



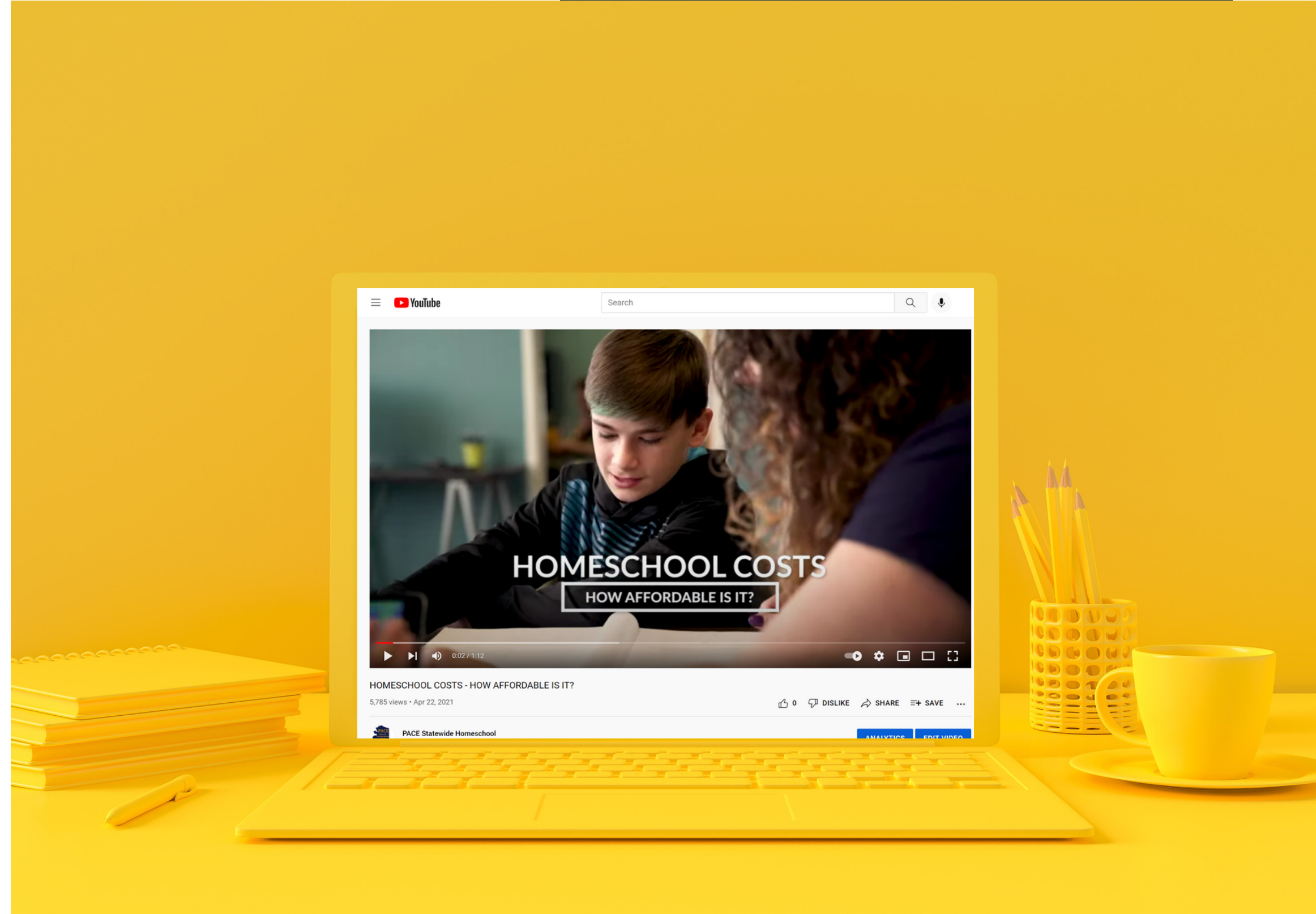
# HOMESCHOOL MARKETING

LET PARENTS CHOOSE THE REASON  
THAT THEY ENROLL WITH YOU.

