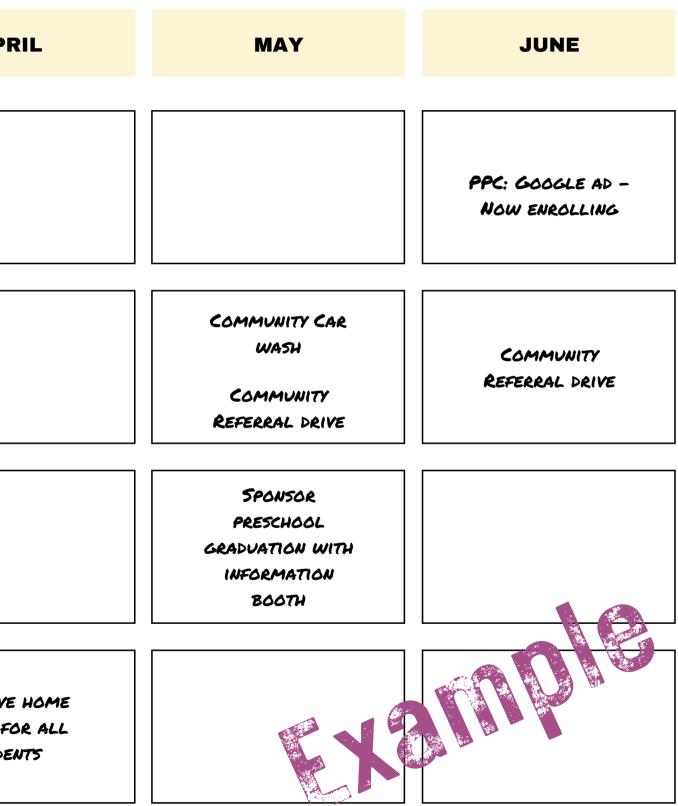
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| STRATEGY | JANUARY | FEBRUARY | MARCH | APR |
|------------|-------------------------------------|----------|--|-------------------------------|
| Digital | PPC: GOOGLE AD - OPEN ENROLLMENT | | UPDATE + UPGRADE WEBSITE | |
| Short Term | | | | |
| Long Term | | | HIGH SCHOOL TOUR FIELDTRIP - IN EXCHANGE FOR ADVERTISING IN HS NEWS LETTER | |
| Retention | | | | Positive Calls Fo Stude |

