

4.30.25

DIGITAL MARKETING STRATEGY

PRESENTED TO

Crosslake Community School

PRESENTED BY

Nikki Lyter
Sheena Ziegler

CROSSLAKE
COMMUNITY SCHOOL

MEETING AGENDA

- Introduction
- What We Know
- Goals & Strategies
- Presentation
- Open Discussion & Feedback
- Discuss & Schedule Next Steps



DISCOVERY

THE OBJECTIVE & STRATEGY



Crosslake Community School has an overarching goal of increasing enrollment for both in-person & online students for the 2025-2026 school year. Currently there are approximately 500 total students enrolled with a capacity for 700 students.

Our goal is to increase awareness and drive new student enrollment for both the in-person and online programs at Crosslake Community School (CCS) through an integrated digital marketing campaign featuring authentic, story-driven video content. Highlighting the benefits and options available at CCS while tracking contact/enrollment submissions through the website.

Each industry has a unique customer journey.

Our Connected Performance strategies have generated bottom-line results for hundreds of businesses.

You're up next!



SEEING & HEARING

Customers are not actively thinking about their needs or brands within the category. Your marketing goal here is to build awareness and favorability.

TRIGGER MOMENT

Something activates engagement with the category. Your marketing goal here is to relate to that moment and drive consideration for a future purchase.

RESEARCHING

The audience is educating themselves on the options specific to their situation. Your marketing goal here is to be highly present and helpful for them.

DECIDING

Customers have completed their research and move down the path toward a buying decision. Your marketing goal is to reinforce your brand's key strengths and prompt them to take decisive action.

EDUCATION CUSTOMER JOURNEY

The insights below are from 2060 Digital's proprietary knowledge base, a premier source for developing customized Connected Performance marketing strategies.

Importance of Brand Awareness

- Very Important
- Somewhat Important
- Neither Important nor Unimportant
- Somewhat Unimportant



93% of Education Seekers say prior awareness of a school is important

This metric underscores the importance of connecting with individuals before they're ready to enroll.

Here's where decision makers expect to find your business

2060 Digital's campaign managers hold hundreds of certifications across the most relevant and influential digital media touchpoints.



Expected Channels



AMPLIFY YOUR DIGITAL MARKETING EFFORTS WITH A DOMINANT RADIO SCHEDULE

We know that radio is one of the best branding and awareness mediums for not only reach but is also a powerful enhancement tool when paired with digital marketing campaigns:

Radio Boosts Digital Performance

Campaigns that integrate radio and digital advertising see an average **29% increase in brand recall**. Radio helps amplify the impact of digital channels by reinforcing the message across different touchpoints.

Radio Taps into Emotion

Radio has the power to build an emotional connection and influence its audience. This means that radio listeners are more likely to be engaged with the content, making radio a powerful platform for story telling & emotional messaging.



2025 Schedule Summary:

Weekly :30 Second Commercials on our Top 2 Family Brands (B93.3& WJLY)

Run Monday –Wednesday – Friday 2 ads per day 6am- 9am
3 weeks per month

Total :30 Second Commercials: 36/month
Total Monthly Investment: \$810

Total 6 Month Investment: \$4,860
Total Annual Investment: \$9,720

Online + In-Person Targeting Attributes

Age	25-34 35-44 45-54
Household	Household - Children Household - Parents of Grade-Schoolers (6-12 years) Household - Parents of Infants (0-1 years) Household - Parents of Preschoolers (4-5 years) Household - Parents of Teens (13-17 years) Household - Parents of Toddlers (1-3 years)
Shopping	Childcare & Education Early Childhood Education Education Primary & Secondary Schools (K-12) School Supplies
Custom Intent	Private School
Content	Adoption Disabled & Special Needs Early Childhood Education Education Homeschooling Preschool Primary & Secondary Schooling (K-12) Special Education
Custom Affinities	Primary & Secondary School Seeker
Lifestyles & Hobbies	Family-Focused
Baby & Children's Products	Early Childhood Education
Education	Primary & Secondary Schools (K-12)
Interests	Early childhood education Middle school Primary education Primary school School
Children	Ages 0 to 3 Ages 13 to 17 Ages 4 to 7 Ages 8 to 12 Presence of Children

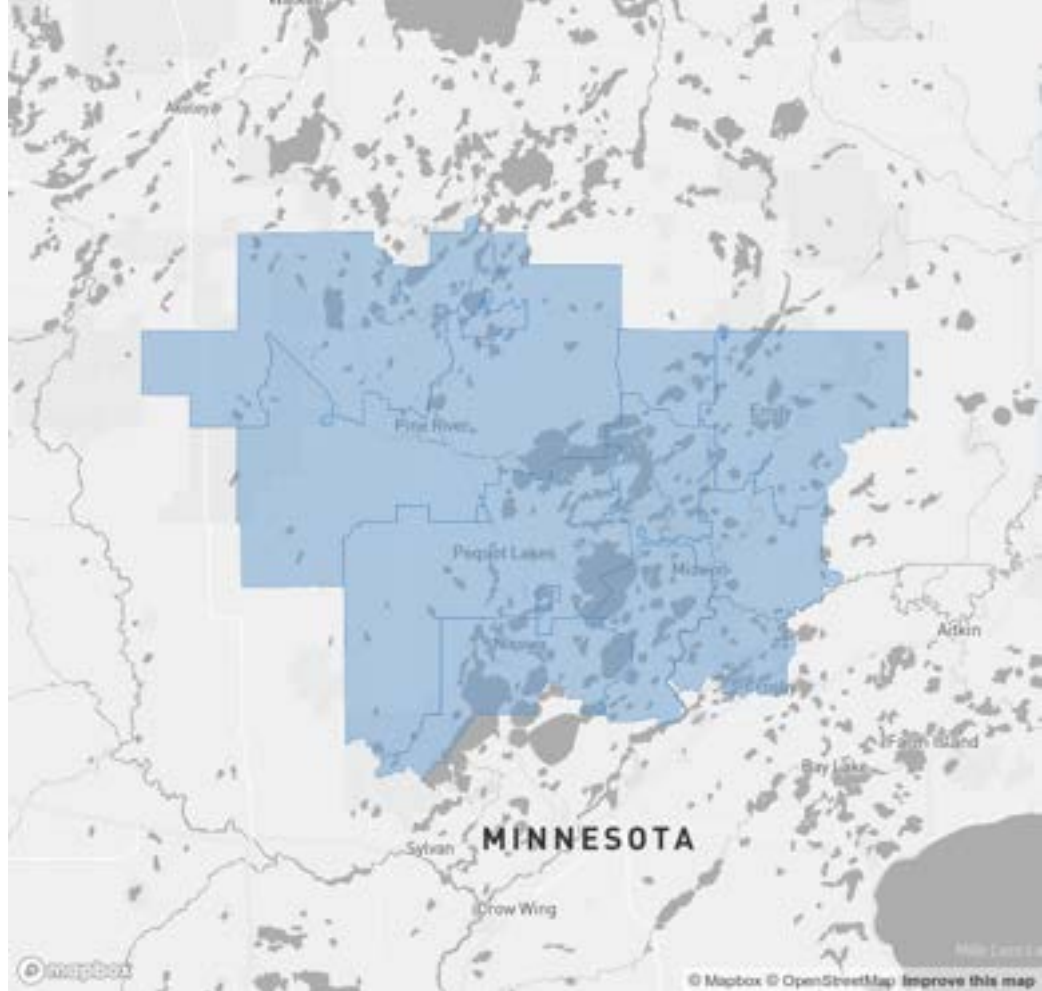
In-Person Audience Targeting Attributes

Age	25-34 35-44 45-54
Household	Household - Children Household - Parents of Grade-Schoolers (6-12 years) Household - Parents of Infants (0-1 years) Household - Parents of Preschoolers (4-5 years) Household - Parents of Toddlers (1-3 years)
Shopping	Childcare & Education Early Childhood Education Education Primary & Secondary Schools (K-12) School Supplies
Custom Intent	Private School
Content	Early Childhood Education Education Homeschooling Preschool Primary & Secondary Schooling (K-12)
Custom Affinities	Primary & Secondary School Seeker
Interests	Early childhood education Middle school Primary education Primary school School

