

marketing support packages

We understand some of our school clients would like the option of spreading the cost of your marketing support, as well as having the flexibility to be able to pick and chose marketing services depending upon your changing requirements. We have therefore developed an education-specific support package concept around a credits system, that offers this flexibility and also provides a cost saving over our regular services.



Packages are usually for a 12-month period, although a longer time period can be discussed if it suits your budgetary or operational requirements. We have 2 fixed levels of support (Standard and Premium) plus a bespoke option that can be tailored to your needs. Each option has a different number of credits. You have the freedom to use credits as and when you like, enabling you to switch between the various marketing support services we offer.

Package	12-month contract	Monthly Cost	Credits PA
TAILORED	12-month contract	your choice	CREDITS PA
STANDARD	12-month contract	£250/month	32 CREDITS PA
PREMIUM	12-month contract	£400/month	55 CREDITS 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	Photo session	5
Social Media	Monthly support	from 2
Press Releases	Write and distribute Release add event Photography	6 from 3
Prospectus Design	Electronic and/or printed	from 9
Other Design Services	4pp Leaflet	6
	4pp Folder (with envelope flap)	6
	Banner Headings - for social media	2
	Roller Banners	3
	Advertisements	from 5
	Logo - redraw	4
	Logo - new concepts	12
Video Production	Newsletters	from 5
	Wall Art, including school signs	from 5
	Values/Prospectus video	40
	Other Videos - see our website	from 12
Virtual Tours	minimum 5 areas	from 5
Animations	To include in videos	from 7
Marketing Strategy	Strategy and Communications Plan	30
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 – can include 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 per hour basis, to manage your marketing requirements, help with social media content, help write content for brochures etc.

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

Virtual Tours – areas include Reception Foyers, Classrooms, Libraries, Sport Halls, Dance Studios, outside MUGA's etc.