Fine Point LLC

Proposal

For: PACE Statewide Homeschool





Dear Chris,

First and foremost, we sincerely appreciate this opportunity to work again with you. We have generated some exciting digital advertising ideas for PACE Statewide Homeschool that will bring more students to your door. We are excited that in 2020 PACE Statewide Homeschool saw over 100% growth in registrations. We would like to work with you in order to continue your trajectory in 2022.

The longer we are able to work with you, the more insights we gain which opens the potential for an even greater return in the long term. Using responsive advertising coupled with timely tracking and reporting, we find what messages and mediums are effective for converting today's parents into your clients.

After you have a chance to look through the proposal, we would appreciate knowing your thoughts so we can best shape the advertising to fit your needs.

Warm Regards,

A handwritten signature in black ink that reads "Ross Johnston". The signature is fluid and cursive.

Ross Johnston



# ABOUT HOMESCHOOL MARKETING

If you are like most people, you know advertising is important. The hard part is knowing what type of advertising is most effective. That is where Fine Point comes in. We allow each consumer to choose which of your value propositions compel them most to purchase from you. Better marketing leads to better sales.



# PACE Homeschool Overview

In 2019, enrollment increased by 30% to 320 FTE. In 2020, enrollment more than doubled to 676 far exceeding their 5 year goal in two years. While the pandemic played a large part in 2020 in attracting NEW families, the marketing helped position PACE Statewide Homeschool as a viable alternative to the distance learning offered by traditional Homeschools. In 2021, PACE saw a decline of 150 FTE, but on track to exceed their 5 year goal in 3 years with a stable base of homeschool families.

To get those results, we

- Raised the SEO ranking of PACE Statewide Homeschool (top listing for “Homeschool” searches on Google).
- Marketed PACE Statewide Homeschool to 25% of adults in Alaska (109,856 Alaskans).
- Produced several authentic videos along various themes
- Targeted parents more likely to be interested in HomeHomeschool.
- Created a new website that converted more visitor into prospects.



# BETTER HOMESCHOOL MARKETING

Every year, there are a new set of parents out there who need your services.

How do you ensure that your marketing ONLY targets people who need your services?

The answer may surprise you





# SELECTIVE ATTENTION RETARGETING

Ever notice how when you're car shopping, suddenly, that exact model you are interested in appears everywhere? Or perhaps you had a casual conversation about a new pair of shoes and now Facebook ads featuring that exact brand keeps popping up in your newsfeed. Is Big Data watching you? No! That's selective attention. You automatically notice things you are interested in. By leveraging selective attention, we zero in on the people who are ready to purchase your services right now.

