



**STRENGTHEN COMMUNITY
CONNECTIONS.**



**INCREASE COMMUNITY
ENGAGEMENT.**





peachjar



Joanna Newton

Director of Marketing & School Sales

joannanewton@peachjar.com

Building a Marketing Plan

Understand Your Audience

Establish Your Credibility

Build a Funnel

Choose a Traffic Strategy

Grow



Why Peachjar?

The MacBook Air screen displays the Peachjar website for Springfield Elementary. At the top left is the Peachjar logo. To the right is a "My Account" link. Below the school name, there are statistics: "Sheets Saved 5,200" and "Trees Saved 0". Navigation options include "View: School", "Sort: Recently Posted", and "Filter: All". The main content area features a grid of eight promotional cards:

- Free Afterschool Meals:** "kids + teens eat free!" with details for King County Library System.
- Youth Resource Fair:** "YOUTH RESOURCE FAIR" for youth 14-21 years old, with a "REGISTER HERE" button.
- Principal's Newsletter:** "Annex's Principal Newsletter" with a "View" button.
- Kindergarten Enrollment:** "GET ON THE BUS! ENROLL FOR KINDERGARTEN" for Ocea Smith Middle School, with a "View" button.
- Summer Splash:** "SUMMER Splash" event on Saturday, June 24, 2017.
- Space Camp:** "SPACE CAMP" with a "newlife.tv/kidscamp" link.
- Six Flags Day:** "SAVE THE DATE" for Friday, May 31.
- Youth Karate Classes:** "Youth Karate" classes starting at \$7 weekly.

At the bottom of the screen, the text "MacBook Air" is visible.

The smartphone screen displays a mobile version of the Peachjar website. At the top is the Peachjar logo. Below it is a banner that says "Switch to ScholarShare!". Underneath is a large graphic titled "The REASONS TO SWITCH your COLLEGE SAVINGS PLAN are as clear as A, B, C." with a table of benefits. At the bottom, there are two buttons: "Learn More" and "Sign Up Now".

Why Peachjar?



12M+
Parents



17K+
Schools



38.1%
Open Rate



2.9%
Click Rate



Peachjar Extra Credit

@PeachjarExtraCredit
269 subscribers

Subscribe

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

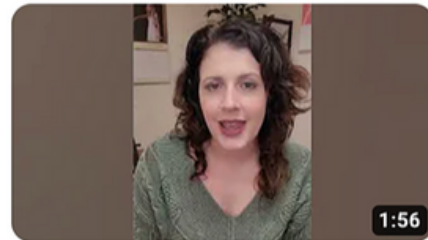
Recently uploaded

Popular



Top 5 Things To Consider When Designing a Flyer

10 views • 14 hours ago



Peachjar is turning 10 years old this year!

11 views • 6 days ago



Why Your School District SHOULD (maybe) Be on TikTok

874 views • 3 weeks ago



The Benefits of Joining State or National SPRA

54 views • 1 month ago



MacBook Air