

Elevo

ELO-P Tactical Plan 1.0

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elevo

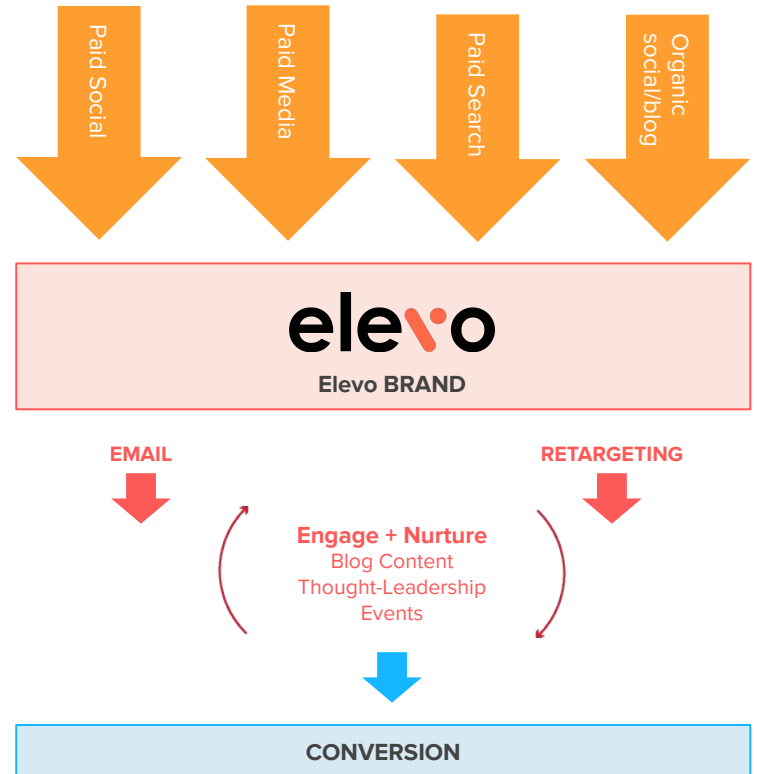
Overview of Tactical Plan

Objective

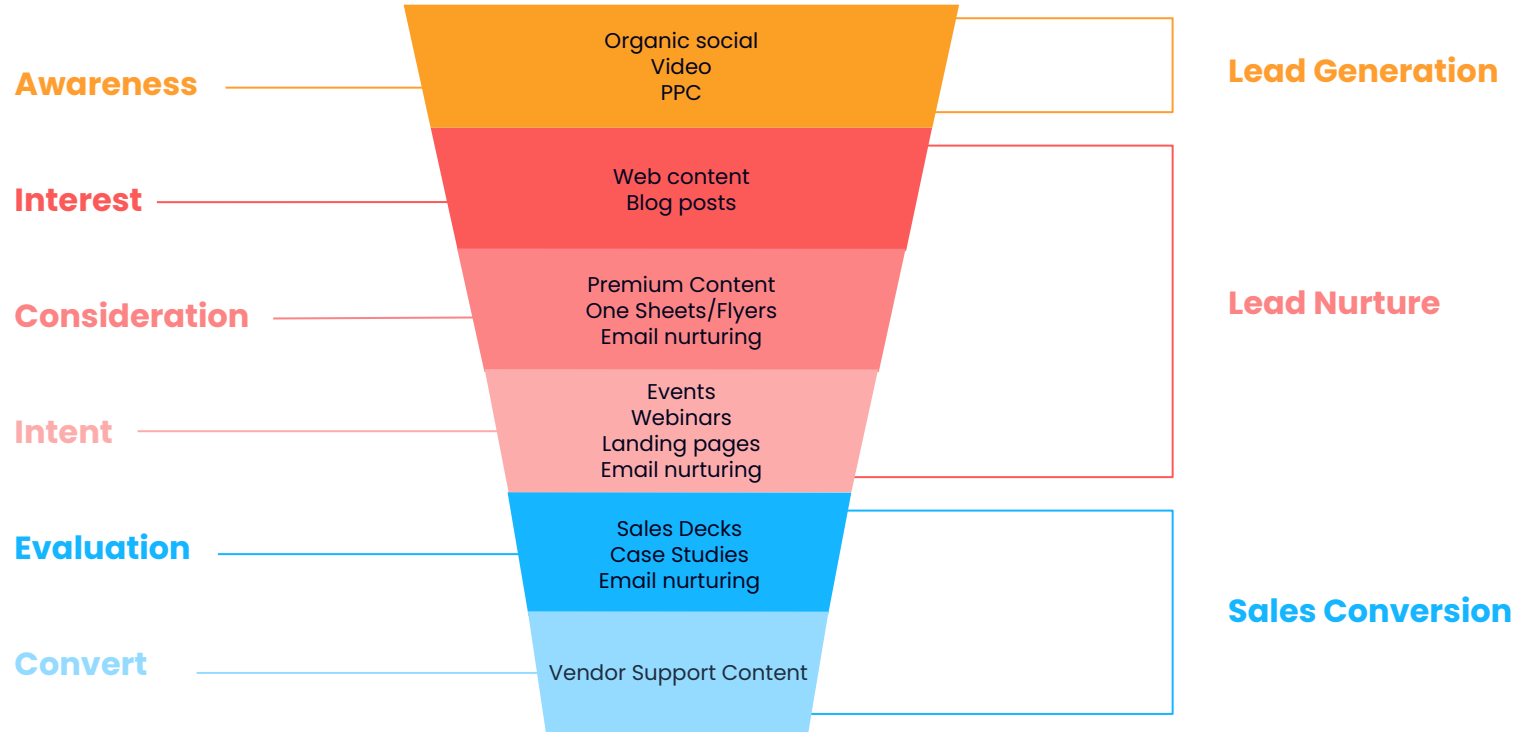
- Position Elevo as ELO-P thought leader and/or trusted resource
- Educate and provide awareness for schools that Elevo can be used as a program partner
- Serve as a resource for schools to promote and educate parents
- Support lead generation investments with ongoing nurture and engagement for new BD opportunities and renewal contracts

