

Back-to-school Webinar Campaign – The Parent Encouragement Program

This social media and e-mail newsletter campaign resulted in registration of more than 300 individuals for a webinar series. The core idea for the campaign was to adopt a voice that was supportive – tapping into the emotional stress of the back-to-school-season for parents. The campaign was carried out through email marketing and social media. Posts were made on Facebook, Instagram, Twitter and LinkedIn in addition to some paid ads on Facebook. There were a few persuasive techniques I felt were appropriate for the campaign. First, I wanted to channel ethos: we've been around for 40 years, helping with back to school for all this time). We know the timeless tools and we know what can help you, and what are the challenges at hand. We have experts to give you the latest and greatest. Another technique was to use the idea of reciprocity: We got you one webinar FREE. So, if you like it, pay for the other ones – these are more in-depth about the back-to-school experience, new insight strategies etc. Finally, we use pathos: The idea that we can help your child transition or help yourself. Are you sad, stressed, anxious, confused (or is your child)? The best way to help is to go to PEP.

