



ANNUAL MARKETING PLAN

School Year: 2022 - 2023

STRATEGY	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Digital	PPC: GOOGLE AD - OPEN ENROLLMENT		UPDATE + UPGRADE WEBSITE			PPC: GOOGLE AD - NOW ENROLLING
Short Term					COMMUNITY CAR WASH COMMUNITY REFERRAL DRIVE	COMMUNITY REFERRAL DRIVE
Long Term			HIGH SCHOOL TOUR FIELDTRIP - IN EXCHANGE FOR ADVERTISING IN HS NEWS LETTER		SPONSOR PRESCHOOL GRADUATION WITH INFORMATION BOOTH	
Retention				POSITIVE HOME CALLS FOR ALL STUDENTS		

Example



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STRATEGY	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Digital	PPC: GOOGLE AD - NOW ENROLLING	GOMARKETING AT COUNTY FAIR		PPC: GOOGLE AD - OPEN ENROLLMENT	PPC: GOOGLE AD - OPEN ENROLLMENT	PPC: GOOGLE AD - OPEN ENROLLMENT
Short Term	DIRECT MAILERS COMMUNITY REFERRAL DRIVE	COMMUNITY REFERRAL DRIVE				
Long Term	CONNECT WITH LOCAL BUSINESSES	CONNECT WITH LOCAL BUSINESSES				
Retention	HANDWRITTEN 'ENJOY YOUR SUMMER" NOTES				Example	HANDWRITTEN HOLIDAY NOTES



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