

## What does FlipSwitch do?

FlipSwitch, a StrongMind subsidiary, is a full-service marketing and communications organization that specializes in helping schools in the K-12 education space. That's all we do. We help schools accomplish their goals. Since 2003, we have partnered with a variety of schools across the country. We work with different types of schools who have a variety of unique needs and unique messages that we help them communicate. We are marketing and communications experts who are passionate about education. We specialize in helping schools engage their communities.

A FlipSwitch Partner will have a proven digital marketing partner in FlipSwitch. Our expertise in education marketing will help our Partner achieve their enrollment goals. FlipSwitch will work with the Partner to create a powerful and compelling new brand identity. FlipSwitch will design, launch, host, and maintain a stunning new website. We will develop audiences and drive awareness through specifically targeted social media campaigns. We will provide engaging, organic social media posts, tailored to prospective Partner families.

FlipSwitch will handle all ongoing digital and social media ad campaigns, social media management, website hosting, maintenance, and security. FlipSwitch will remain a committed, communicative, and collaborative marketing partner.

## Website Hosting & Maintenance

- Hosting on virtual servers with redundant backups
- Guaranteed uptime as defined in our Service Level Agreement
- Ongoing SEO of page content
- Daily/weekly updates of security and platform plugins



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## Brand/Logo Re-Design

- FlipSwitch will design 4 initial high-resolution logos
- There will be three design iterations
- Final logo will include various orientations, sizes, colors, and file formats
- FlipSwitch will create a Business Package (business cards, envelopes, letterhead)
- FlipSwitch will create complete Graphics Standards Manual

## Video/Photo Shoot

FlipSwitch will film four-six (4-6) Partner students and faculty during a two (2) full-day video shoot. Partner representatives will schedule students and locations for the shoot. FlipSwitch and our Partner will have at least three (3) phone meetings to discuss logistics, parameters, and requirements. Pre-production period for the shoot will be no less than six (6) weeks.

Due to the nature of shooting testimonial videos, it is hard to predict what kind of messages students and faculty will deliver and what the tone will be. FlipSwitch strongly suggest that participants are not coached on what to say. FlipSwitch will supply some questions beforehand for consideration. These videos should be sincere and authentic.

### **Video/Photo Shoot will include:**

- Two (2) testimonial videos per day, depending on location and logistics
- Videos (b-roll) that will be stored and used for future video project
- Images for website use
- HD-broadcast quality images and video

## Social Media Management

**FlipSwitch will establish and maintain online social media presence, including:**

- Creation/Refresh of Partner specific Facebook, and Twitter pages
- Including three engaging new posts per week per platform.
  - Post categories will be educational, inspirational, and fun
  - Posts will not include specific day-to-day updates or minor school events/calendar updates
- Including Facebook post boosting
- FlipSwitch will host one live webinar training session for social media management training

## Enrollment Services

**FlipSwitch will streamline the enrollment process to attract more students and families in your community:**

- Develop a dedicated landing page with enrollment information and forms
- Create a simple form to drive enrollments
- Track enrollments and use data to adjust associated community campaigns
- Enroll students through local SIS using form submissions
- Report site traffic and enrollment data to appropriate school personnel