



# Creative Noggin Marketing Update 2020

# Agenda

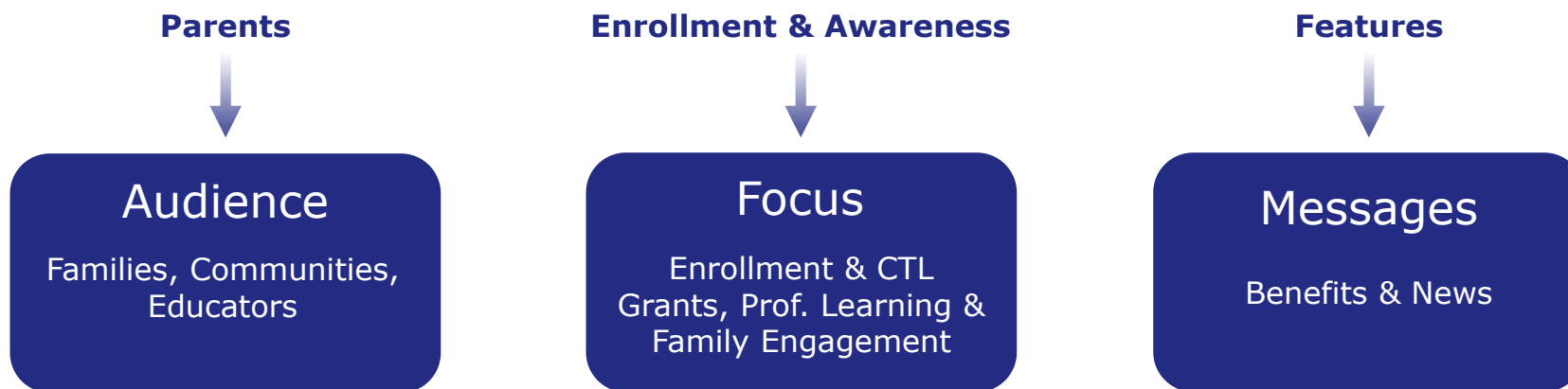
- 1** 2019-2020 Review  
Planned Strategies & Results (Organic, Paid and Earned Media)
- 2** Pandemic Pivot
- 3** YOY Analysis
- 4** Looking Forward

# Quick Review

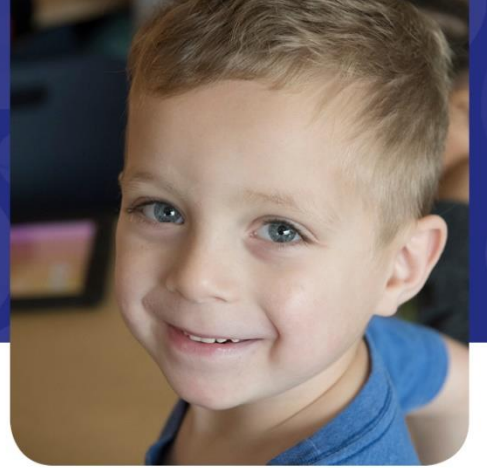


In 2019-2020, the Marketing & Media Plan **sought to:**

1. Shift in focus **to** Imperative from Campaign  
Enrollment and Education – Changing the Landscape (vs. Awareness)
2. Strategic Shift in Messaging



# Quick Review Continued



- **Innovation/Partnerships**

Launch and support partnerships to extend and demonstrate capacity building (EISD/Gardendale now and for generations to come).

- **Earned Media**

Deepened media relationships and strategically dispersed meaningful content to increase positive coverage at local, regional and national levels.

- **Website**

Navigating user through mass information with an easier user/consumer experience; enhance copy to align with messages and focus for enrollment and CTL (consumer-centric).



# Enrollment 2020



# Enrollment 2020 – Consumer Centric

Data: July 2019– March 16, 2020



:60 Broadcast (Spanish) –  
Telemundo & Univision original music



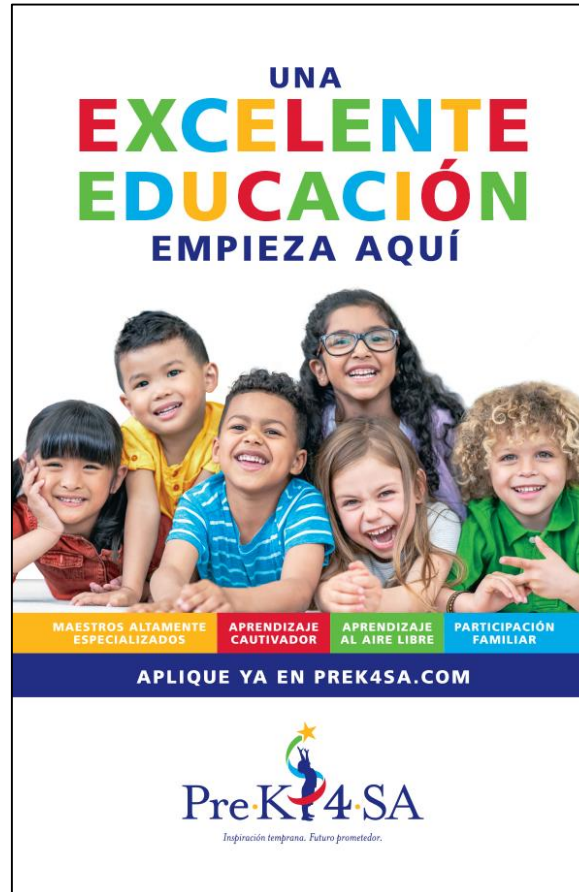
**INSTAGRAM**



**TWITTER**



**LINKEDIN**



C-Store Signage



**:30 RADIO**  
(SPANISH)

## Culturally Relevant Experience

- Enrollment (Centers) Support
- Strategic Storytelling (in-language & culture)
- Multiple Content Outputs, each serving a purpose



# Enrollment 2020 – Digital

*Data: July 2019– March 16, 2020*



Display Ads



Facebook Ads & Boosts

## Customized Reach and Commitment for Audiences

- Audience Segmentation (demo, interests)
- Enrollment with CTL messages baked in
- Drive traffic across other platforms; extend user-experience and conversions



INSTAGRAM



LINKEDIN



TWITTER



# Enrollment 2020 – Results

## Google Ads (PPC)

CLICKS

**3,167**

IMPRESSIONS

**56,496**



CONVERSIONS

**236**

CTR\*

**7.45%**

Avg CTR for Education Industry  
**3.78%**



Apply Buttons & Links  
Calls from Ads  
Application Clicks  
Call to Click  
Email Clicks  
Website Clicks to Call

## Display Ads

CLICKS

**4,437**

IMPRESSIONS

**2.9MIL**

CTR\*\*

**0.15%**

# Enrollment 2020



## Reaching 2,000

Benchmark: February 1



March 9, 2020

### Decline Comparison

Declines	Total
2019 – 2020	223
2020 – 2021	113
Difference	-49%

The number of declines is less than compared to 2019-2020

# Changing The Landscape 2020



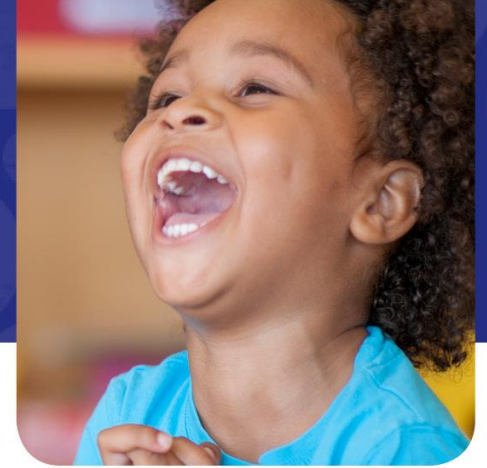
# CTL: Digital & Facebook



- **Connect beyond classrooms**  
students/families, staff and community (Family Engagement, Professional Learning, Grants)
- **Collaborate**  
strategic programs and partnerships
- **Impact**  
facilitate change & provide solutions challenges (local and national)



# Social Media 2020: Facebook Top Paid




 PREK Ads: Changing the Landscape Professional Learning



Mon 10/7/2019 9:22 pm UTC  
Pre-K 4 SA's Professional Learning Program has inspired 20,000 educators across San Antonio, empowering quali


 Ad Post

 PREK Ads: Changing the Landscape Grants



Fri 10/4/2019 8:11 pm UTC  
All children deserve the best education. Pre-K 4 SA is striving to make that a reality with over \$18 million in grants

 Ad Post

 PREK Ads: Changing the Landscape Family Engagement



Fri 10/4/2019 8:12 pm UTC  
Parents are their children's best teachers, so our Family Engagement Program empowers families with tools

 Ad Post

## Top paid posts on Facebook by Number of Engagements (from July 2019 – June 2020):

1. Professional Learning: Inspired 20,000 Educators
2. Grants: All Children Deserve the Best Education
3. Family Engagement: Parent's are Their Children's Best Teachers



# Earned Channels 2020



# Historical Review: Earned Media (July 2019 – June 2020)



San Antonio Express-News  
ExpressNews.com | mySA.com

SAN ANTONIO  
**CURRENT**

The Washington Post

RIVARD  REPORT  
Urban. Independent. All About San Antonio.

**NLC** NATIONAL  
LEAGUE  
OF CITIES  
CITIES STRONG TOGETHER

**ID** Education  
**DIVE**

**UTSA**

**THE 74**

**TODAY**

**SA**  
LIVE

**NEXT  
CITY**

san antonio  
**living**

**HOUSTON  
CHRONICLE**

alamo city  
**moms  
blog**

**KSAT**  
**12**  
Expect more.

TEXAS  
**PUBLIC  
RADIO**  
hear yourself think

**n p r**

**NEWS  
4**  
SAN ANTONIO

**KENS5**  
**GREAT  
day SA**

**107.1  
550 KTSA**  
**NEWSROOM**

**SPECTRUM  
NEWS**

**klrn** San Antonio

**AXIOS**

**KENS5**

Laredo Morning Times

**FOX 38**  
KSCC CORPUS CHRISTI

**CNN**

**ED  
WEEK**

**H**

VICTORIA **VA** ADVOCATE

San Antonio  
**CHARTER MOMS**  
FINDING THE RIGHT SCHOOL FOR YOUR CHILD

**THE HECHINGER REPORT**



**60**  
**TELEMUNDO**

**41**  
**UNIVISION**

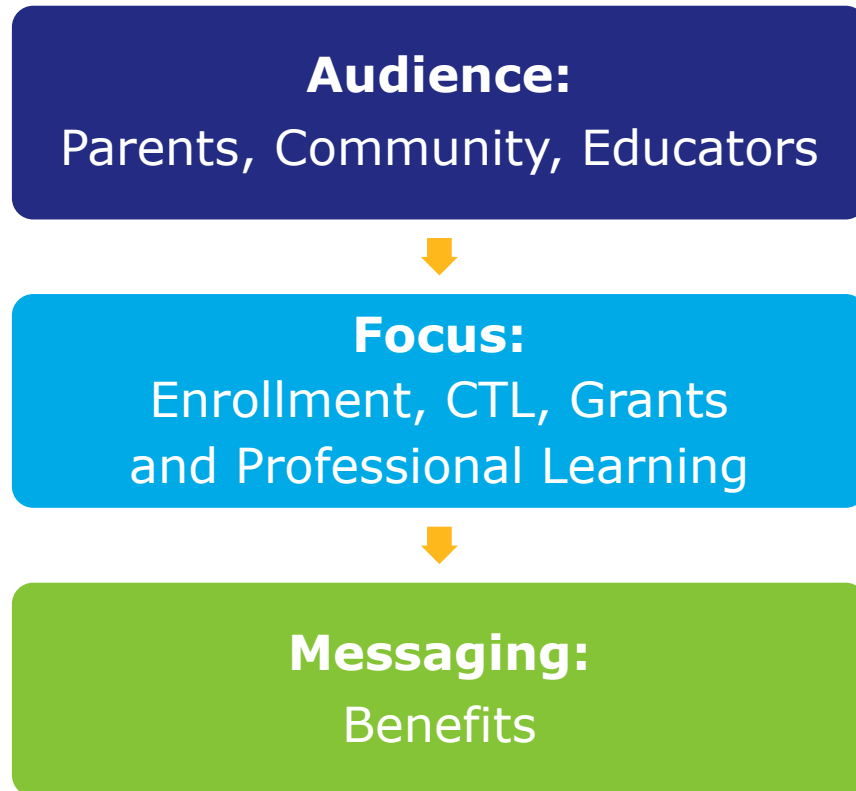
**FOX 29**  
KABB • SAN ANTONIO

**1200**  
News Radio  
**WOAI**

Pre-K **4** SA

# Historical Review: Earned Media Messaging

## July 2019 – February 2020



## March – June 2020



# Earned Media Highlights



SUBSCRIBERS: GET THE LATEST CORONAVIRUS NEWS AT EXPRESSEWS.COM

Q: How do I activate my unlimited digital access?  
A: Go to [expresstx.com/activate](http://expresstx.com/activate) and follow the instructions to activate or upgrade your account for unlimited ExpressNews.com access.

Q: How do I access the electronic replica of the newspaper?  
A: Log in to [expresstx.com](http://expresstx.com), click the appropriate menu (top left) and select e-edition.

## San Antonio Express-News

EXPRESSEWS.COM | Tuesday, April 26, 2021 | PM 03:11 | The cost of South Texas edition: \$2.00

San Antonio, Texas 78204

### Aid to the Food Bank far less than expected



A volunteer gives a thumbs-up to a driver during a San Antonio Food Bank distribution at Target Field. Initially, the Food Bank requested an estimate in aid from the state, then cut that amount.

After requesting \$9.6 million for Bexar, it will get \$3 million

**By Tim O'Leary**  
SAN ANTONIO — The state's response to the coronavirus pandemic has been a mix of support and frustration. The state's initial request for \$9.6 million in aid from the federal government was cut to \$3 million. The state's response to the coronavirus pandemic has been a mix of support and frustration. The state's initial request for \$9.6 million in aid from the federal government was cut to \$3 million. The state's response to the coronavirus pandemic has been a mix of support and frustration. The state's initial request for \$9.6 million in aid from the federal government was cut to \$3 million.

### Navy brass backing captain's reinstatement

**By Andrew G. ...**  
The Navy's top brass has backed a captain's reinstatement after he was removed from his command. The captain, who was removed from his command, is now being reinstated. The Navy's top brass has backed a captain's reinstatement after he was removed from his command. The captain, who was removed from his command, is now being reinstated.

**ANCIRA.COM**  
YOUR TRUE SALES LEADER  
PRICE MADE US #1  
THIS KEEPS US #1  
MORE #1 VOLUME STORES THAN ANY DEALER IN SA\*

## METRO

Tuesday, May 24, 2021 | Page 4 | San Antonio Express-News | [expresstx.com](http://expresstx.com)

### Mayor suggests stipend match

Nirenberg says the city might add to the \$450 weekly CARES Act payout

**By Diego Hernandez**  
SAN ANTONIO — Mayor Ron Nirenberg says the city might add to the \$450 weekly CARES Act payout for essential workers. Nirenberg says the city might add to the \$450 weekly CARES Act payout for essential workers. Nirenberg says the city might add to the \$450 weekly CARES Act payout for essential workers.



Pre-K 4 SA teacher Cynthia Johnson watches during an online class this month as her students, appearing on her computer screen, do activities. Her 3-year-old daughter Jaxen also participates.

### Claim that virus is hoax draws scorn from Dems

**By Vincent J. ...**  
The claim that the coronavirus is a hoax has drawn scorn from Democrats. The claim that the coronavirus is a hoax has drawn scorn from Democrats. The claim that the coronavirus is a hoax has drawn scorn from Democrats.

### Sticking with high-quality learning

Pre-K 4 SA challenged by need to take early education online

**By Kristina ...**  
Pre-K 4 SA is facing challenges as it moves to take early education online. Pre-K 4 SA is facing challenges as it moves to take early education online. Pre-K 4 SA is facing challenges as it moves to take early education online.

**San Antonio Express-News**  
**COMMUNITY COLLECTIVE**  
**WAYS TO DONATE:**  
AMERICAN RED CROSS  
CHILD SAFE  
GULFSTREAM  
HAVEN FOR MORE  
SAN ANTONIO FOOD BANK  
SAN ANTONIO HUMANE SOCIETY

**Report**  
Reporters' Journeys for a Better San Antonio  
Communities Elections 2020 Government Education Arts & Culture Business & Development Environment Health Technology In Memoriam

### 4 Big Questions Schools Need to Address Before Reopening this Fall

By Emily Donaldson



David Report Editor and Publisher Robert Wood (center) moderated a panel that included San Antonio ISD Superintendent Maria Martinez and Pre-K 4 SA CEO Sarah Barr, among others, to discuss how schools will reopen in the fall. Credit: Robert Wood.

It's hard to state with any degree of certainty how schools will look when they restart regular academic programming this fall, education leaders said Wednesday during a *Record-Report* panel discussion about the effects of the coronavirus pandemic on pre-K-12 education.

"All of us see a disconnect between the traditional — all of our students back in classrooms — and now students are back in classrooms and we're doing so much more learning like we are now," Northside ISD Superintendent Brian Woods said.

The decision all schools face hinges on two pieces of information, said Woods, who leads the largest local school district: State guidance on how many students can be in a classroom and whether parents will be ready to send kids back to school in a few months?

These are two questions that surfaced during an hour-and-15-minute discussion hosted by *Record-Report* Editor and Publisher Robert Wood. Participants included Woods, San Antonio ISD Superintendent Maria Martinez, Pre-K 4 SA CEO Sarah Barr, and Central ISD Superintendent Roland Truax, and Rose 'You're Here' Texas director of policy Bob Popinski.

Here are four questions speakers said education systems will grapple with as schools prepare to reopen this fall.

Will parents be ready to send kids back to school in a few months?

**6+ Front Page stories & photos**  
**Pre-K 4 SA**

# Pandemic Pivot



# Response to COVID-19

Assess & Recalibrate | Respond & Deploy | Serve, Expand and Thrive ... In One Week

## Mission

### Service | Approach

Informative & Useful

### Tools

Organic, Paid & Earned Media

### People

Students & Families, Staff,  
Partners, Community



## SAME Mission

Change in One Generation

### New Challenges

Work/Teach from home, Economic,  
Technology

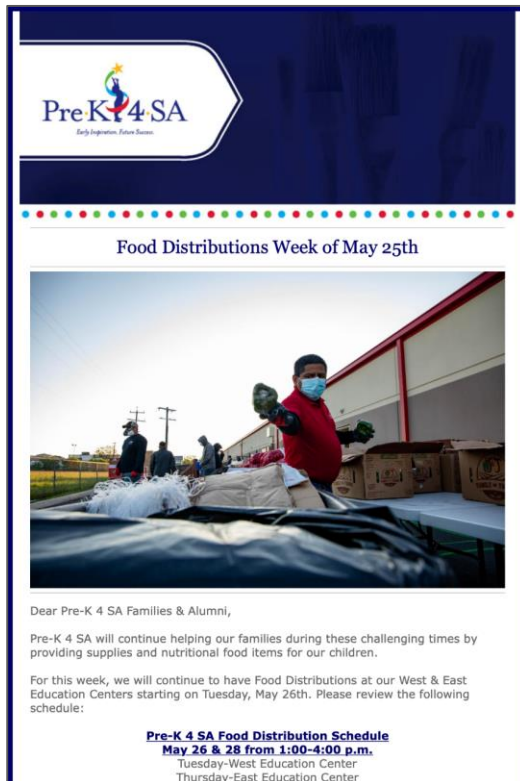
### Reevaluate & Adapt

Powerful and Reassuring  
Relevant Platforms (Digital  
Expansion)

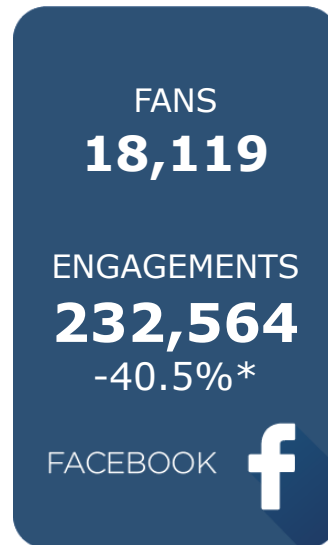
### New Expectations

Safety for All  
Quality in the Center & at Home

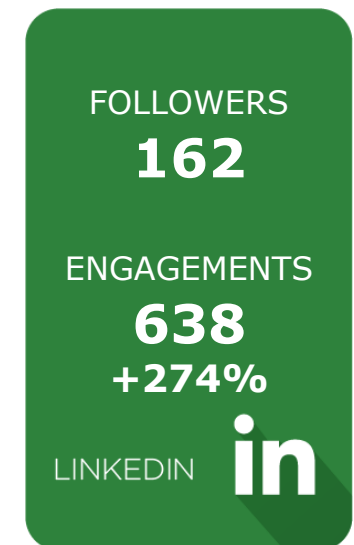
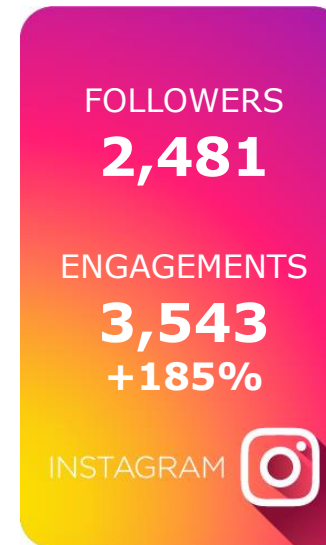
# Adapt Strategies



