



Branwood Preparatory School require an easy to use website for both visitors and staff, with built in quality control features.

This proposal contains our standard pricing other elements such as our parent app, video and design & marketing.

Branwood Preparatory School

Proposal



Smart School Websites

PORTFOLIO

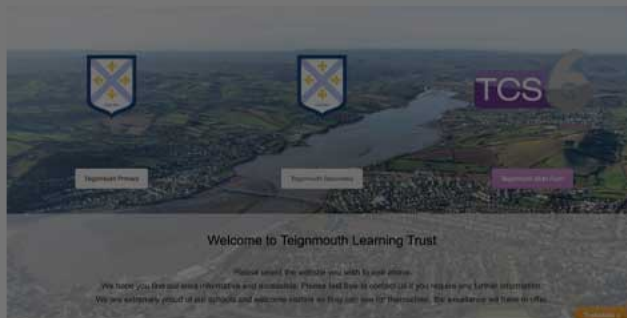
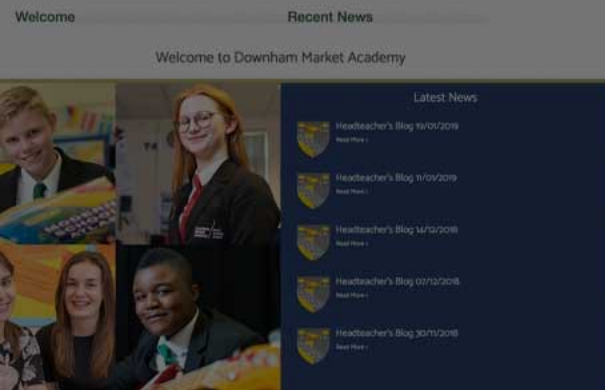
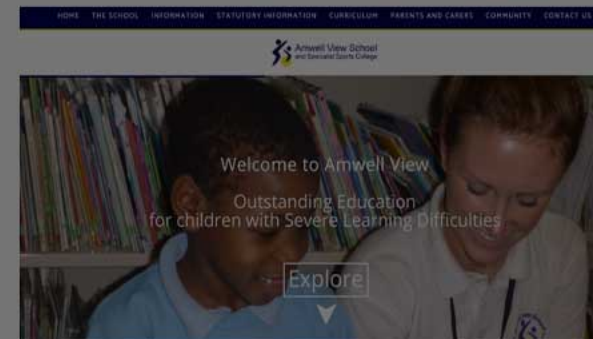
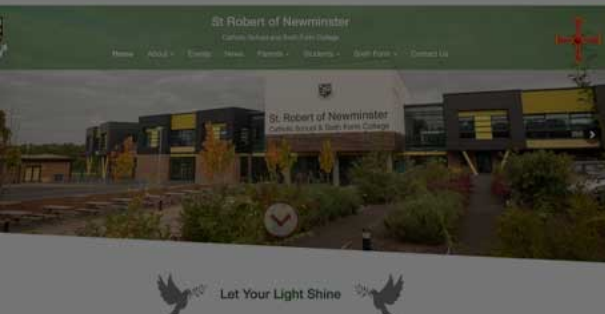
School Websites | Apps
Online Office | Video
Design & Marketing

LET'S GO!

Personal feed based
News
Notifications
Forms
Events
Media



Marketing for Education





School Websites

At Smart School Websites, we have over 15 years experience working in education and fully understand the needs of a modern school and strive to produce websites that are easy to use, look great and are packed with features that make things easier!

Prices based on 1 x Parent App and 1 x school website		
	One off costs	Monthly Cost*
Website Design & Development	£1,750	£0
Website License, includes integrated On-line Forms, E-Newsletter, UK based support	£0	£125
Parent App	£0	£50
Project Total	£1,750	£175

Website and App Quotation

- Prices are based on a single 24 month contract
 - *Monthly fees are subject to a Minimum 24 month period.
 - All costs are subject to VAT at the current rate.
 - Training provided
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Video Marketing



School Promotional Video

Video marketing is an important ingredient to any online marketing campaign and is one of the fastest growing marketing strategies currently available.

Smart School Websites create school promotion video that is professionally produced, shot on broadcast quality cameras and edited in industry standard packages.

Half a day Video Production and 1 Promotional Video

Promotional Video	Costs
1 x School Promotional video (average 3 minute video)	£1,250
Add 30's Social Media highlights video	£300
Add Hyperlapse/Timelapse footage	£250

Video Quotation

- ½ Day Filming
 - Drone footage
 - Interviews/talking heads
 - 3 rounds of editing
 - Royalty free audio
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Design and Marketing



Design and Marketing

We create more than just School Websites. Our Design and Marketing team work with schools to improve their print, marketing and branding; this includes designing new logos, prospectus, business cards, large format installations, bags, pens, leaflets right down to PowerPoint templates, email signatures and digital signage layouts.

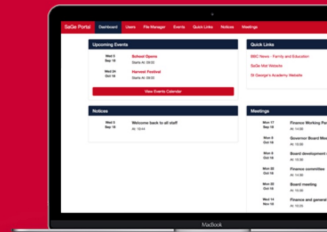
We work with you to reflect your values to produce a range of material from the more traditional to cutting edge.

Design Cost examples (estimation)	Costs (from)
Prospectus	£1,250
Flyers	£50
Posters	£50
Banners	£75

Design Quotation

- All costs are subject to VAT at the current rate
 - Design prices are calculated and quoted following discussions to understand exact requirements and agreed revision schedules.
 - All inclusive Design Packages available
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Governor Portal



- Governor Portal is an online tool, with a simple to use admin area. Levels of access can be easily controlled down to individual users. Managing which folders and files they have access to, and what they can do with them. The Governor Portal can also be used to store important minutes of meetings, curriculum, and resources.
- Store and manage all the latest versions of documents, meeting notes and policies. With a simple search function, you can easily filter relevant folders and documents.
- Remove the need of attaching confidential documents to email, and potentially breaching data protection issues. Upload a folder or a document and the system will notify by email the relevant committees / users for you.
- The Governor Portal has a simple events and meeting calendar.
- Keep up-to-date with School and education news. Post important web links, such as Government updates on the Department for Education website.
- The Governor Portal is built to respond to smartphones and tablets – allowing you to access information and your documents on the move and during meetings.
- All your data and documents are encrypted and transported securely over the Internet.

Pricing Summary	One Off Cost	Monthly Cost
Website Design & Development	£1,750	£0
Website License, includes integrated On-line Forms, E-Newsletter, UK based support	£0	£125
Parent App	£0	£50
Unlimited push notifications, filtered content, direct communication with parents all from the website admin area.		
Promotional Video	£1,250	£0
Add 30's Social Media highlights video	£300	£0
Add Hyperlapse/Timelapse footage	£250	£0
Design Cost examples (estimation)	Costs (from)	£0
Prospectus	£1,250	£0
Flyers	£50	£0
Posters	£50	£0
Banners	£75	£0
Governor Portal (from)		£10

Video costs, and all inclusive design packages, can be divided by contract length and spread across the monthly fee.

E.g. 1 * video @ £1,250 / 24 months = £52 pcm. | All costs are subject to VAT at the current rate.



Smart School Websites

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