



La Tierra Community School

Marketing Plan

La Tierra Community School – Marketing Outlook

ψ Mission

ψ Vision

ψ Values



Mission

Provide an experiential approach to learning and values respect for diversity, the whole child, and a commitment to social and environmental justice



Mission

Provide an experiential approach to learning and values respect for diversity, the whole child, and a commitment to social and environmental justice

Vision

Working together to nurture the whole child and inspire passion for learning.



Mission

Provide an experiential approach to learning and values respect for diversity, the whole child, and a commitment to social and environmental justice

Vision

Working together to nurture the whole child and inspire passion for learning.



Values

Courage, creativity, responsibility, integrity, respect, compassion, empathy





New Sales Plan

Updated and refreshed brand
Advertisement Investment
Differentiation - Marketing Techniques





Updated Brand Image

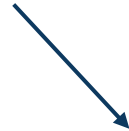
Pinecone represents nature and
connectedness as well as birth
and "newness"





Updated Brand Image

Pinecone represents nature and connectedness as well as birth and "newness"



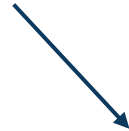
The blue color "#0D395F" taken from the previous La Tierra Logo





Updated Brand Image

Pinecone represents nature and connectedness as well as birth and "newness"



The blue color "#0D395F" taken from the previous La Tierra Logo



Grey gives a modern and refreshed look





Updated Brand Image

Pinecone represents nature and connectedness as well as birth and "newness"



The blue color "#0D395F" taken from the previous La Tierra Logo



Maintains rounded features and white accents from text now in the icon

Grey gives a modern and refreshed look





Advertisement Investment

La Tierra
Community School

**EAGER TO LEARN FOR
THE FUTURE**

latierracommunityschool.org

La Tierra
Community School

**EAGER TO LEARN FOR
THE FUTURE**

latierracommunityschool.org

**BACK
TO
SCHOOL!**
Enroll K-8th Now!

La Tierra
Community School

← ENROLL NOW!





Differentiated – Marketing

We Are La Tierra!
13 < 24
ENROLLING NOW K-8TH

Student:Teacher Ratio Matters to Us. It Should to You To!

Learn more at
latierracommunityschool.org



Importance and Practicality

Create New Streams of Interest
Increase Student Population
Better Serve Quad-City Area Students



Cost



= \$155.50



Cost



\$1,555



Budget

\$1,555 - Physical Ads
+
\$1,000 - Initial Social Media Investment
=
\$2,555 Rough Initial Investment





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Questions

