



Sharon Center School: Update

March, 2021

Work Done to Date

- Discovery has been completed, competition reviewed.
- The initial sweep for reputation management has been completed.
- The WHY created.
- The Tagline has been approved.
- Logo created and updated on site and across social media.
- The marketing strategy was completed.
- Website updates were completed direction from 111 to eChalk.
- Reputation sites claimed and cleaned, updated.
- Landing page launched - www.Sharoncenterforme.com.
- Niche profile created, populated.
- Social media ad campaign created (Winter, 2020).
 - Ads with masks
 - Ads without masks
- School infographic created.
- School postcard handouts created.

Next Steps

- Reputation Management Enhancement
 - Update reputation management report
 - Reputation management strategy
 - RM Review Campaign
- Social Media Campaign
 - Google reviews
 - Direct email campaign
- Ongoing Consulting