In-Person Only Geotargeting

56435 - Backus, MN | 56441 - Crosby, MN | 56442 - Crosslake,
MN | 56447 - Emily, MN | 56448 - Fifty Lakes, MN | 56456 -
Jenkins, MN | 56465 - Merrifield, MN | 56468 - Nisswa, MN |
56472 - Pequot Lakes, MN | 56474 - Pine River, MN

Total Audience Size:
28,235



Online + In Person Geotargeting

60 Mile Radius of Crosslake, MN



SOCIAL MEDIA MARKETING

META (FACEBOOK/INSTAGRAM) ADS

WHAT ARE FACEBOOK ADS?

Despite the rising popularity of alternative social media platforms, Facebook still reaches the widest and most diverse audience.

When an advertiser launches an ad on the platform, it shows up in users' news feeds and on various other areas throughout the platform.

WHO NEEDS IT?

Businesses with a demographically diverse customer base can take advantage of Meta's targeting capabilities.

Because Meta offers flexible ad objectives (web traffic, brand awareness, and conversions, among others), advertisers can choose the specific action they're looking to drive.

INVESTMENT

\$1,000/month | In-Person

\$1,000 - \$1,500/month | Online + In-Person

 Meta



2060

Social (FB & IG) Creative Examples



EMAIL

EMAIL MARKETING

WHAT IS EMAIL MARKETING?

Email marketing delivers your brand's message directly to the inboxes of potential customers.

2060 Digital will create the email and then send it out to a purchased list of prospective consumers in an email "blast."

TARGETING

60 Mile Radius of Crosslake, MN

Households with a presence of children

Children ages: 0-17

Total Email Count: 39,887 (one email per household)

INVESTMENT

Responsive Design: \$300

Initial Send to Full List: \$798

Resend to opens: \$300

Lead List (Physical Addresses): \$500

Total: \$1,398-1,898



VIDEO ADVERTISING

YOUTUBE

WHAT IS YOUTUBE ADVERTISING?

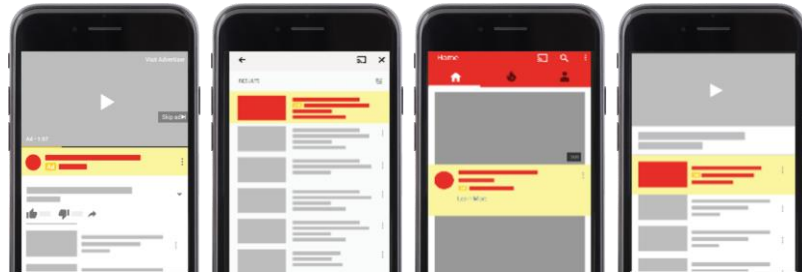
YouTube TrueView ads play before, during, or after a video on YouTube or associated platforms on the Google Display Network (GDN).

WHO NEEDS IT?

YouTube advertising is optimal for businesses looking to promote brand awareness to a wide, diverse audience in a cost-efficient way. YouTube's marketing tools incorporate Google's audience data, meaning brands can target their target audience demographic with unparalleled accuracy and effectiveness.

INVESTMENT

\$2,000 - 1,500/month | Online + In-Person (video production additional)



WHY YOU SHOULD CARE

During the past decade, YouTube has become synonymous with online video, and for good reason.

➔ The platform reported **more than 2 billion active global users in 2022**, with nearly 250 million in the U.S. alone.

