

MAILER:

Explore Horizons

OBJECTIVE:

Explore Horizons faced the challenge of promoting their kindergarten to 8th grade enrichment and tutoring programs.

SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign for Explore Horizons that reached parents with kids between the ages of 5 to 14 years old. These parents regularly research products and services that will improve their children's lives and education and are the perfect target audience for Explore Horizon's tutoring and enrichment programs. The email marketing campaign was geo-targeted to the 75321 zip code and sent to parents with kids who live within a 5-mile radius around Explore Horizon's Dallas, Texas location. eTargetMedia blast two deployments to the target group with the deployments being sent two weeks apart. The creative featured the benefits of Explore Horizon's enrichment and tutoring programs including a free academic assessment for email recipients who completed the form on the landing page.

OUTCOME:

The email marketing campaign proved to be very successful for Explore Horizons. The campaign received very high open and click through rates and the target group showed a strong interest in the tutoring programs and the free academic assessment. The campaign helped to increase leads for the company.



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ENRICHMENT AND TUTORING

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