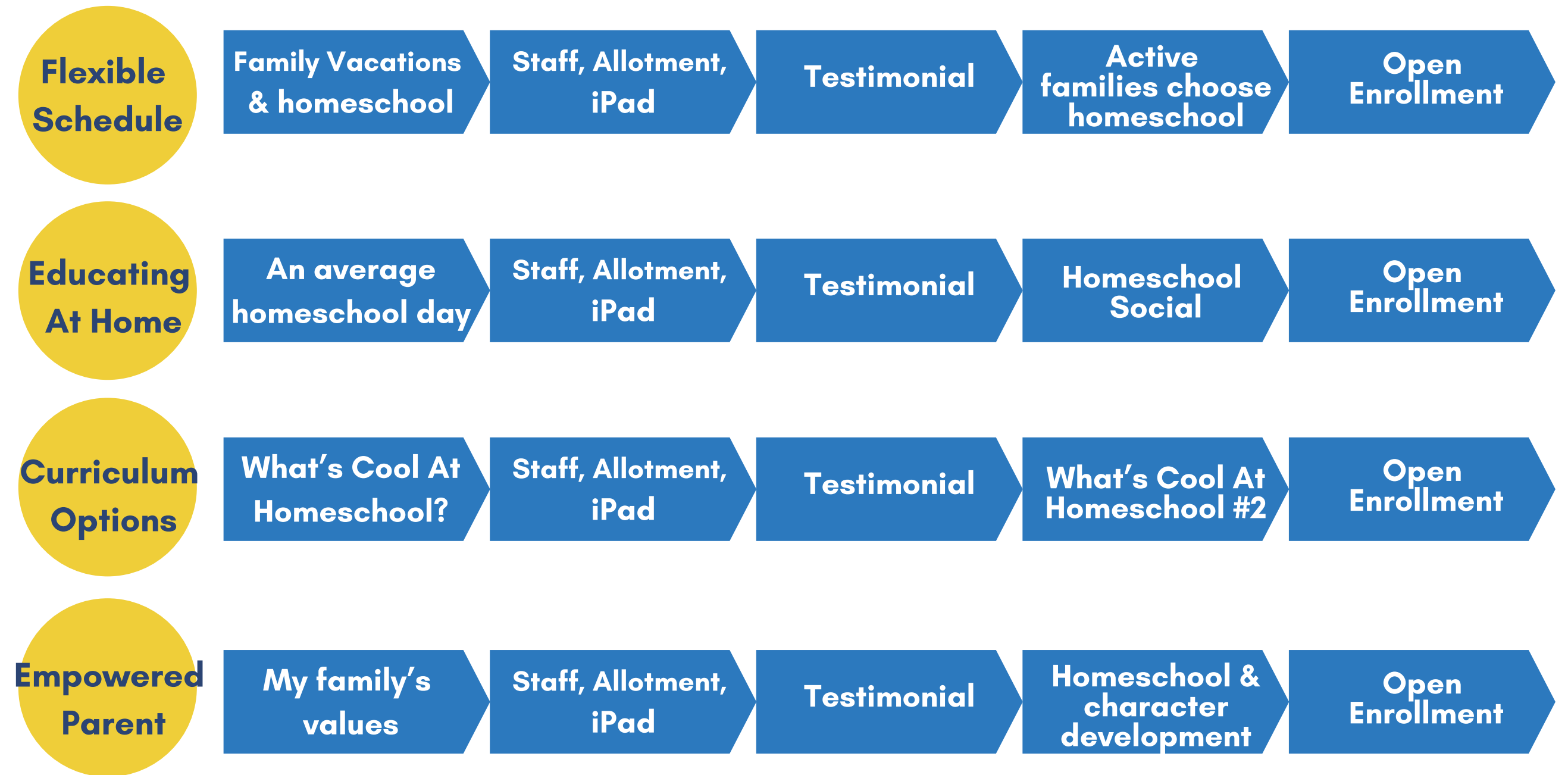
We create a high value informative homeschool video ad that is HIGHLY LIKELY to be watched ONLY by prospective parents. If a parent watches our "high value videos", we continue advertising to that parent for the 30 days with ads featuring your school and the advantages you provide families. Fine Point creates a retargeting sequence video chain once a person engages with our high value video.

For example, if you are looking to buy a new car and a video pops up called "3 Surprising Questions To Ask A Car Dealership". Chances are, the chance you will watch that video. If you are not in the market, you'll hit skip.

# CONSUMER INSIGHTS MARKETING SEQUENCE EXAMPLE

Top 3  
Advantages of  
Homeschool

Top 5 Reasons  
Families Choose  
PACE Statewide  
Homeschool  
over all other  
schooling options



## WHAT DO THE VIDEOS COST ME?

Video production costs you absolutely nothing. Fine Point charges for media placement. All services including web development, account management, tracking of marketing, ad creation, are all included.

We work with you to create the best campaigns that give you the highest return on your marketing budget.

## PRODUCTION PROCESS

Fine Point does the research to find what video topics are most likely to attract the attention of parents. We then sit down with you and ask you a series of questions so we can target your value proposition - even ones that you didn't know you had. We then create a series of news/buzzworthy videos featuring you as the topic authority.

## MEDIA PLACEMENT

Media placement includes Google AdWords, Facebook, Instagram, YouTube, the display network, etc. After engaging in the high-value homeschool ad, viewers will be sent down a value chain funnel until they become your families.





# TARGETED MARKETING CHANNELS

Each of these mediums are targetable by age, gender, and zip code



## YOUTUBE

- 73% of adults use YouTube.
- Ads options include shorter non-skippable ads and higher engagement longer ads.



## FACEBOOK

- 69% of adults use Facebook. 30% check it daily.
- Ads can be shown in newsfeeds, videos, and as display ads on other platforms.