PROFESSIONAL VIDEOGRAPHY & PHOTOGRAPHY

The Goal: To create engaging and authentic video content that promotes Crosslake Community School (CCS) by highlighting its unique in-person and online learning opportunities for PreK through High School. These videos will be used for enrollment marketing across digital platforms, the school's website, and social media.

Concepts:

- **Student & Parent Testimonials:** Share real, heartfelt experiences from current CCS families to build trust and community appeal.
 - Content Focus: Why they chose CCS, what they love about CCS experience (showing 1-2 examples of each in-person & online) for a longer cut video to be hosted on the website and on CCS's YouTube channel. And then shorter 15-30 second promos for YouTube & Social to drive awareness. Up to 60 Seconds can be used on social as well.
- **B-Roll Footage:** Visual storytelling to compliment testimonials and demonstrate the vibrant CCS environment.
 - *In-Person Learning Footage: Students actively engaged in classroom activities, Teachers interacting with students, Enrichment activities (STEM, Arts, Music, Outdoor, etc.) School building exterior and signage.*
 - *Online Learning Footage: A student learning at home (with a parent nearby), interacting with a live online teacher via video call, examples of online coursework and engagement tools, family support during online learning moments (optional)*

Hubbard & 2060 Digital would work closely with CCS staff to select student and parent participants. All necessary media releases and consent forms would be obtained prior to filming. Hubbard/2060 would also work closely with videographer to provide guidance for achieving overall vision.

INVESTMENT (ESTIMATE):

- \$4,500 – 1 Day of shooting + editing & completed video/photos. Various cuts/sizes as decided upon
- \$3,000 – ½ Day of shooting + editing & completed video/photos. Various cuts/sizes as decided upon

**Final estimate to be provided
once scope of work is agreed
upon.*

ADVERTISING TO SALES RATIO

Throughout our 10+ year history, 2060 Digital's experts have helped thousands of clients increase sales and grow market share. By leveraging the latest data source technology, we don't just talk about getting results - we can prove it! When considering the question "How much should I spend on advertising?" start by calculating your company's ASR (advertising to sales ratio).

The advertising-to-sales ratio is a crucial metric, representing a brand's marketing costs divided by its total revenue. Companies that maintain a higher-than-average ASR compared to their competitors are strategically positioned to expand and seize market share. Conversely, companies with lower-than-average ASRs are on the defensive, risking customer loss to their rivals.

Overall
Ad:Sales

- Sales
- Advertising



The overall advertising-to-sales ratio in the U.S. is 5.6%, meaning for every \$20 in revenue, companies spend \$1 on advertising.

The average ASR varies based on a company's specific industry.

Below is a breakdown of the average ASR in common categories:



Note: Sourced from S&P Books, Advertising Ratios & Budgets, 2022, including 2,592 U.S. companies

DIGITAL MARKETING STRATEGY INVESTMENT RECOMMENDATION

Tactic	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Total
In-Person Social		\$ 1,000.00		\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 1,000.00	\$ 1,000.00	\$ 6,000.00
Online & In-Person Social		\$ 1,500.00	\$ 1,000.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 1,500.00	\$ 1,500.00	\$ 10,000.00
Online & In-Person Email		\$ 1,898.00		\$ 1,398.00	\$ 1,398.00	\$ 1,398.00		\$ 1,398.00	\$ 1,398.00	\$ 8,888.00
Online & In-Person YouTube				\$ 2,000.00	\$ 1,500.00	\$ 1,500.00		\$ 1,500.00	\$ 1,500.00	\$ 8,000.00
Total Investment	\$ 0	\$ 4,498	\$ 1,000.00	\$ 5,898.00	\$ 5,398.00	\$ 5,398.00	\$ 0	\$ 5,398.00	\$ 5,398.00	\$ 32,888.00

[illegible]

2060 DIGITAL PARTNERSHIP INVESTMENT

This 2060 Digital investment recap is based on the material and descriptions provided within this proposal.

Facebook/Instagram: Click-Based	\$6,000
Total: \$6,000	

Facebook/Instagram: Click-Based	Fee: No Fee	\$0
---------------------------------	-------------	-----

- 1. 8-month agreement, which can be canceled after 120 days from the campaign launch date, upon 30 days written notice, except for SEO services which can be canceled after 180 days, upon 30 days written notice.
- 2. Your company will be billed the last week of each month beginning 06/01/2025
- 3. Campaign setup start upon receipt of signed contract
- 4. Campaign launch 06/01/2025
- 5. Scope(s) of work on the following pages

Quoted rates are guaranteed for 30-days from time of presentation.
After 30 days these rates may need to be re-quoted due to fluctuation in product pricing.

By signing below, you hereby agree to the terms of this Proposal, as well as the Master Services Terms and Conditions, located at <https://2060digital.com/terms/>, which are incorporated by this reference.

Client's Authorized Signature

Date

Company Name



ONLINE + IN PERSON INVESTMENT

This 2060 Digital investment recap is based on the material and descriptions provided within this proposal.

Email Marketing, Resend + Lead List	\$8,888
YouTube	\$8,000
Facebook/Instagram: Click-Based	\$10,000
Total: \$26,888	

Facebook/Instagram: Click-Based	Fee: No Fee	\$0
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1. 8-month agreement, which can be canceled after 120 days from the campaign launch date, upon 30 days written notice, except for SEO services which can be canceled after 180 days, upon 30 days written notice.
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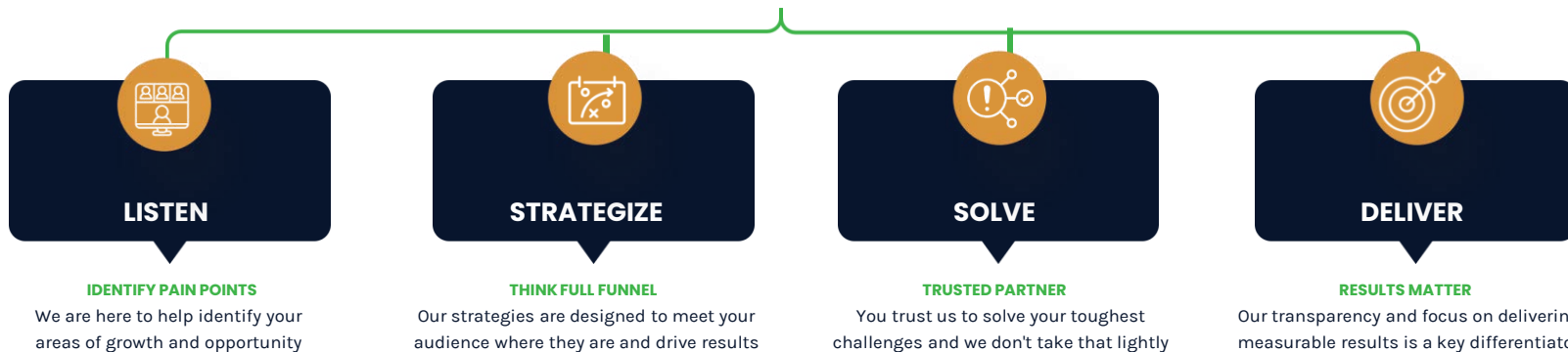
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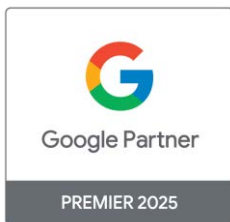
2060 DIGITAL IS A **PERFORMANCE-ORIENTED AGENCY** FOCUSED
ON DRIVING **MEASURABLE BUSINESS OUTCOMES** FOR LOCAL,
REGIONAL AND NATIONAL BRANDS.