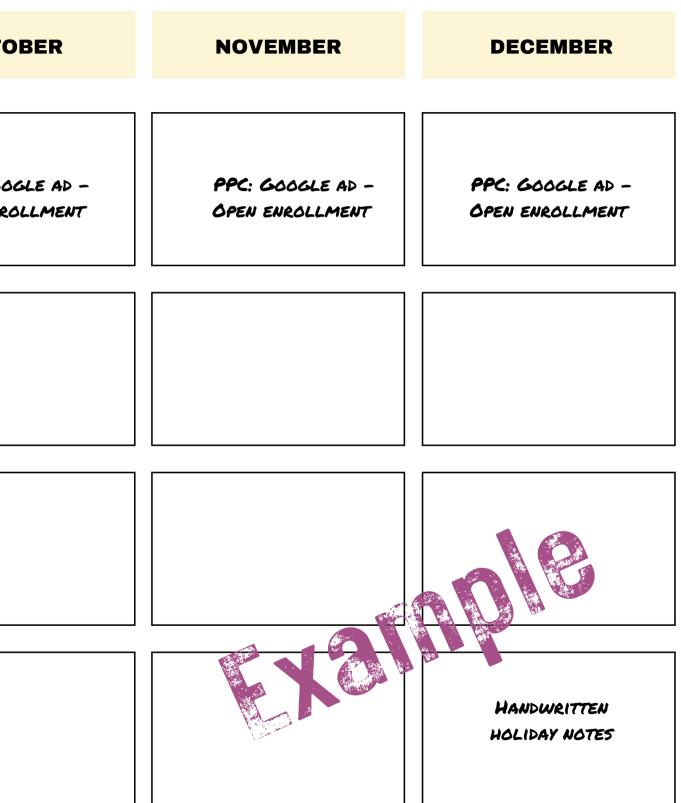
2022 - 2023



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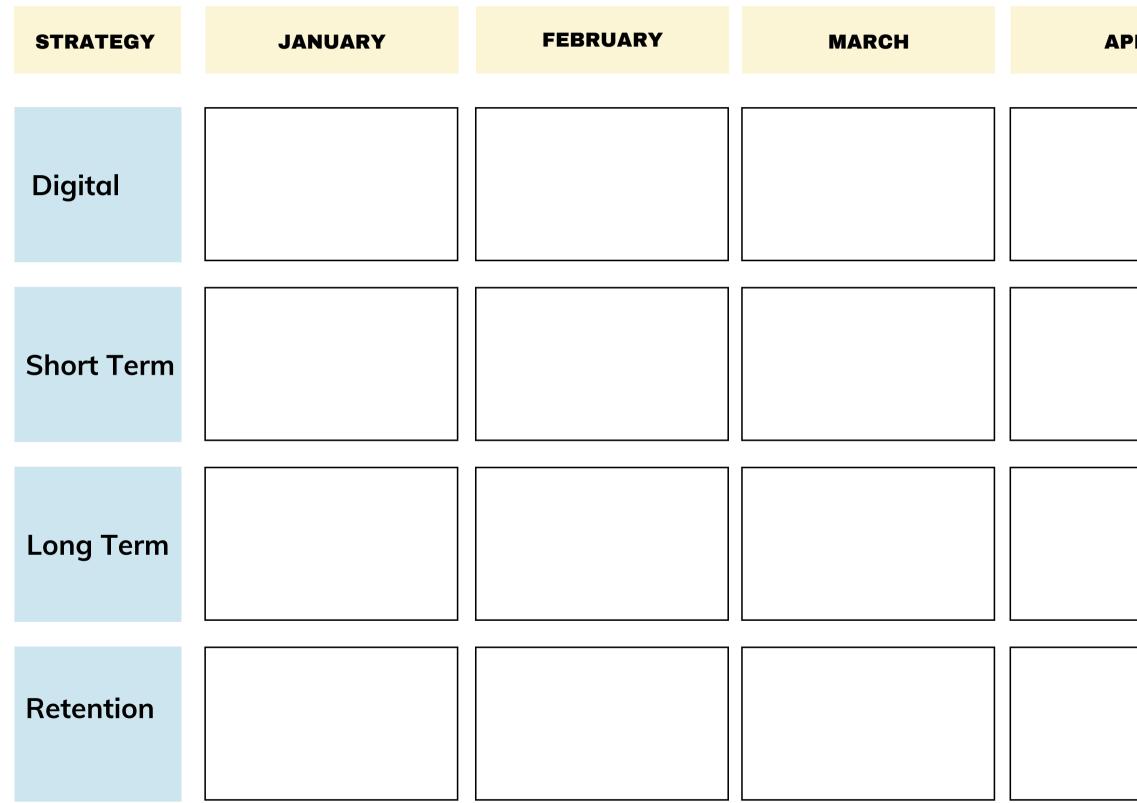
| STRATEGY | JULY | AUGUST | SEPTEMBER | осто |
|------------|---|----------------------------------|-----------|------------------------|
| Digital | PPC: GOOGLE AD - NOW ENROLLING | GOMARKETING AT COUNTY FAIR | | PPC: GOOD OPEN ENRO |
| Short Term | Direct Mailers Community Referral drive | COMMUNITY REFERRAL DRIVE | | |
| Long Term | CONNECT WITH LOCAL BUSINESSES | CONNECT WITH LOCAL BUSINESSES | | |
| Retention | HANDWRITTEN 'ENJGY YOUR SUMMER" NOTES | | | |



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| PRIL | MAY | JUNE |
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