

MAILER:

Shalom School

OBJECTIVE:

Shalom School (a NorCal Jewish Day School) faced the challenge of increasing enrollment among students ages preschool to 6th grade who live within a close proximity to the school.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted parents with children in or entering preschool to 6th grade. eTargetMedia strategically selected parents who have shown an interest in private schools due to more enriched learning programs, smaller classes, more one-on-one learning instruction and more. The email marketing campaign was geo-targeted within a 20-mile radius around the Shalom School in Northern California. The email creative invited parents to visit the Shalom School website to learn more about the school and its programs for children in preschool to 6th grade. It also featured the benefits of attending the Shalom School which included more challenging learning experiences, small group and one-on-one instruction, more inclusivity and more lasting impact for students.

OUTCOME:

The Shalom School email campaign was part of a 9-series deployment for NorCal Jewish Day Schools. The campaign generated very high open and click through rates and helped to increase awareness and generate interest in the Shalom School.



As a part of NorCal Jewish Day Schools, [Shalom School](#) provides excellent education in a nurturing environment for students grades preschool-6th. In addition to developmentally appropriate and rigorous instruction with a curriculum designed to meet the highest learning standards, we serve our students holistically through personalized and experiential learning opportunities—encouraging growth-mindsets, inclusivity, and curiosity in the classroom and in life.

There's More Here.

When we say **there's more here** at [Shalom School](#), we mean:

- More challenging and exploratory learning experiences.
- More one-on-one and small group instruction.
- More social-emotional learning.
- More caring and community.
- More lasting impact.
- And, more joy.

Explore the site to learn about the teaching environment, admissions, tuition, and more to see how your child can thrive at [Shalom School](#).

[Learn More About Shalom School](#)



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