

AGENDA



About 2060

Top-Line Recommendations for Grantees

Start with Local SEO “be found” on Google

Layer in Display

Layer in PPC only if needed

Campaign Cost Examples

Next Steps

2060 Digital

A DIGITAL ADVERTISING AGENCY

About Us / Working With Us

Local knowledge - National reach

- Parent: Hubbard Interactive – private, family-owned business since 1925
- 2060 Digital started 2012 – HQ in Cincinnati, OH
- 15 offices throughout the USA
- 100+ Dedicated Digital Professionals with 120+ Industry Certifications
- I worked for 2060 in Chicago and begged them to let me open an office in Indiana because I knew no agencies in Indianapolis were working directly with Google – offering the best in performance and pricing for digital campaigns
- Should we work together:
 - Project Team Leader – Shawn / Cleveland
 - Campaign Managers – Cincinnati & Denver

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OHIO HEAD START ASSOCIATION STRATEGY RECOMMENDATION FOR GRANTEEES

Digital marketing allows focused targeting just to the GEO and audience that's relevant to each location's service area. Goal of the campaign is to 1) reach parents/guardians/care-givers who are actively looking for assistance and 2) reach parents/guardians/care-givers of preschool age children with a Head Start enrollment message.

Year-round / Local SEO

“Get found” in Google Maps at the top of organic search when a parent is looking for support. Our program covers 85% of Google's Local Search Algorithm. Cost \$120-\$550 monthly per location (cost based on population density).

During Key Enrollment Periods

May – September / Or Ongoing Depending on Attrition

Using Google Display ads, reach parents/guardians near your locations and serve them ads with enrollment information. If necessary, augment display with PPC – but only if necessary. Cost varies depending on population density.

LOCAL SEO

Helping Locations Appear In Google Maps

Our program covers 85% of Google's Local Search Algorithm

- ✓ None of the location listings we viewed are completed / optimized, reducing the chance each location appears in the maps section of a Google search when someone is actively looking.
- ✓ Our program completes your listing and optimizes the listing monthly to over 200+ other top search directories so you can reach people no matter what search engine they are using.

MONTHLY INVESTMENT / 6 MONTH CONTRACT

\$120/location if all of a grantees locations enroll / higher if we only run a campaign for a central enrollment office (price based on population density)

Comparing Feb 2020 to Feb 2021, our work with Vision Academy's Local SEO has delivered the following performance improvements:

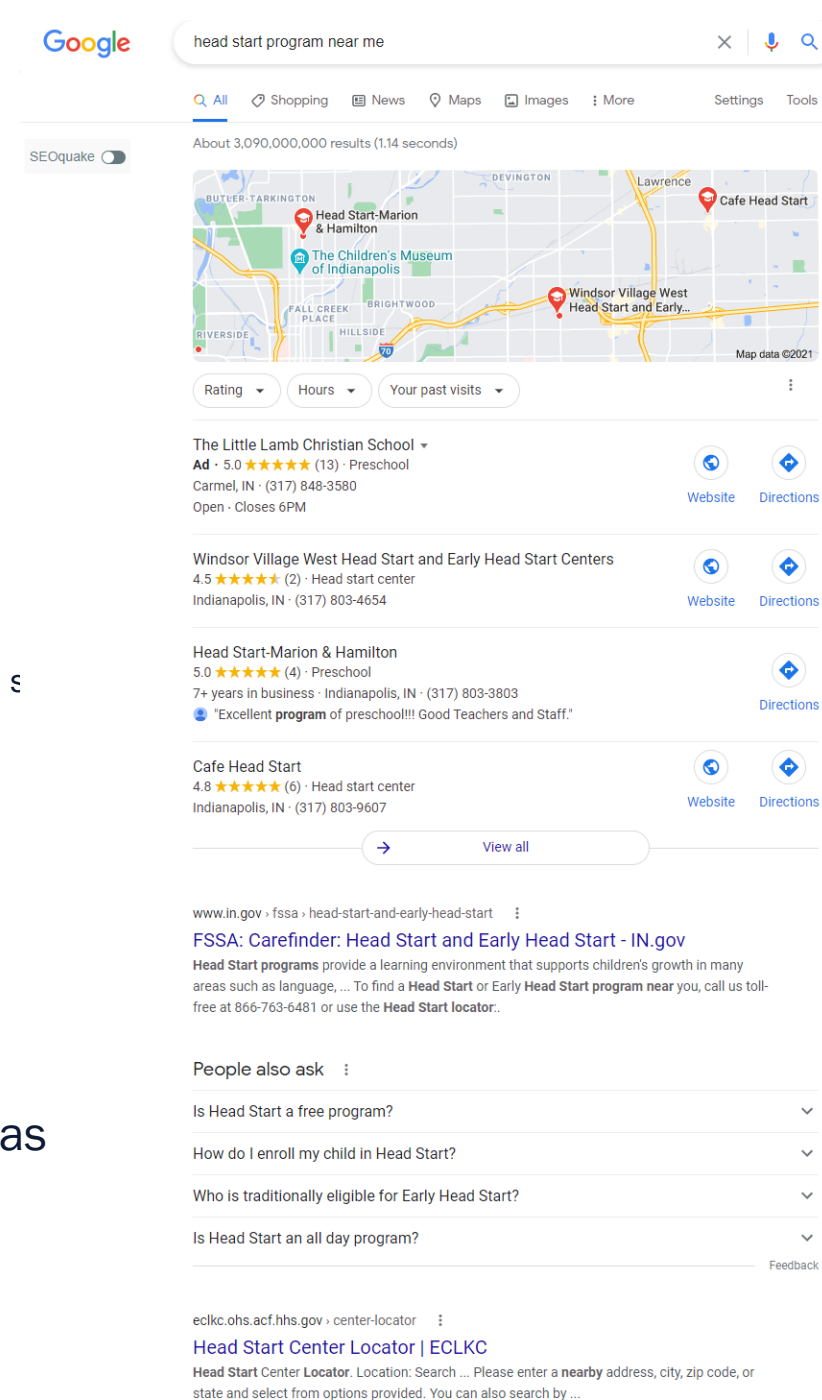
Listing views increased from 13,658 to 68,803

