



Marketing Strategy 2019-2020

Agenda



- Core Strategies
- Planning Parameters
- Rationale – Overall
- Owned & Earned Media Tactics
- Messaging/Creative Territories



Core Strategies & Planning



2019-2020 – Core Strategies



PREVIOUS FOCUS: Awareness & Enrollment
NEW FOCUS: Imperative

AUTHENTICATION

Authenticate Pre-K 4 SA's role in San Antonio as a driving force in securing a successful future for San Antonio that starts with high-quality early learning.

Changing the
Landscape

Best-in-Class Quality
Capacity Building
Family Empowerment

Results

Value Equation
Unmet Need/Redundancy

Student &
Family Services

Enrollment

Planning Parameters



Changing the Landscape

Weight Allocation:
65-70%



Coverage:
All Year Long



Geography Strategy:
Focus on San Antonio DMA

Enrollment

Weight Allocation:
35-30%



Coverage:
Early Coverage



Geography Strategy:
Zip Code Targeting

(10-15 mile radius of the four centers)

Rationale



- Continue to build brand **momentum**
- Strategically showcase Pre-K 4 SA's **impact** (immediate and long-term) in kids we serve, their families, and the city of San Antonio
- Shift from General Awareness to Education on how Pre-K 4 SA is **Changing the Landscape** for San Antonio to build trust, loyalty, and position and accurate understanding of Pre-K 4 SA and its citywide influence.



Strategy



- **Continuity of Media** no hiatus weeks
- **Begin Enrollment** initiatives early
- **Demo and Geo-targeted media** to help meet the needs and objectives of Enrollment Numbers (by Center) and Target Audience(s)
- **Add Broadcast, Print & Podcast Advertising** to support heavy digital
 - Traditional and trusted sources
 - Highly engaging mediums for delivering messages
 - Localized, in-language and niche



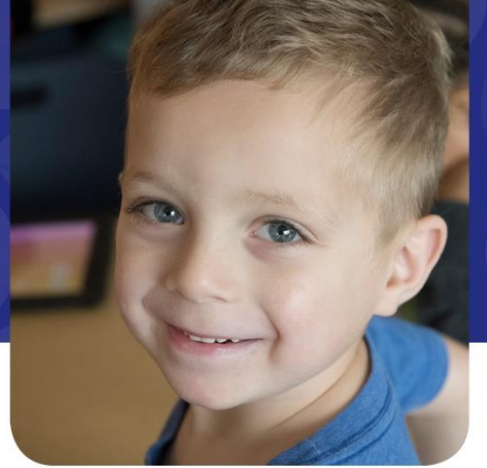
Pre-K14SA



Owned Media



Owned Media Objectives



2019-2020 is an imperative and opportunistic time:

Enrollment and Changing the Landscape (vs. Awareness)

- Support both enrollment and community education

Innovation/Partnerships

- EISD/Gardendale (Identity Architecture/Collateral)
- Framework for future Pre-K 4 SA Partnerships—extend and demonstrate capacity building

Changing the Landscape Storytelling

- Video and Compelling Storytelling (Centers AND Pillars)
- Impact of Grants
- Family Engagement



Owned Media by Imperative



Changing The Landscape – Run Heavy Digital

- Facebook Ads (Spanish/English)
- Video-Sharing/YouTube (Spanish /English)
- Streaming Audio (English)
- Digital Display/Mobile/Pre-Roll (Spanish/English)
- Connect TV (Spanish/English)
- Add Podcast (Spanish/English)
- Add Print

Enrollment – Heavier media and additional mediums

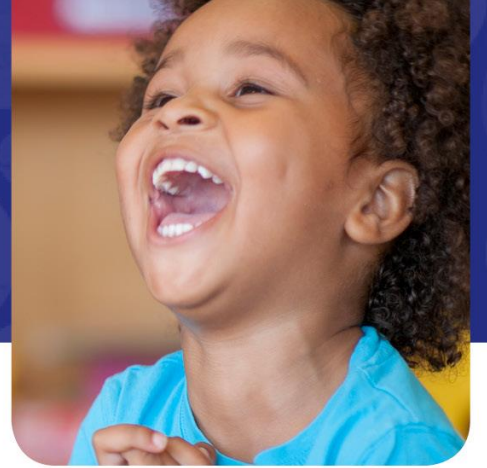
- PPC/Search
- Facebook Ads (Spanish/English)
- Digital Display/Mobile/Pre-Roll (Spanish/English)
- Connect TV (Spanish/English)
- Broadcast TV & Radio
- OOH

A wooden pencil holder, made of light-colored wood, is shown in two different views. The top view shows a few pencils and markers standing upright. The bottom view shows a larger collection of colorful pencils and markers, including orange, yellow, pink, and blue, some of which are sharpened. A dark blue banner with a pattern of lighter blue circles is overlaid across the middle of the image.

Earned Media



Earned Media Objectives – CTL



Awareness

- Increase community understanding, engagement & support of Pre-K 4 SA's role
- Family Engagement

Professional Learning

- Increase awareness and demand
- Educate on differentiators of PRE-K 4 SA opportunities vs. other CEU paths

Grants

- Share successes and opportunities with City
- Impact of Grants (outside four Pre-K 4 SA Centers)



Earned Media Objectives – Enrollment



Education

- Inform on start of enrollment process period
 - Increase demand for enrollment (all-year round)
- Highlight features and benefits and increase awareness and demand

Earned Media Strategy



- **Generate Education & Interest**
- **Leverage Pre-K 4 SA's positive impact** on economic and early education across SA
- **Storytelling**
 - Voice and angle of people impacted most – children, parents & educators
 - City/Community impact (outside four center walls)
- **Define and clarify high-quality**
 - Innovative curriculum and community partners
 - Professional Learning and Grants
 - Replication sites and School/CDC partner campuses
- **Influence of data** to showcase Pre-K 4 SA as a leader in early childhood education
- **Leverage community partners and corporate stakeholders** to grow awareness of its programs






Messaging | Creative Territories




Educating Our Way to Greatness



EDUCATING OUR
WAY TO GREATNESS!
ALL CHILDREN.
ALL TEACHERS
ALL FAMILIES.
ALL OF SAN ANTONIO!




Pre-Ki4SA
Early Inspiration. Future Success.
LEARN MORE »

- **Impact** of a Pre-K 4 SA Education (now and long-term)
- **Education beyond four center walls**; something for everyone (Family Engagement, Grants, Professional Learning)
- **Partnerships** (new model of capacity building)

EDUCATION SHAPES
OUR FUTURE!




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Thank You.