ABOUT US

SNAPSHOT

2060 Digital is headquartered in **Cincinnati, Ohio**, with offices nationwide in **Chicago, Cleveland, Columbus, Detroit, Indianapolis, Minneapolis, Northern Minnesota, Nashville, Phoenix, Seattle, Saint Louis, Washington D.C., and West Palm Beach.**



2012

FOUNDING YEAR



70+

EMPLOYEES



TOP 3%

OF AGENCIES

(GOOGLE PREMIER PARTNER)



13+

MARKETS

YOUR TEAM

THE 2060 DIFFERENCE

We believe your brand deserves access to an all-star team of experts and resources to execute a successful campaign. No matter the size of your company, your brand receives the support of a dedicated team of creatives, strategists and analysts to help you effectively connect with your customer and achieve your desired business outcomes.



Marketing Executive

Expertise: relationship management

Your main point of contact. The Marketing Executive communicates your pain points, successes and goals and connects you and your team with our resources.



Digital Brand Strategist

Expertise: digital advertising, marketing strategy and audience analysis

Assesses your pain points, goals and desired audience to develop a successful, multi-channel digital marketing plan. Provides a high-level overview of all campaign activity.



Client Success Manager

Expertise: organization and implementation

Ensures your campaign is set up properly. Establishes campaign KPIs and proper account access points.



Analyst

Expertise: campaign analytics and data analysis

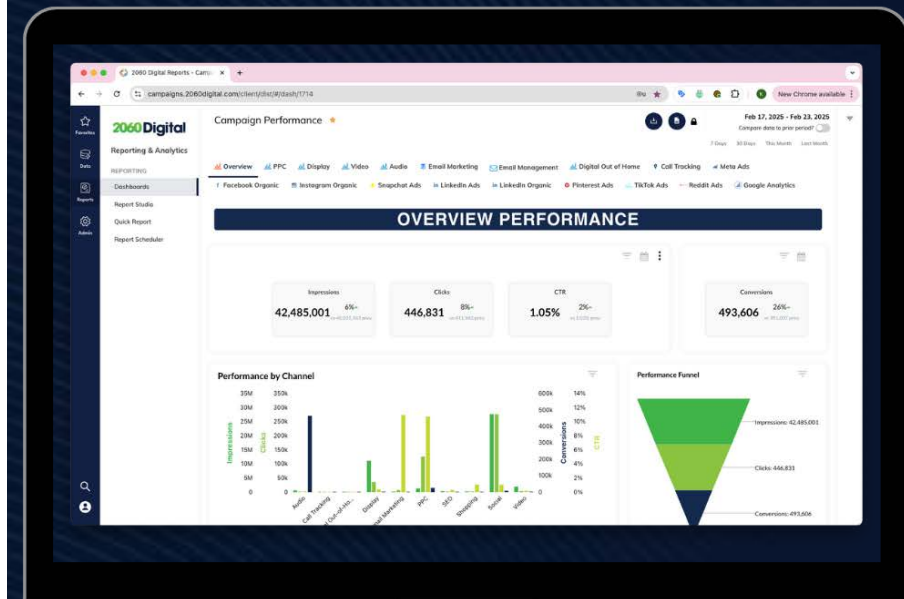
Works closely with the Digital Brand Strategist to analyze campaign performance and makes ongoing strategy adjustments to ensure optimal campaign performance.

UPFRONT CONTRACTING

CAMPAIGN REPORTING

While the actual content of your monthly report is determined by the scope of your campaign, your report will typically include:

- Total Impressions
- Click-Through-Rate
- Creative Performance
- Type of Device
- Data Elements
- Conversions
- Traffic Trends



YOUTUBE TRUEVIEW ADS

WEBSITE REMARKETING

2060 Digital supplies a “pixel” to be placed on all your website pages. This allows us to show videos to the unique visitors to your website. All ads go through an approval process to ensure the ads are safe and appropriate for users. Every time a new ad is created, or changes are made to existing ads, they are automatically submitted for review to ensure that advertising policies are followed.

