



# Statement of Work

## Sharon Center School

Enrollment Marketing Campaign

October 30th, 2019

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## GOALS

The current student population currently stands at 150 students. The school needs to craft a campaign so the parents of K- 8 graders choose to either move to Sharon, CT to attend the school or pay the tuition fee to attend. The goal is two-pronged: raise POSITIVE awareness of the school by being able to clearly articulate the WHY of the school and the benefits of attending - the second goal is to raise the school population 10% to 165 students.

## PHASED WORK PROCESS

Phase One of the Campaign will be centered around “Getting the Word Out”. In this phase of the campaign, we will be focused on branding the school and crafting the marketing strategy. The communication tools, such as the website, thematic pages, social media, and PR will be utilized to communicate the new messaging for the school. Outreach in the form of surveys and Word of Mouth (WOM) campaigns, along with marketing materials will be crafted to increase the positive awareness of the school, both to potential students/parents and the public. Ideally, this phase of work will be completed in Q1, 2020 to allow the campaign to begin in the Spring to attract families to the area and to the school.

If other Phases of work are needed/requested, we will craft a Statement of Work.

## SCOPE OF WORK

Phase One - **Get the Word Out:**

1. Discovery.
2. The Why.
3. Branding.
4. Marketing Strategy.
5. Thematic site pages (Landing pages).
6. Social Media Ads.
7. Photography session(s).
8. Reputation management.
9. Survey and WOM campaign.
10. One Sheet creation.
11. PR campaign.

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## DISCOVERY

We will review the competition, the pros/cons of each school. We will craft a WHY for the school: why anyone would choose Sharon Center School (SCS) and why anyone should care. The next step is to create a theme for the campaign that would highlight key areas that differentiate the school and a look that is unique and eye-catching. An overall marketing strategy will be created, outlining what will be created and when.

Deliverables:

- Competitive landscape.
- WHY.
- Umbrella campaign theme.
- Branding.
- Marketing strategy.

## SOCIAL MEDIA

We will provide the design of social media ads that tie in the theme of the campaign and highlight the key areas of interest in the school.

Deliverables:

- Four social media ads (which will correctly match the size and text requirements put in place by Facebook). These ads will lead to corresponding thematic site pages.
- Social media policy - how to respond professionally to any commentary via social media and best practices for usage.

## PHOTOGRAPHY

Once we have identified the key areas to highlight at the school, that we know will differentiate the school, we will take photographs to capture the areas of the school, programs in progress and students actively engaged.

Deliverables:

- Photographs for use on the website, thematic pages, social media, print needs, etc.

## REPUTATION MANAGEMENT

A quick review of Sharon Center School, there is no current PR and clearly, social media has not played a big role. There is a LOT that could be done here to bring up public opinion of the

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school. Many parents will search the reputation first after hearing about the school or seeing an ad - if that is poor, they won't bother with the website, they'll move on in their search.

Deliverables:

- Initial reputation sweep and competitive review.
- Claim profiles.
- Solicit positive reviews - initially and as an ongoing process.
- Track progress over time.

## ONE SHEET

The "one sheet" provides a quick overview of statistics of the school and the selling points - addressing the main reasons a family would choose this school.

Deliverables:

- A full color "one sheet" in formats for print, web and other formats.

## Survey and WOM campaign

A survey will be sent out electronically to all current parents to gauge their rating of the school and identify the top attributes. Highly ranked parents will be asked to become the school ambassadors and will be highlighted on the website, social media and via personal outreach.

- Survey delivered via email
- Ambassador program

## PR CAMPAIGN

Changing the way the school is viewed by the public will be driven by a number of factors, one certainly ensuring that the story getting to the public is a **positive one**, driven by us, not embittered members of the community. We can take any PR and put it across social media and on the website, adding more fresh content and a positive voice.

Deliverables:

- 2 PR pieces, written and submitted for newspapers, blogs and across social media and the website.

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## FEES

Discovery, The WHY

- \$480.00/4 hour

Branding

- \$1,200.00/10 hours

Marketing Strategy

- \$720.00/ 6 hours

Social Media Ads

- \$2,160.00/18 hours

Photography session(s)

- \$360.00/3 hours

Reputation management

- \$960.00/8 hours

Survey/WOM campaign

- \$3,000.00/25 hours

One Sheet

- \$840.00/7 hours

PR campaign

- \$240/2 hours

Total of Fees

- **\$9,960.00 total for Phase 1**

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## TERMS & ACCEPTANCE

The total fee for Phase 1 is \$9,960.00. The payment will be divided into 3 payments of \$3,320.00, the first will be paid upon signing this SOW, the second on January 1st, 2020 the 3rd on February 1st, 2020.

### Acceptance Criteria:

Review and sign off by Karen Manning or the designated signee at the SCS.

### Location of Services:

One Eleven Interactive, Corp  
6 Railroad Street  
West Cornwall, CT 06796

### Project Contacts:

Sharon Center School  
Karen Manning, 860-364-5153, [kmanning@sharoncenterschool.org](mailto:kmanning@sharoncenterschool.org)

One Eleven Group  
Janet Carlson, 860-672-0043 x111, [janet.carlson@oneeleven-group.com](mailto:janet.carlson@oneeleven-group.com)  
Doug Bloom, 860-672-0043, [doug.bloom@oneeleven-group.com](mailto:doug.bloom@oneeleven-group.com)

### Change Management:

The scope change request process will be the vehicle for communicating change. Either party may initiate a change request. Both parties must review the proposed change and either approve or reject such a change in writing prior to proceeding with any changes to this agreement or any SOW. Only the following individuals are authorized to make and/or approve changes.

One Eleven Group. Janet Carlson or Doug Bloom

SCS, Karen Manning

APPROVED BY SCS:

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Karen Manning

Date:

APPROVED BY ONE ELEVEN GROUP:

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Janet Carlson

Date: