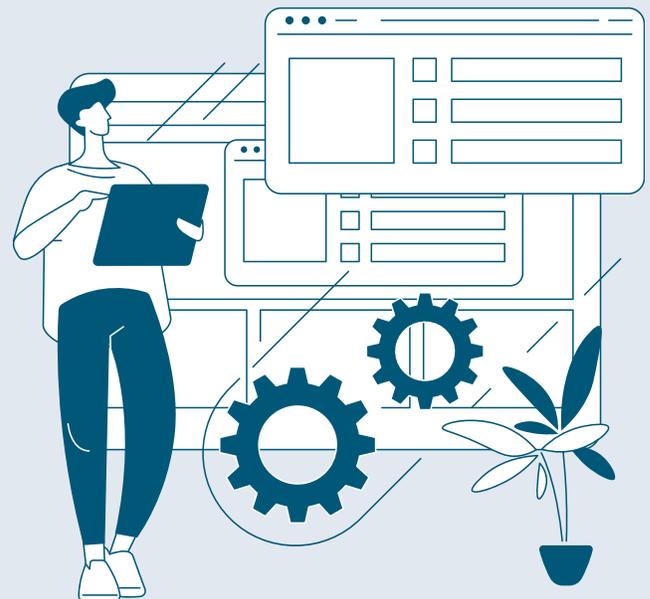


Make the best first impression online.

Website & Digital Presence for Schools



Marie Lavigne

Digital Marketer for Private Schools and Preschools

WEB & DIGITAL SERVICES

OUR PACKAGES

Keeping your school's website and online presence accurate, secure, and up to date takes ongoing attention. These service packages are designed to give you as much support as you need, from regular website care and content updates to full digital presence management and data-driven insights.

- **Package 1: Website Care + Content Updates**

Keep your website accurate, secure, and looking current without adding to your team's workload. We handle regular content updates, seasonal refreshes, and technical upkeep so your site always reflects what's happening at your school.

Content updates include:

- **Announcements & News:** Post new events, awards, and school news to keep families informed.
 - **Admissions Updates:** Ensure application deadlines, tuition details, and enrollment pages are always current.
 - **Staff & Faculty Info:** Add or update staff bios, photos, and contact information.
 - **Seasonal Updates:** Replace homepage banners, event photos, and other visuals to match your school year.
 - **Minor Page Edits:** Correct typos, update links, and adjust text on informational pages without involving your team.
- **Package 2: Website Care + Content + Online Presence**
Everything in Package 1, plus management of your school's key online profiles. From Google Business updates to directory listings, and social media profiles, we make sure your school's information and admissions details are accurate, consistent and professional everywhere families look.
 - **Package 3: Website Care + Content + Online Presence + Insights**
Our most complete option. Along with website and online presence management, you'll receive monthly reports, actionable recommendations, and priority support for urgent issues. This provides a clear view of your online impact and the peace of mind that your school's digital presence is fully covered.

SERVICE RATES

COMPARISON CHART

Choose the level that best fits your team’s time, skills, and goals, knowing each option builds on the one before it:

Feature / Package	1	2	3
Website Care	✓	✓	✓
Content Updates (announcements, admissions info, staff/faculty, seasonal updates, minor edits)	✓	✓	✓
Online Presence Management (Google Business Profile, online directory listings, social media profiles)	—	✓	✓
Insights (monthly website reports, actionable recommendations, priority support)	—	—	✓
Monthly Price	\$150	\$250	\$500
Best For	Schools that need their website updated, accurate, and technically sound	Schools that want their website and online presence kept accurate across all key platforms	Schools seeking insights, recommendations, and priority support for a full digital management solution

Additional Notes:

- **Setup Fee:** \$250 one-time fee for new clients (initial audit and setup)
- **Annual Payment Discount:** Pay for 12 months upfront and receive **10% off**.
- **Custom Adjustments:** Pricing may vary based on site size, content volume, or special requirements.



Hello, I'm Marie Lavigne, and this is my service offerings as a professional digital marketer, dedicated to helping private schools and preschools elevate their online presence with effective digital marketing strategies.

Professional Services

Website & Digital Presence Support:

- **Website Management** – Keep your site updated, secure, and running smoothly, with content updates and new content uploads.
- **Graphic Design** – Design engaging social media posts, website banners, and landing pages that reflect your school's brand.

Digital Marketing Services:

- **Search Engine Optimization (SEO)** – Improve your website's visibility in search results so families can easily find your school.
- **Online Advertising** – Create and manage campaigns on Google, Facebook, and Instagram to engage your community.

Connect with me

Visit our website

SchoolSphereMarketing.com

Send me an email

marie@SchoolSphereMarketing.com

Follow me on LinkedIn

www.linkedin.com/in/marie-lavigne-digital-marketer/

Setup a Meeting for Free Consultation

<https://calendly.com/marie-lavigne/>