Phone calls increased from 84 to 139

Directions requests increased from 170 to 357

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The screenshot shows a Google search for "head start program near me". The search results include a map of Indianapolis with several Head Start locations marked. Below the map, there are four listings:

- The Little Lamb Christian School**: Ad - 5.0 stars (13) - Preschool, Carmel, IN - (317) 848-3580, Open - Closes 6PM. Website and Directions buttons are visible.
- Windsor Village West Head Start and Early Head Start Centers**: 4.5 stars (2) - Head start center, Indianapolis, IN - (317) 803-4654. Website and Directions buttons are visible.
- Head Start-Marion & Hamilton**: 5.0 stars (4) - Preschool, 7+ years in business - Indianapolis, IN - (317) 803-3803. Review snippet: "Excellent program of preschool!!! Good Teachers and Staff." Directions button is visible.
- Cafe Head Start**: 4.8 stars (6) - Head start center, Indianapolis, IN - (317) 803-9607. Website and Directions buttons are visible.

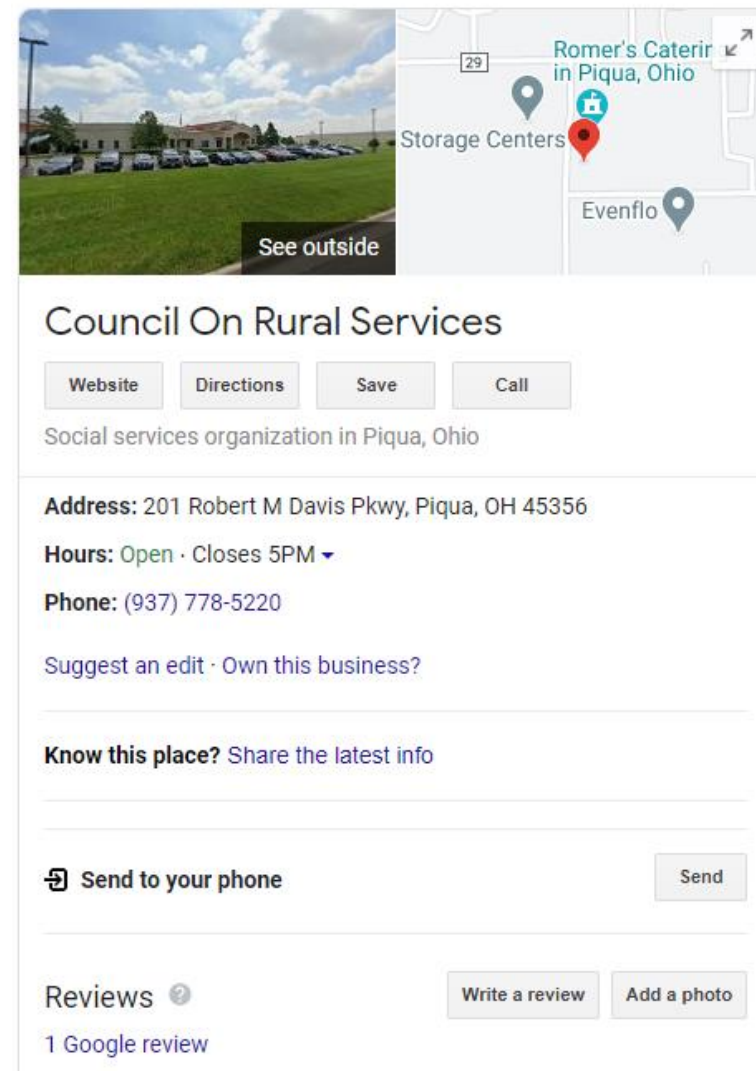
At the bottom, there is a link to "www.in.gov/fssa/head-start-and-early-head-start" and a section titled "People also ask" with several questions related to Head Start programs.

