C.2 Advertising and Promotion

An aggressive approach will be used to successfully recruit prospective parents and students. During the months from January (upon approval) to July, 2011 a strategic advertising campaign will take place to allow SCDS to achieve its targeted student projection of 160 for its first year of operation.

SCDS will work with local businesses to develop partnerships in an attempt to increase awareness in the community about the charter SCDS. Daycare centers will also be targeted for distributing information to families regarding the charter SCDS. These strategies are great community builders and the only cost is the materials given for distribution.

Networking sites such as Facebook, Linkedin, Yelp, Twitter will all be utilized for free to promote and advertise the charter SCDS.

Table 1: Marketing/Advertising plan Inception to July 31:

Form of Advertising/Marketing	Estimated Cost	Cost
Arizona Parenting Magazine	$680 per month @ 5 months (February through July)	$3400
Raising Arizona Kids Magazine	$660 per month @ 3 months (February, April, June)	$1980
Postcard Mailer	5000 printed, designed, and mailed to specific targets (February and June)	$4200
Road Sign and Sandwich Boards	Created at FastSigns	$550
	Total	$10,130

Market Research of Advertising and Promotion Costs
SCDS has worked with 6 different advertisement companies thus far as a private school and can utilize this experience and research to benefit the charter SCDS. Companies have been researched to determine their costs, demographics served, number of publications distributed or purchased weekly/monthly

Marketing/Advertising plan July 31, 2012 and after:
Once Equalization funds have been received, additional monies will be used to further the advertising/marketing campaign. Marketing will continue beyond July 31 in an effort to reach our desired student count of 160 by September 2012. As we maintain our recruiting efforts, advertising and marketing will take place in August and October, 2012 and intensely February through July 2013 as we prepare for the 2013-2014 school year.