

VIRGINIA529 COLLEGE SAVINGS PLAN CASE STUDY

MAILER:

Virginia529 College Savings Plan

OBJECTIVE:

Virginia529 College Savings Plan faced the challenge of educating qualified prospects on available college savings plans and increasing attendance to local information sessions.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of families with children with a household income of \$50K+ in a geo-targeted mile radius of upcoming information session locations. The campaign was designed to educate families on the importance of college savings as well as provide them with the resources to begin saving, while simultaneously providing the opportunity to register for an upcoming session. eTargetMedia strategically selected the targeted lists of American Families Online and Prepared Parents and Tots to segment an audience of highly responsive and qualified prospects that would benefit from the Virginia529 Savings Plan.

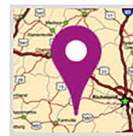
OUTCOME:

The email campaign resulted in significantly above industry average open and click through rates while substantially increasing registration to local Virginia529 Savings Plan information sessions.



Virginia529 College Savings Plan is coming to a city near you with a college savings information session.

A representative will be on site in several locations to discuss the college saving programs offered and answer specific questions. Topics covered will include the importance of saving, the tax advantages of saving in a 529 plan, how to get started and more. **Registration is required.**



Upcoming Cities

- Tuesday, March 24 – **Roanoke** – [Register](#)
- Monday, March 30 – **Loudoun** – [Register](#)

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