LOCAL SEO EXAMPLE

To help this listing appear in more searches and reach more people, we will work with Google to:

- 1) Add a description with keywords such as “head start enrollment”
- 2) Add a service menu for Early Head Start and Head Start
- 3) Ensure the service area is set properly in Google, so Google recognizes the area that the location is serving
- 4) Each month, optimize the listing to cover 85% of Google’s local search algorithm

Getting access to each location listing can be difficult if nobody at the location has access to the listing. It may require direct contact with someone at the location. We’ll develop a communication SOP with Spark Space to ensure the process is handled properly.



GOOGLE DISPLAY STRATEGY

Reaching parents in priority ZIPs and bringing them straight to your website to learn about enrollment options

3 ZIPs comprise 70% of enrolled students: 46202, 46222, 46208

Find new customers in the areas you serve

Advertise near an address Advertise in specific zip codes, cities, or regions

Where do you want your ad to appear?

46202 x 46208 x 46222 x

+ Add location (city, state, or country)

Potential audience size

1,441,946 people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

AFFINITIES	Family-Focused
CUSTOM INTENT AUDIENCE	Charter Schools Private Schools Preparatory Schools
IN-MARKET	Primary & Secondary Schools (K-12)
RETARGETING	Yes
GUARANTEED CLICKS/MONTH	495
ESTIMATED MONTHLY DISPLAY IMPRESSIONS*	60,750
MONTHLY INVESTMENT	\$750

SEASONAL PAY-PER-CLICK ADVERTISING

Text-based Pay-Per-Click ads are served when someone is searching for keywords related to head start programs.

Due to high cost per click (compared to Local SEO and Display), we recommend using Pay-Per-Click only during select months that are most important for enrollment. This allows you to make the most of the budget.

Ad · <https://mvcdc.org/>

Kindergarten Readiness for All | Tuition-Free Program | Now Enrolling Ages 3-5

Our convenient locations and research-based approach ensure your child is ready to learn! Flexible program options designed to fit all families.

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CUYAHOGA COUNTY CAMPAIGN RECOMMENDATION



100 Locations / 32 ZIPs / 3 Grantees

2021 Total Spend: \$34,150 over 6 months

\$11,383.33 per grantee total / \$1,897.22 per grantee monthly

\$400.50 per location total over 6 months / \$66.75 per month per location

Add PPC in July/Aug only if necessary

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GEOGRAPHY	ZIP-Based
Priority 1: Local SEO	\$550 monthly per location (3 Admin Office Locations)
Priority 2: Google Display	\$4,720 monthly delivering 2,700 clicks / 477,200 impressions
Priority 3: Google PPC	\$4,720 monthly delivering 700-800 clicks / 54,400 impressions

Campaign	April	May	June	July	Aug	Sept
Local SEO	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650
Display	\$4,720	\$4,720	\$4,720	\$4,720	\$4,720	\$0
PPC As Needed	\$0	\$0	\$0	TBD	TBD	TBD
Build Fee	\$650					
Total	\$7,020	\$6,370	\$6,370	\$6,370	\$6,370	\$1,650



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LUCAS COUNTY CAMPAIGN RECOMMENDATION



55 Locations / 15 ZIPs / 3 Grantees

2021 Total Spend: \$19,425 over 6 months

\$6,475 total per grantee / \$1,079.16 monthly per grantee

\$353.18 total per location / \$58.86 monthly per location

Add PPC in July/Aug only if necessary

GEOGRAPHY	ZIP-Based
Priority 1: Local SEO	\$550 monthly per location (3 Admin Office Locations)
Priority 2: Google Display	\$1,775 monthly delivering 1,020 clicks / 179,400 impressions
Priority 3: Google PPC	\$1,775 monthly delivering 220-300 clicks / 19,500 impressions

Campaign	April	May	June	July	Aug	Sept
Local SEO	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650
Display	\$1,775	\$1,775	\$1,775	\$1,775	\$1,775	\$0
PPC As Needed	\$0	\$0	\$0	TBD	TBD	TBD
Build Fee	\$650					
Total	\$4,075	\$3,425	\$3,425	\$3,425	\$3,425	\$1,650

