

FULLERTON JOINT UNION HIGH SCHOOL DISTRICT
(FJUHS D)



MANALEI MEDIA

**PHASE 2 - 2021
MARKETING
PROPOSAL**
for
FOOD SERVICES

Updated April 21, 2021
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PROPOSAL

FJUHSD Food Services

2021 SPRING/SUMMER MARKETING PROPOSAL

FJUHSD Food Services serves 7 high schools in the Fullerton area and has a goal of increasing the number of free/reduced meal applications within the entire district. The campaign goal is to communicate to the community that the meal application goes beyond just a free meal. As this will be our second campaign, we propose to improve the campaign, research, and increase the benefit information provided to families.

As a boutique digital marketing and consulting agency, Manalei Media is pleased to present this marketing proposal in which we can offer FJUHSD and act as a marketing champion for Food Services. You will receive executive-level marketing expertise and customized campaigns. This proposal is based on a brief conversation and would evolve through campaign planning.

PROJECT SUMMARY

- Food Services Meal Application Marketing Campaign Q2-Q3 2021



GENERAL MARKETING CONSULTATION AND PROJECT RATE

\$100/hour (~~Reg \$150/hour~~)

- Create and implement marketing plans and strategies to help drive FJUHSD Food Services's traffic based on the company's business goals
- Be a resource for the FJUHSD Food Services team for ongoing marketing inquiries, projects, and strategies
- All digital marketing services (targeted ads, web, email, social)
- Marketing consultations



MEAL APPLICATION CAMPAIGN

OPTION 1: MEAL CAMPAIGN FOR 2021

Estimate: \$5000 / 50 hours

We will build all marketing assets FJUHSD Food Services to create a distinctive campaign to drive meal applications

- Two 1-hour sessions with FJUHSD Food Services team (1 ideation session, and 1 review session)
- Interview 1 school site to understand and research student and school usage. Update simple FAQ.
- Develop and Design a campaign - plan, brand, and content creation. Refine previous campaign as needed.
- Create a Meal Application Marketing Plan to implement. This will outline the calendar and campaign dates.
- Project management (email, phone calls)
- Produce all campaign assets and implement. Campaign assets include a 1 updated flyer, 1 text campaign, 3 email campaign (1 main and 2 reminders), and 2 social media posts.
- Bulk Mailer: Create a branded mailer in English, Spanish, and Korean to be mailed home. Translations done by FJUHSD.
- Design 1 email for FJUHSD Food Services to implement, upload, deploy, and track



OPTION 2: ADVANCED MEAL APPLICATION CAMPAIGN + NEW RESEARCH + NEW FAQs

Estimate: \$9,000 / 90 hours

We will build, research, and deploy all marketing assets for FJUHSD Food Services to create a distinctive campaign to drive meal applications

- Two 1-hour sessions with FJUHSD Food Services team (1 ideation session, and 1 review session)
- Market Research
 - Interview 2 school sites to understand and research student and school usage of meal program
 - Research benefit details with telecommunication/utility providers, CSU/UC, testing
- Develop and Design a campaign - plan, brand, and content creation
- Create a Meal Application Marketing Plan to implement. This will outline the calendar and campaign dates.
- Project management (email, phone calls)
- Produce all customized campaign assets per school, which includes:
 - 1 Email Campaign to District with 3 different emails (1 main email and 2 reminders)
 - School Websites (7)
 - Flyer (7)
 - Poster (1)
 - Text Campaign (1)
 - Newsletter blurb per school (7)
 - Social media posts, resized for each platform (7)
 - District Website
- Create new comprehensive FAQ section to update with last year's frequently asked questions and how to access the other perks
- Bulk Mail design - Create and refine a branded mailer in English, Spanish, and Korean to be mailed home. Translations to be done by FJUHSD.



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TERMS

This proposal includes project-based and hourly-based services. A confirmation and invoice of each project will be provided before project commencement.

For monthly-based terms: A retainer is required and to be determined once a partnership is established.

For project-based terms: A 50% deposit is due to commence each project. The remaining 50% will be due 5 business days prior to final delivery of each project.

There are one (1) content revision session included with any designs, image, and copy edits; any additional revision requests will be \$100/hour with a minimum of one (1) hour. Payments can be sent via check, PayPal, or bank transfer online.

I agree to the terms and conditions to this proposal.

Please sign here:

Signature of Company Representative

Date

Name and Title of FJUHSD Representative

Date