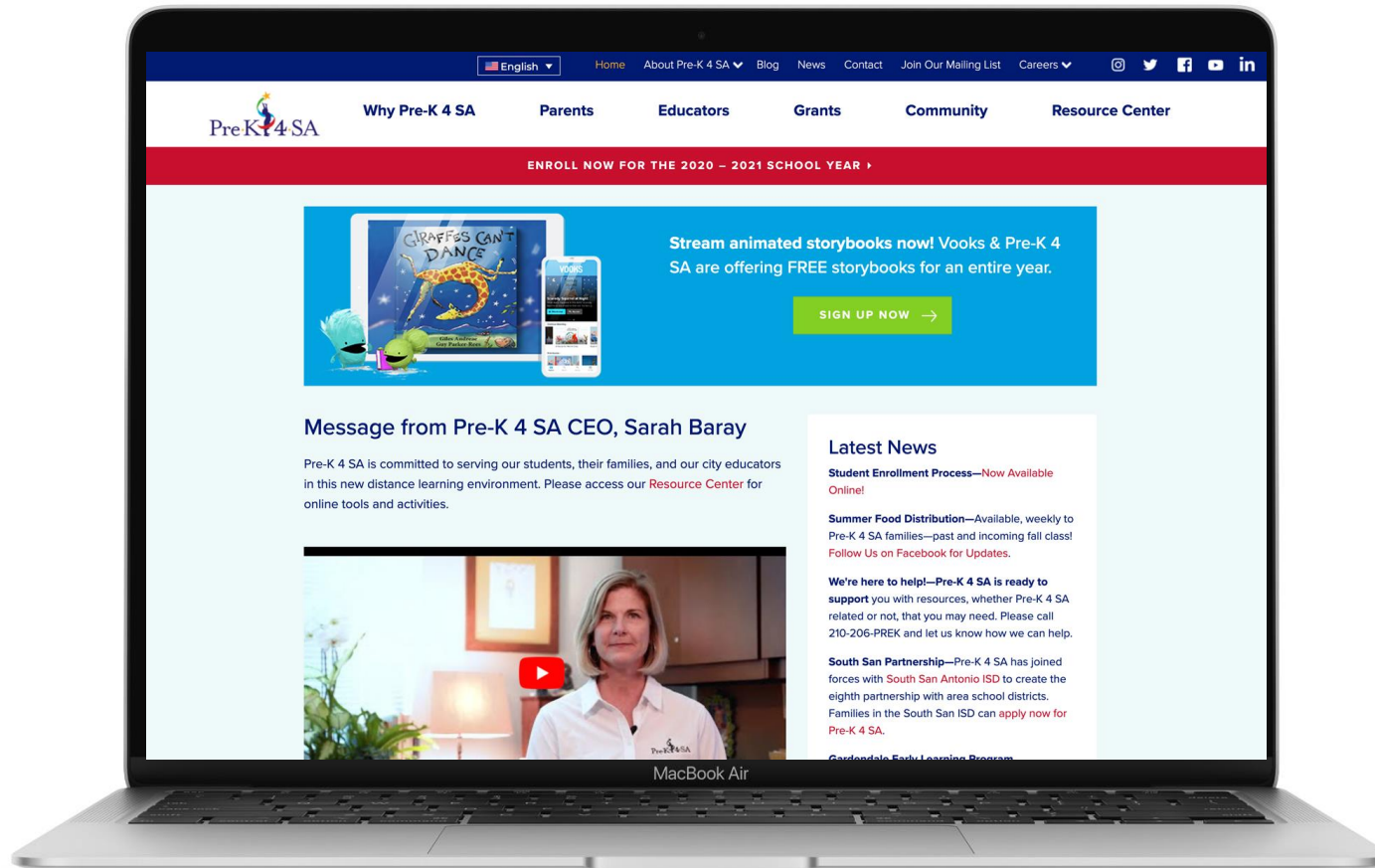
Email Announcements  
Curriculum, Updates/News,  
Food Distribution & Resource Support



Social Media  
\*Paid which helps boost engagement was paused until May



# Website



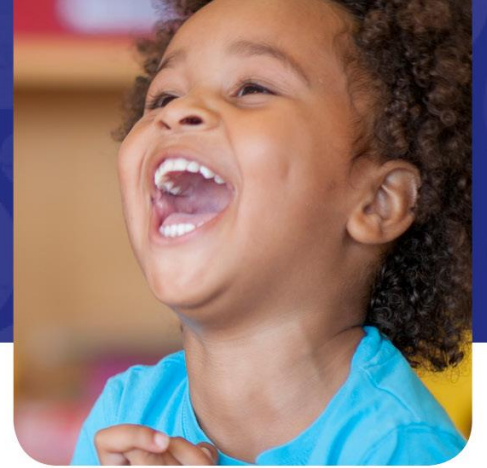
## Major Updates and Opportunity:

1. **YouTube Channel Overhaul**  
Channels for Microlearning (Parents, Remote Classroom, Cooking/Nutrition, Storytime, Music & Art)
2. **Resource Center – English and Spanish**
3. **Changing the Landscape Integration**  
Home Page, Educators, Grants, & Community
4. **Addition of Vooks**
5. **Site Accessibility**  
Search Feature and Latest News



# Social Media 2020: YouTube Performance

March 17, 2020 – June 2020 vs Dec 2, 2020 – March 16, 2020



VIEWS

**3,295**

+230%

WATCH TIME (HR)

**52.9**

+239%

SUBSCRIBERS

**90**

+1,025%

AVG % VIEWED

**51.6%**

-2.3%

IMPRESSIONS

**22,691**

+179%

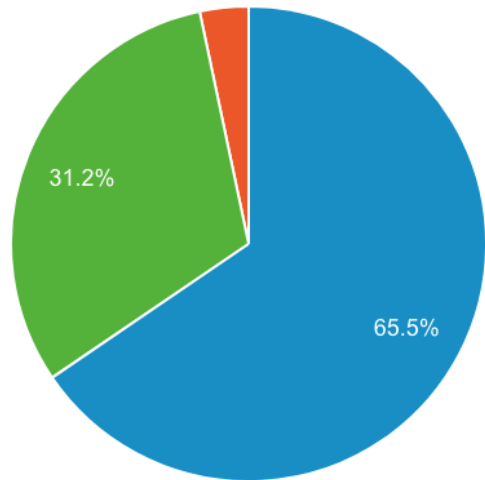
# YOY Comparison



# Website: Mobile vs Desktop During COVID-19

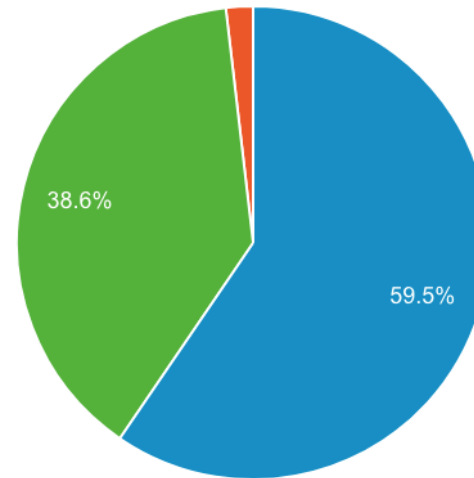


July 2019 – June 2020



**VS.**

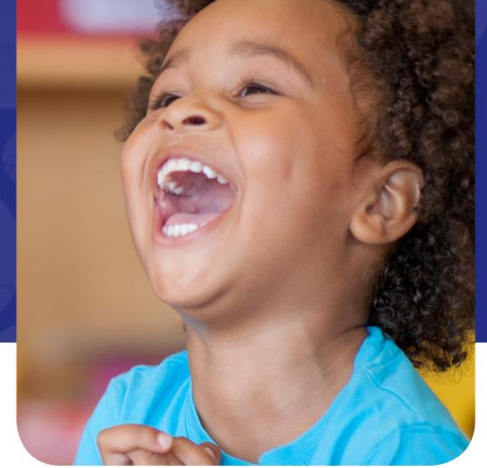
April 2020 – June 2020



■ Mobile: 65.5%  
■ Desktop: 31.2%  
■ Tablet: 3.3%

■ Mobile: 59.5%  
■ **Desktop: 38.6%**  
■ Tablet: 1.8%

# Social Media 2020: Facebook Video Performance



2019–2020

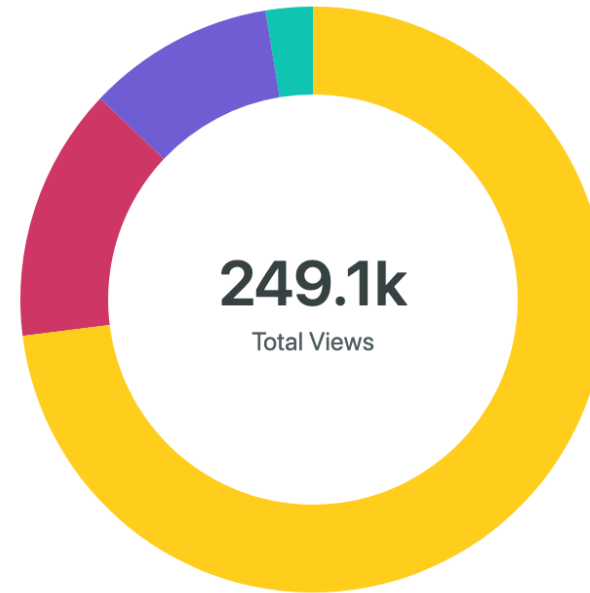
Organic Full  
**6,784**

Organic Partial  
**24,220**

Paid Full  
**127.2k**

Paid Partial  
**359.4k**

**VS.**



2018–2019

Organic Full  
**6,478**

Organic Partial  
**25,838**

Paid Full  
**34,891**

Paid Partial  
**181.9k**

# Social Media: In Total 2020



IMPRESSIONS  
**11MIL**

ENGAGEMENTS  
**746,846**

POST CLICKS  
**132,009**

# Website: Top 10 Sources



1. Organic: 30,222
2. Direct Traffic: 22,644
3. Facebook Ads: 13,043
4. Google My Business: 12,072
5. Display Ads: 6,123
6. Facebook Organic: 5,448
7. Google Ads: 3,241
8. sanantonio.gov: 1,223
9. KSAT: 323
10. Twitter: 189

# Continued Support for our Community



**THE  
NUFF**

Pre-K 4 SA Read-Along Challenge  
Convocation

**VOOKS**

Storybooks brought to life

Literacy Development  
SA Library Foundation  
Bibliotech

**South  
San Antonio ISD**

Eighth partnership with Area ISD's

**Pre-K 4 SA**

**EDGEWOOD**  
INDEPENDENT SCHOOL DISTRICT

Build Architecture/Collateral

**GRACÍAS**

Raised \$6,289 – all time high!