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SCIOTO COUNTY CAMPAIGN RECOMMENDATION



7 Locations / 1 Grantee

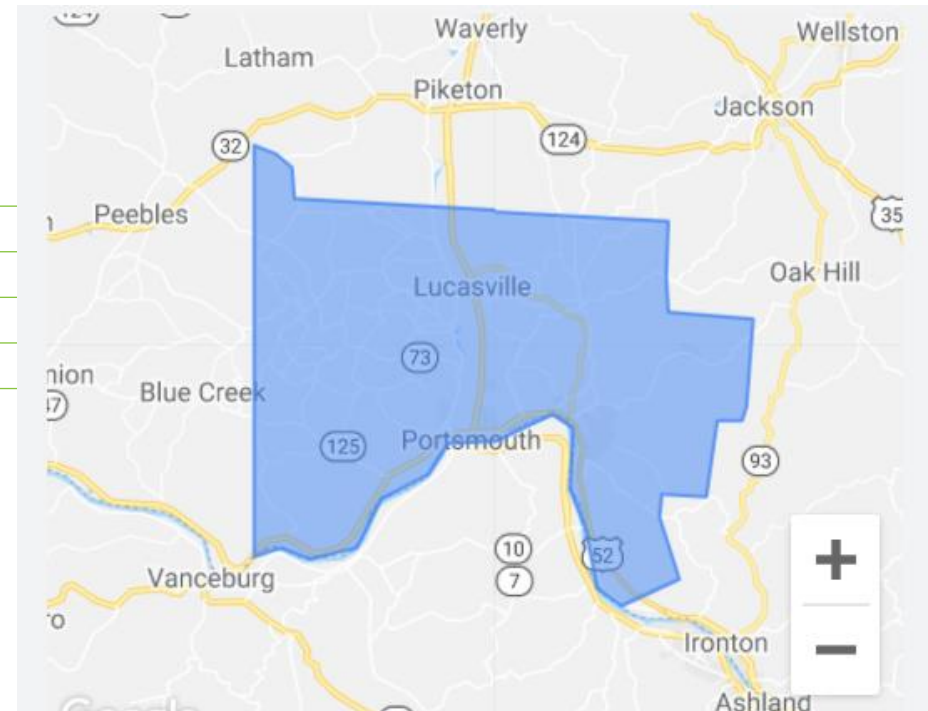
2021 Total Spend: \$5,870 over 6 months

\$838.57 total per location / \$139.76 monthly per location

Add PPC in July/Aug only if necessary

GEOGRAPHY	Scioto County
Priority 1: Local SEO	\$120 monthly per location (1 Admin Office Location)
Priority 2: Google Display	\$900 monthly delivering 515 clicks / 91,000 impressions
Priority 3: Google PPC	\$900 monthly delivering 130-200 clicks

Campaign	April	May	June	July	Aug	Sept
Local SEO	\$120	\$120	\$120	\$120	\$120	\$120
Display	\$900	\$900	\$900	\$900	\$900	\$0
PPC As Needed	\$0	\$0	\$0	TBD	TBD	TBD
Build Fee	\$650					
Total	\$1,670	\$1,020	\$1,020	\$1,020	\$1,020	\$120



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PIKE COUNTY CAMPAIGN RECOMMENDATION



5 Locations / 1 Grantee

2021 Total Spend: \$5,870 over 6 months

\$1,174 total per location / \$195.66 monthly per location

Add PPC in July/Aug only if necessary

GEOGRAPHY	Scioto County
Priority 1: Local SEO	\$120 monthly per location (1 Admin Office Location)
Priority 2: Google Display	\$900 monthly delivering 515 clicks / 91,000 impressions
Priority 3: Google PPC	\$900 monthly delivering 130-200 clicks

Campaign	April	May	June	July	Aug	Sept
Local SEO	\$120	\$120	\$120	\$120	\$120	\$120
Display	\$900	\$900	\$900	\$900	\$900	\$0
PPC As Needed	\$0	\$0	\$0	TBD	TBD	TBD
Build Fee	\$650					
Total	\$1,670	\$1,020	\$1,020	\$1,020	\$1,020	\$120



NEXT STEPS

Advise which locations/ZIPs need enrollment support.

317-507-1490 / jcookson@2060digital.com

We'll conduct a scan to determine the accuracy of location listings for Local SEO improvement and we'll prepare custom recommendations for each grantee in 5-7 business days.

Timeline

Contract signed by Friday May 30 – launch Monday May 10

Contract signed by Friday May 21 – launch Tuesday June 1

We bill the first month upfront / due immediately followed by invoices every 30 days due in 30 days from receipt