

Multi-Academy Trusts marketing support packages

Within Multi-Academy Trusts, one of the challenges facing you is how do you ensure both consistency of the Trust's brand across all the Academy schools and give individual schools the opportunity to showcase their individuality, and maximise their profile.

We have devised the perfect solution; a credits based support contract that allows individual schools to take advantage of regular marketing support, backed by the Trust. Not only does this allow you to spread the cost of your marketing across 12 months, it also offers complete flexibility with the type of marketing support on offer and provides a cost saving over project-specific services.



We offer 2 different support contracts, depending upon the level of monthly contributions you want your schools to make. They have the freedom to use credits each month on whatever marketing support they may need. As a Trust you manage the credits, ensuring each school can access our services as required.

As each school contributes financially towards the support contract, this acts as an incentive for them to make the most of it and undertake marketing activities that increases their profile and attracts more pupils.

Support contracts are usually for a 12-month period, although a longer period can be discussed if this suits your operational or financial needs.

The 2 support packages we offer are:

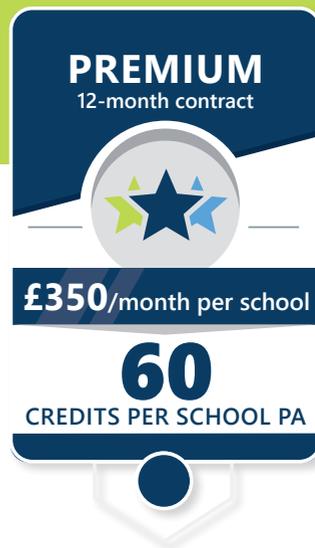


STANDARD
12-month contract



£200/month per school

35
CREDITS PER SCHOOL PA



PREMIUM
12-month contract



£350/month per school

60
CREDITS PER SCHOOL PA

What does each credit equate to?

As part of our support package offering, we offer a reduced rate from our standard rate card. Each service we offer has been broken down into a number of credits, so you can mix and match the services to meet your specific requirements. The breakdown of how many credits each of our services are worth is as follows:

Main Marketing Service	Individual Activities	Credits
Photography	½ day shoot	5
	Full day shoot	8
Social Media	Monthly support	from 2
Press Releases	Write and distribute Release	6
	add Photography	2
Blog Posts	Written using supplied content	5
Design Services	4pp Leaflet	6
	4pp Folder (with pocket)	6
	Banner Headings - for social media	2
	Roller Banners - single width	3
	Roller Banners - double width	4
	Advertorials - double page spread	6
	Advertisements - half page	3
	Advertisements - full page	5
	Logo - redraw	4
	Logo - new concepts	7
	Newsletters - single-sided	3
	Newsletters - multiple-sided	from 5
	Business Cards	1
Email Marketing	Design and adding supplied content	6
Video Production	Video pods eg. Homework Help (1 min)	15
	Values/Prospectus video (3 mins)	50
Virtual Tours	Per Transition	2
Animations	To include in videos	from 7
Marketing Strategy	Strategy and Communications Plan	30
Marketing Consultancy	Half day	5
	Full day	8
Websites	Please contact us to discuss	



notes

Mileage outside of the Bournemouth and Poole conurbation will be charged at 45p per mile, subsistence will be charged at cost +10%.

Photography – includes the provision of a selection of images dependent upon your requirements, includes on site at your school or in our studio.

Social Media – support starts from 2 credits per month dependent upon your requirements.

Press Releases – typically includes 1 hour of photography.

Design Services – all additional 3rd party costs including magazine space, exhibition space, banner purchase costs and all print will be quoted as extra.

Marketing Consultancy – available on a half or full day basis, to manage your marketing requirements, help with social media content, help write content for brochures etc.

Video Production – both video options can include motion graphics, professional voice-over and sound track if required, although in our experience use of school personnel or children are preferred. An extra cost will be incurred for more complicated graphics.

Virtual Tours – a transition is one 360 image. Larger spaces including Sport Halls, Dance Studios etc may require a number of transitions to produce a functioning virtual tour.