**San Antonio FOOD BANK**  
SERVING SOUTHWEST TEXAS

Weekly Food Distributions serving  
current, alumni and incoming Fall families

# Now Underway



# Now Underway—Continue to Serve



## Industry Leading **Education**

Students and families

Educator PL Opportunities

Two Track Options  
(remote learning and on-campus)

## Foster **Empowerment**

Families (New, Current and Alumni)

Teachers/Staff

Partners

Grants

Gracias

## Meet & Exceed **Expectations** “The Most Important Year”

On-Campus – safety and sanitization focus

Remote Learning – best-in-class quality at home

Additional Resources & Support for families: Food Distribution, Support, Technology, other needs.

Together = Pre-K 4 SA provides a positive impact on children, community and city.



# Messaging



AT AGE 4 →  
Social skills start.  
Applied learning starts.  
Critical thinking starts.  
Educational success starts.



[LEARN MORE](#)

A Monumental Year  
for Learning



Say "Yes!"  
to their  
educational  
success.  
Enroll today.



[LEARN MORE](#)

Safety & Sanitation

Pre-K 4 SA's on-campus and  
remote learning options offer:

- ✓ Engaging Activities
- ✓ Proven Education Methods
- ✓ Master Teachers
- ✓ Bright Future

Say "Yes!" to their success.  
[LEARN MORE →](#)



*Early Inspiration. Future Success*



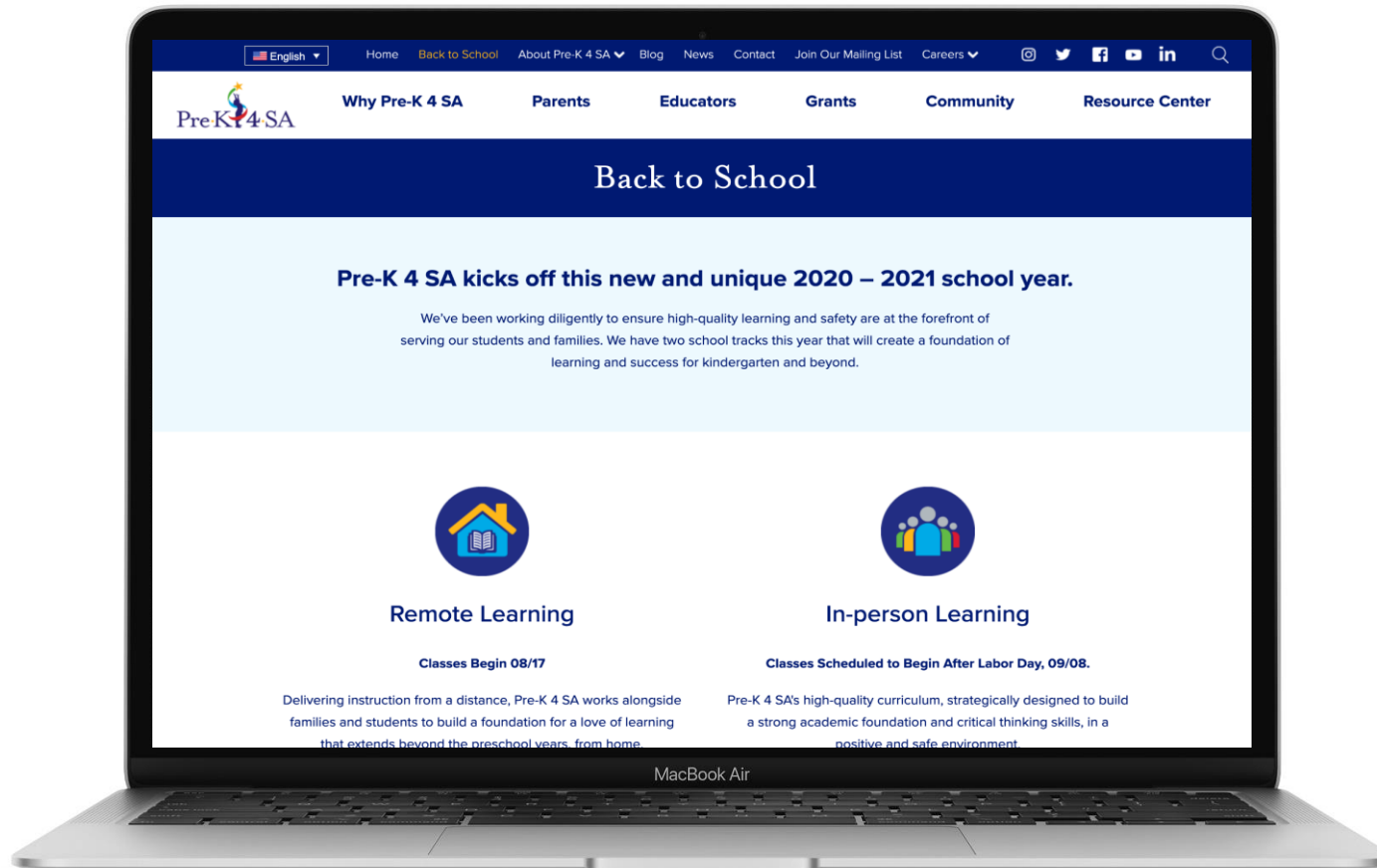
Pre-K 4 SA  
[ENROLL NOW →](#)

**ON-CAMPUS OR REMOTE LEARNING**  
We're offering Pre-K 4 SA's best-in-class  
curriculum in our Education Centers and at home.