Audience

- **Primary:** District Administrators and/or School Administrators, After School Directors
- **Secondary:** Parents and teachers (awareness)



The Role of Content in Each Phase of the Lead Nurture Funnel




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Videos

✔ Commercial/Promotional Videos

- Who is Elevo / what is Elevo (ELO + other services - can do so much more)
- ELOP specific video - How Elevo executes on this program priorities

✔ Explainer Videos

- SME focused and/or animated video
 - ELO-P (what you need to know), how Elevo can support, how to get started
 - ASES and how Elevo can support
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Blogs

- ✓ ELOP CDE FAQs (blog/webpage)
- ✓ ASES Funding FAQs (blog/webpage)
- ✓ Topics:
 - Announcement: Understanding the New ELO-P Updates
 - Intro to ELOP (what it is, why it's beneficial, how school can get started - pillar)
 - ELO-P Funding and Uses for ELO-P Funding
 - Understanding ELO-P Requirements
 - ASES vs ELO-P
 - Intro to ASES (what it is, why it's beneficial, how school can get started - pillar)
 - ASES Funding and Uses for ASES Funding
 - Understanding ASES Requirements
 - Different ELO Activities
 - Top Shifts (and needs) in Education
 - How Not Having an ELO Program Can Hurt Your School and Students

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Premium Content

- ✔ ELOP Guide/Pillar
 - ✔ ELOP Flyer specific to Elevo - Districts
 - ✔ ELOP Flyer specific to Elevo - Parents
 - ✔ Stats/Fact sheets for before and after program success
 - ✔ Pitch deck module specific for ELOP
 - ✔ ELOP Schedule/Curriculum flyer - Districts and parents
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Landing Pages