AD (IMPRESSION) PLACEMENT

TrueView in-stream videos may appear on YouTube Watch pages and/or on video publisher pages on the Google Display Network (which includes YouTube).

COMPANION BANNER

2060 Digital recommends utilizing a 300 x 60 pixel branded companion banner with TrueView in-stream videos to increase brand awareness and engagement among users who view your video ad on a computer. File format: PNG, JPEG, or GIF

File Size: less than 150 KB

Restrictions: Animated GIFs must be shorter than 30 seconds. Logo must appear in banner. Exclude call-to-action as it will appear as a short button below the banner.

GOOGLE TAG MANAGER

Publish all tags & triggers necessary under a consolidated Google Tag Manager account.

VIDEO AD SPECIFICATIONS

- YouTube video (60 seconds or less recommended with the most important message point expressed in the first 10-seconds, branding throughout, and clear next steps provided).
- File format: .MOV, .MPEG4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, .WebM, .DNxHR, .ProRes, .CineForm, or .HEVC (h265)
- Aspect ratio: 4:3 or 16:9
- Video requirements: Must be hosted on client YouTube Channel and must be public or unlisted.

DEDICATED DIGITAL PROJECT MANAGER

2060 Digital provides the client with a Digital Project Manager who works with the Digital Brand Strategist and designated client personnel assigned by the client.

CAMPAIGN MANAGEMENT

2060 Digital has a team of media buyers who are manually watching and buying media for your campaign.

REPORTING

The client receives a monthly report showing the number of impressions, video ad views (100% up through 30 seconds), the number of clicks through to the destination URL, and the ad groups that produced the click-throughs.

LINKED ACCOUNTS

(Google best practice) 2060 Digital must have administrative access to your Google account and permission to link to your YouTube channel to set up goals and conversions, video remarketing, and to optimize based on user behavior and organic traffic.

SCOPE OF WORK

SOCIAL MEDIA ADVERTISING (FACEBOOK)

WEBSITE RETARGETING

2060 Digital recommends a "pixel" to be placed on all your website pages. This allows us to show ads to the unique visitors to your website.

AD PLACEMENT

Social media ads will appear to users within the Targeted Demography and Geography and with the Targeted Interests and Behaviors.

Ads will appear on Facebook, Instagram, and the Audience Network.

AD DESIGN

2060 Digital designs specific static display ads twelve times per year (1/month) based on client's current campaigns, strategies, and/or products to be highlighted. With the client, we strategically decide the theme of each ad and where we link the display ads for the desired conversion. There may be additional creative/design costs should 2060 Digital be requested to purchase images, fonts, and/or graphics, or if ad designs exceed 1/month or two revisions/creative. Client to supply guide to graphic/brand standards.

LINKED ACCOUNTS

2060 Digital will need administrative access to your Facebook and Instagram accounts to place ads on the social media networks. 2060 Digital cannot provide assistance with administrative issues.

IMAGES

Minimum 1200x1200 pixels; recommended 1:1 or 4:5 aspect ratio for static or video ads. Video ads recommended no longer than 15-seconds.

Primary Text: 125-characters

Headline: 40-characters

Description: Pulled from website url or customized up to 90-characters

Call to Action (choose from one of the following): Learn More, Apply Now, Book Now, Call Now, Contact Us, Donate Now, Download, Get Offer, Get Quote, Get Showtimes, Listen Now, Send Message, See Menu, Shop Now, Sign Up, Subscribe, Watch More

DEDICATED SOCIAL MEDIA MANAGER

2060 Digital provides the client with a Social Media Manager who works with designated client personnel assigned by the client.

CAMPAIGN MANAGEMENT

Client has a team of social media buyers who are manually watching and buying media for your campaign.

REPORTING

A live reporting dashboard will be available on demand to view key metrics and track performance over time.