## INSTAGRAM

- 71% of 18-24 year olds use Instagram regularly.
- Ads are shown in feeds & videos from Facebook Ad Network



## DISPLAY ADS

- Advertise on popular news and entertainment sites



# MARKETING OBJECTIVES

With a properly chosen and optimized messaging mix our campaign will succeed in doing the following for the PACE Statewide Homeschool

- **Branding: Increase general awareness of PACE Statewide Homeschool**
- **Acquisition: Drive parents to sign up with PACE Statewide Homeschool**
- **Nurture: Advertise to potential families who have shown interest in PACE**



# ANNUAL MARKETING BUDGET

**\$50,000/year**

**Expected Growth - 95 New FTE**

What budget is right for you? It depends.

Your cost per new FTE acquisition pre-pandemic ranges from \$300-\$500, but would bring in \$10,000. Because of changing circumstances, you may anticipate a higher than average attrition rate in 21/22. You'll want to both offset any attrition and grow at a rate that is comfortable for PACE.



## **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 1st, 2022.

## **SCOPE OF WORK**

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

1. Marketing counsel, research, strategic planning, and support for the Client 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 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 the Client on the use of various suppliers and/or products.

## **TERM**

This agreement shall commence on \_\_February 1st, 2022. After six months, the agreement 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 the Client 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, the Client shall begin with a marketing fee of \$50,000. Fee shall be paid advance of advertising with first payment due in February and 2nd payment by July during the term of this contract, and shall be credited to each monthly billing statement. Reconciliations of the budget will be provided monthly. Accrued, unspent retainer amounts shall accumulate indefinitely as a credit against future marketing spend or, in the case of termination, shall be refunded to customer after termination date. In no case shall an unspent, accrued retainer amount expire and not be either utilized or refunded.



## **CONSIDERATIONS**

Media placement is billed with a 50% margin and includes account management, media placement, analytic tracking, video production, and consumer research. 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.

## **RIGHTS AND RESPONSIBILITIES OF THE K-BEACH MEDICAL**

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 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 each month 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. Terms are net 10 days from date of receipt of invoice. Interest at prevailing rates will be charged on accounts past due 30 days.

## **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 the Client 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 Agency 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. 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 the Client's long-term success. Thank you.

**Terms and conditions accepted by the Client:**

**Agreed to and Accepted**

\_\_\_\_\_, 2022.

**Signature:**

\_\_\_\_\_

**Printed name:**

\_\_\_\_\_

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

**Yours Sincerely, Fine Point LLC**

**By: Ross Johnston**



# APPENDIX A: REFERENCES



**Mead Treadwell**

**Former Lt. Governor & Venture Capitalist**

**Venture Ad AStra**

**W: (907) 269-7460**

**Email: [mead@ventureadastra.com](mailto:mead@ventureadastra.com)**

**Consumer Insights helped Mead Treadwell win the statewide race through digital marketing efforts including placement on online news sites and Facebook.**

**Russ Klein**

**CEO**

**American Marketing Association**

**W: (907) 301-8708**

**Email: [alexakdobson@gmail.com](mailto:alexakdobson@gmail.com)**

**Ross Johnston grew the state chapter of American Marketing Association as president by 15% from 2014-2015.**

**Justin Freeman**

**Visual Information Specialist**

**Alaska State Troopers**

**Work: (907) 269-5536**

**Cell: (907) 441-0829**

**Email: [justin.freeman@alaska.gov](mailto:justin.freeman@alaska.gov)**

**Consumer Insights worked with the Alaska State Troopers on their statewide DUI and Click it or Ticket campaigns. We made their \$500K+ media budget target the 18-34 age bracket more efficiently through a media audit and a shift to online solutions such as Pandora and Facebook.**

# ROSS JOHNSTON – OWNER



**Ross Johnston is a born entrepreneur and believes that local businesses provide the life blood of our economy. He founded Accelerate: Alaska a 2-day conference focused on bringing Alaska's future forward. He co-founded North By North, a week-long celebration of innovation in the Arctic.**

**Born and raised in Alaska, Ross moved back to Anchorage after living in Hong Kong, Sydney, and Los Angeles as knew where his heart lived.**

**Ross Johnston holds an MBA from the AGSM, ranked as the third best global business school by Forbes Magazine. He also holds a BBA in Marketing from the College of William and Mary.**