New School Year  
Track Options



# Website – School Year News Source



## Back to School 20-21 Landing Page

- 'Day in The Life of' Experience for families – prospective and current families (corresponds with CEO video on homepage)
- Remote Learning Approach & Details
- In-Person Learning Approach & Details

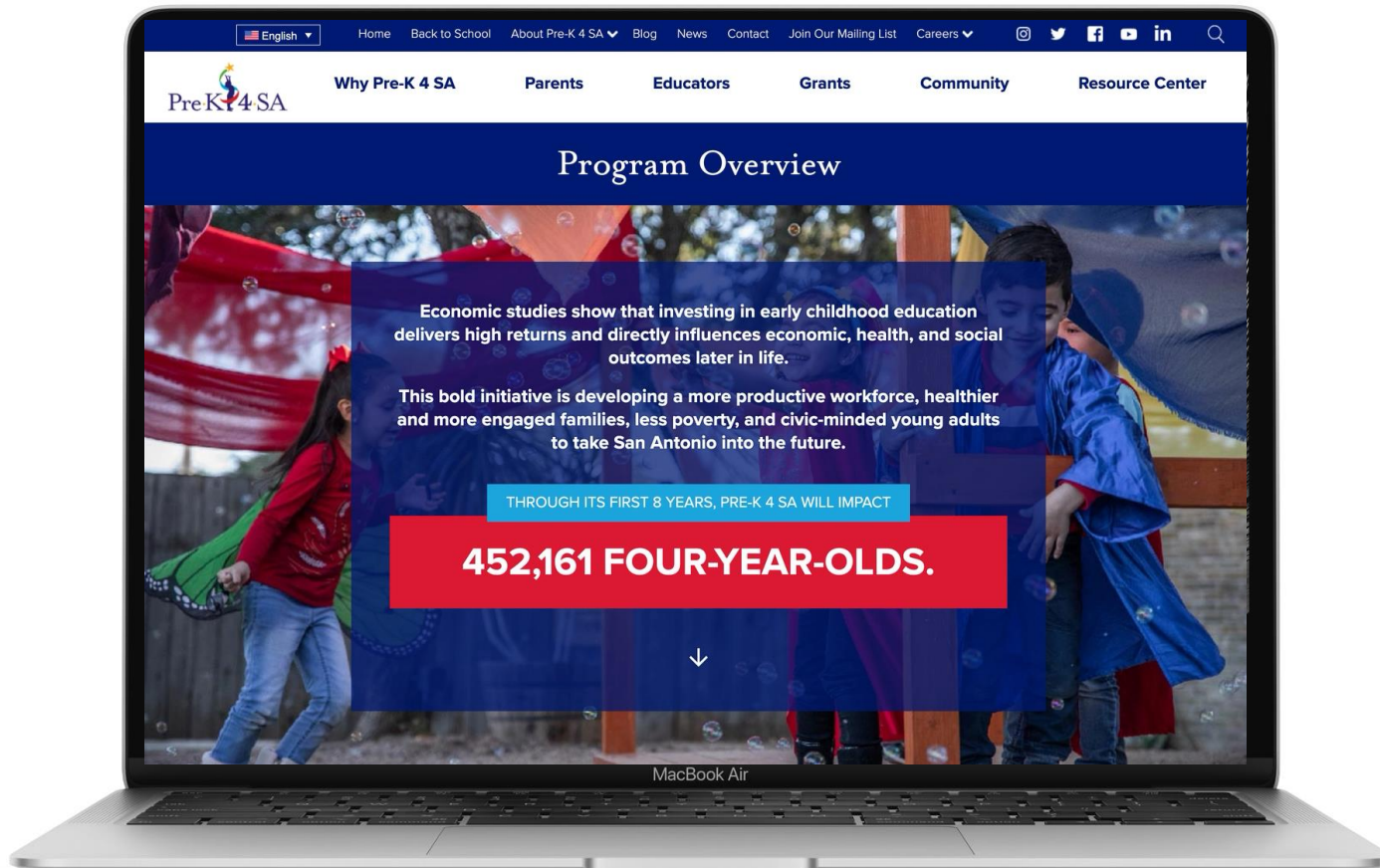
# Serving & Informing San Antonio



## Media Tours

- KSAT
- Time Warner/Spectrum News
- WOAI
- KABB
- Telemundo
- Univision
- San Antonio Report
- SA Express News

# Comprehensive Program Overview



## Program Overview Landing Page 2012-2020

- Program Promises
- Impact and Results in First 8 Years (Students, Families, Partners and Community)
- Looking Forward to a Bright Future



*Early Inspiration. Future Success.*

Thank You.