



Statement of Work

Sharon Center School

Ongoing Marketing Campaign

March 1st, 2021

GOALS

The current student population currently stands at 108 students, which was actually the goal we set. The school needs to continue to promote the school in a positive way, as more people are choosing the NW Corner, and Sharon needs to continue to raise POSITIVE awareness of the school, through continuing reputation management and the use of consistent social media.

PHASED WORK PROCESS

We conducted Phase One of the Campaign in 2020, which was centered around “Getting the Word Out”. In this phase of the campaign, focused on branding the school and crafting the marketing strategy. Communication tools, such as the website, thematic pages, social media, and PR were utilized to communicate the new messaging for the school. Marketing materials were crafted to increase the positive awareness of the school, both to potential students/parents and the public.

SCOPE OF WORK

Phase Two - **Enhance Reputation**

Update Reputation Scan

In Phase 1, we claimed the sites, cleaned up the school profiles, added information, along with photographs. Ensuring accurate information along with current data and photographs is the foundation of this work. In this phase, we will update our review of the sites, social media and Google reviews to determine where additional work is needed and craft a strategy to accomplish the work.

Deliverables:

- Updated reputation report.
- Reputation repair strategy.

Reputation Repair Tactics

One of the most important elements of successful reputation management is having good reviews. There is no point in having lots of good reviews if the information is not accurate or

updated, which is why we will begin seeking good reviews in this phase of work. Genuine reviews by parents and students have a fresh voice and are inherently trustworthy.

Deliverables:

- Google review campaign
- Direct email campaign
- Ambassador program

Social Media Campaign

Social media can have a very positive impact on how the school is perceived and on its rankings. Having a consistent social media presence with a focus on marketing can greatly increase interaction with the school and can have a positive impact on reviews.

Deliverables:

- Social media calendar (March - December)
 - Monthly themes
 - Weekly planned posts

Ad Hoc Consulting

We like to have an hour or so per month to allow clients to contact us any time with questions or concerns and if they need a flyer, a web page, a PR piece, etc. we are available to help.

Deliverables:

1 hour of ad hoc time per month.

FEES

- **\$9,880.00**

TERMS & ACCEPTANCE

The total fee for Phase 1 is \$9,880.00. The payment will be divided into 3 payments of \$3,293.33, the first payment is due July 1st, 2021, the second payment is due September 1st, the third payment is due November 1st, 2021. All payments are due within 15 days of invoice date.

Acceptance Criteria:

Review and sign off by Karen Manning or the designated signee at the SCS.

Location of Services:

One Eleven Interactive, Corp
6 Railroad Street
West Cornwall, CT 06796

Project Contacts:

Sharon Center School
Karen Manning, 860-364-5153, kmanning@sharoncenterschool.org

One Eleven Group
Janet Carlson, 860-672-0043 x111, janet.carlson@oneeleven-group.com
Doug Bloom, 860-672-0043, doug.bloom@oneeleven-group.com

Change Management:

The scope change request process will be the vehicle for communicating change. Either party may initiate a change request. Both parties must review the proposed change and either approve or reject such a change in writing prior to proceeding with any changes to this agreement or any SOW. Only the following individuals are authorized to make and/or approve changes.

One Eleven Group. Janet Carlson or Doug Bloom

SCS, Karen Manning

APPROVED BY SCS:

Karen Manning

Date:

APPROVED BY ONE ELEVEN GROUP:

Janet Carlson

Date: