alaska locations.
    - Content captures the essence of PACE, creating an immersive experience for prospective families.
    - Advanced SEO services, including Map SEO, to boost top-three positions on Google Maps for homeschool searches.
    - Standard campaign optimization and advanced video production are fully integrated into the budget.
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## **The Path Forward**

Fine Point's partnership with PACE has proven that strategic marketing works. By investing in a robust marketing plan, we can not only maintain PACE's position as a leading homeschool provider but also ensure its growth for years to come.

Let's continue this journey together. With the right strategy, the best is yet to come.

## **Letter of Agreement**

This agreement, when properly executed by both parties, outlines the services to be provided and terms of business which Fine Point LLC, (“Agency”) is to serve as marketing and communications firm for PACE Statewide Homeschool, (“Client”), commencing January, 2025.

### **Scope of Work**

The services that Fine Point LLC will provide are summarized as follows:

1. Marketing counsel, research, strategic planning, and support for PACE Statewide Homeschool’s business and marketing goals and objectives.
2. Provide creative, production, and media services.
3. Maintain internal procedures that ensure budget control, prompt billing and quality control. Fine Point LLC shall render such reports, oral and in writing, as PACE Statewide Homeschool may require or deems necessary to report on the services performed.

Fine Point LLC does not represent outside interests such as suppliers or media organizations, but from time-to-time and through the course of normal business will provide counsel to PACE Statewide Homeschool on the use of various suppliers and/or products.

### **Term**

This agreement shall commence January, 2025, and shall continue thereafter until terminated by either party upon thirty (30) days prior written notice. All services properly performed hereunder before termination shall be paid for by PACE Statewide Homeschool according to this agreement. Client will pay for services rendered and expenses incurred to the date of termination, and Agency will provide a detailed billing and other documentation as may be necessary to support the final billing.

### **Compensation**

For all the service performed and expenses incurred hereunder by Fine Point LLC, PACE Statewide Homeschool shall begin with an annual budget of \$\_\_\_\_\_. With the budget, Fine Point LLC shall provide (as part of this agreement) to PACE Statewide Homeschool a confidentiality agreement. Retainer fee shall be paid in advance for each upcoming month throughout the term of this contract, and shall be credited to each monthly billing statement. Reconciliations of the retainer accrued balance will be provided quarterly.

Accrued, unspent retainer amounts shall accumulate indefinitely as a credit against future billings or, in the case of termination, shall be refunded to customer on or before termination date. In no case shall an unspent, accrued retainer amount expire and not be either utilized or refunded.

### **Considerations**

All out-of-pocket expenses incurred by the Agency on behalf of the Client including, but not limited to, photography, talent, printing, creative, and website services will be billed to the Client with a 0%

margin. Project time for additional production revisions, public relations services and special projects such as research are provided on an hourly basis and billed by project at \$150/hour at the discretion of Fine Point. Media placement is billed with a 50% margin and includes account management and analytic tracking.

### **Rights and Responsibilities of PACE Statewide Homeschool**

#### **1. Right to Cancel**

Client has the right to modify, revise, or cancel any plans, schedules or work-in-progress at any time. Cancellation of work will result in billing for costs and expenses incurred. The client agrees to assume the agency's liability for all commitments for such changes or cancellations.

#### **2. Right of Approval**

The Agency will submit to Client for approval all creative. All advertising placements and related media planning shall be approved by the client prior to order and insertion to media.

#### **3. Accuracy of Information**

The client shall be responsible for the accuracy, completeness, propriety and truth of all information furnished to the agency in connection with materials used by the agency that are provided by the client.

### **Compliance with Laws**

Fine Point LLC represents and warrants that the services provided under this agreement will be performed in full compliance, in all material respects, with all applicable Federal, State and Local laws, rules and regulations.

### **Billing Procedures**

The Agency will service and bill the Client twice with half due in January and half due in July for services performed and expenses incurred in the preceding month. In the event the scope of work must be modified to meet budget constraints,

Agency and Client will prepare written modifications to the scope of work. Once payment has been made to the Agency, the Agency assumes full financial responsibility for remitting payment to media or outside vendors in a timely manner. If, however, the Client fails to remit payment to the Agency, then financial responsibility for payment lies with the Client and not with the Agency. In such event, the Agency will provide copies of invoices/billings from third-party vendors.

### **Governing Law, Arbitration**

This agreement shall be governed by and construed according to the laws of the State of Alaska. For any dispute arising under this agreement, the parties agree that jurisdiction and venue shall live exclusively in the courts of competent jurisdiction located in Anchorage, Alaska. The parties agree that any claim, dispute or controversy arising under this agreement shall be submitted to binding arbitration, to be held in Anchorage, Alaska, in accordance with the rules of the American

Arbitration Association. Judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction under this agreement.

#### **Nature of Agreement and Confidentiality**

Fine Point LLC provides marketing and advertising services to many clients across similar industries. If a conflict should be perceived, agency will notify PACE Statewide Homeschool immediately.

Agency recognizes that certain information it may receive concerning Client may contain confidential business trade secrets or proprietary information that are not to be disclosed to any third party. Agency will preserve the confidential nature of such information and shall not divulge any such information to any person or entity without the express, written permission of Client. This condition shall survive beyond the termination of the agreement.

#### **Independent Contractor/Intellectual Property**

The Agency acknowledges that it is an independent contractor and responsible for all applicable taxes. The Agency and Client agree that any works that are subject to copyright protection are works made for hire, and that Client has all ownership of such works. Agency agrees that it will not infringe on another's copyright and will hold Client harmless in any event of a claim or finding of infringement. Agency will be provided information on trade or service marks registered by Client and use such marks in a manner approved by Client.

#### **Rights and Duties Upon Termination**

Upon termination, no work in progress shall be completed unless requested by the client. All contractual obligations in accordance with this contract shall remain in effect with respect to all contractual relations between the parties. The agency will attempt to assign all of its contracts with third parties on behalf of the client to the client who shall assume all such contracts and obligations there under and hold the agency harmless from any liability. If any such contract cannot be assigned, the agency will continue to perform in accordance with the contract with the client assuming all responsibilities and costs there under.

The agency shall deliver to the client all materials related to the work performed by the agency in accordance with this contract subject to account being paid in full. The client agrees to pay all costs of storage or transport of such items.

Except as specifically provided herein, all rights and liabilities of the parties arising out of this contract shall cease upon the termination of this contract.

#### **Waiver of Breach**

The failure of either party at any time to require the performance of the other of any of the provisions herein shall in no way effect the respective rights of either party to enforce the same. Nor shall the waiver by either party of any breach of any provisions hereunder be construed to be a waiver of any succeeding breach or as a waiver or modification of the provisions of the contract itself.

**Complete Agreement**

This contract supersedes all prior contracts and understandings between the parties and may not be modified, changed, or altered by any premise or statement by whomsoever made and may only be modified by further written agreement signed by all parties hereto.

To proceed, an officer of the company needs to sign the Letter of Agreement, and thereby acknowledges the terms of business as detailed. Client must return one copy to Agency and retain a copy for Client's records.

We look forward to a long, mutually beneficial relationship and to contributing to PACE Statewide Homeschool long-term success. Thank you.

Yours Sincerely,

Fine Point LLC

By: Ross Johnston

Fine Point, LLC

Terms and conditions accepted by the Client:

Agreed to and Accepted

\_\_\_\_\_, 2024.

PACE Statewide Homeschool

Signature: \_\_\_\_\_

Printed name: \_\_\_\_\_

Date: \_\_\_\_\_