- ✓ ELO-P before and after school program
- ✓ ASES program
- ✓ Guide to ELO-P

Email Campaigns & Nurturing

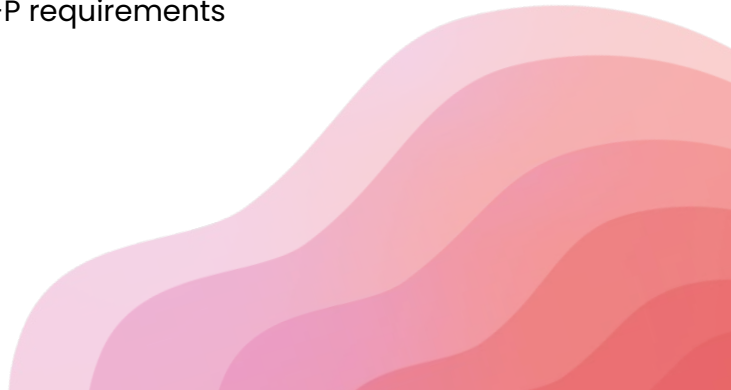
- ✓ 3-4 email campaign with awareness, consideration and decision emails about the program requirements, how Elevo can support, and how to get started with Elevo
- ✓ Targeted one-off emails where we hit the message and value props harder.
"If you don't have an ELO-P program in place, you could be missing X"
 - Districts with poor attendance per CA State Dashboard
 - Districts w. Unduplicated student count of +75%

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Webinar / Virtual Town Hall

- ✓ FAQ session with Nick on ELO-P and program
 - Record and use for later

Website

- ✓ Add a section on the website that calls this out as a service to fill ELO-P requirements
 - ✓ Link to landing page to learn more
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Social Media

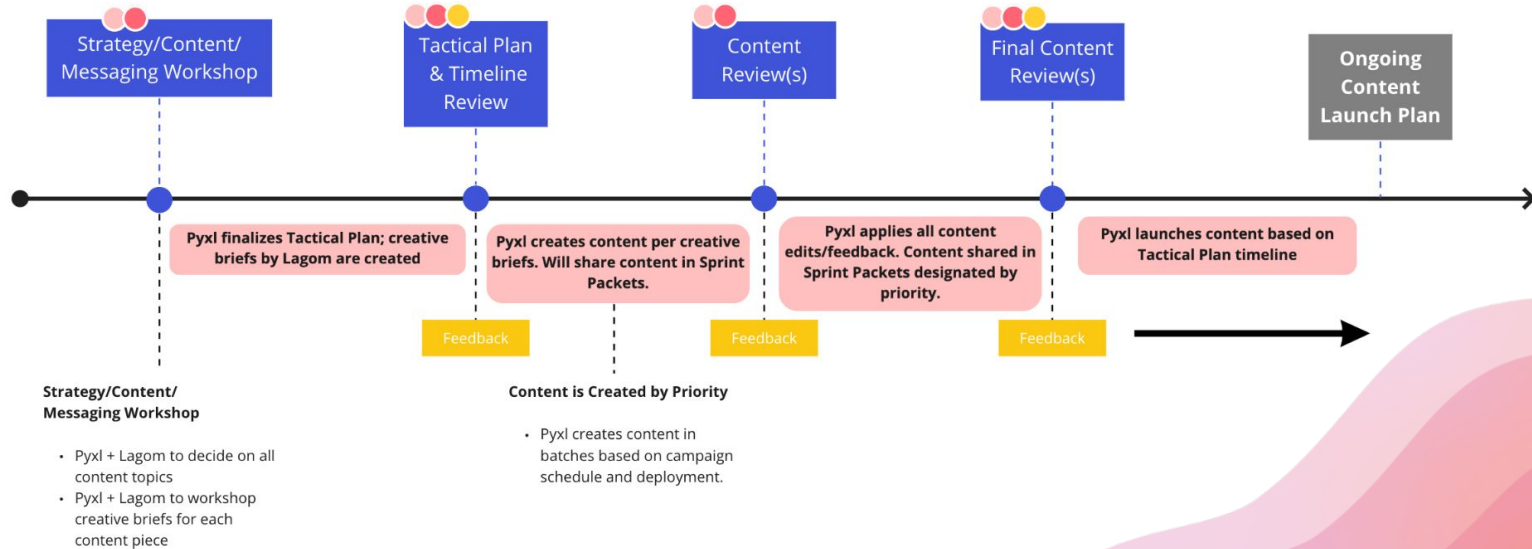
- ✔ Program education (stats, requirements, videos, program-specific landing page)
- ✔ Industry content on funding opportunities
- ✔ Blog promotion
- ✔ Different ELO programs and activities that Elevo offers
- ✔ Resources (Guide to ELO-P, webinar)

Paid Media

- ✔ ELO-P awareness targeting district leaders
 - ✔ ELO-P Guide
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Proposed Responsibilities & Next Steps

- Pyxl
- Lagom
- Elevo





Thank you

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