2013 Marketing Calendar, Plan and Sample Budget

Credit Union **Student**Choice

MONTH	FINANCIAL AID HAPPENINGS	RECOMMENDED MARKETING EFFORTS	BUDGET AMOUNT
January **February**	Financial aid process kicks off as students and parents complete the Free Application for Federal Student Aid. (www.fafsa.gov) High school seniors are busy applying to colleges, with early decision deadlines usually occurring around January 15.	Look for opportunities to cost-effectively build awareness of your Student Choice private loan solution such as: • Newsletter articles and/or statement inserts • Consider offering member seminars on College Financing • Identify target colleges and contact Financial Aid Offices (FAO) to develop relationships (review documents on **Digital Storefront**) • Press release sent about FAFSA due to industry-related media buzz	• Free on Digital Storefront • About $1,500 per seminar • Free School Relationship Building documents • Free on Digital Storefront
March **April**	FAFSA completion continues while high school seniors may still be researching and applying to colleges. All students should also be researching and applying for scholarships, grants and all sources of "free" money. NOTE: For assistance with college relationship-building efforts and member seminars, please contact our Client Relations and Education Specialists!	Continue to build awareness of your Student Choice private loan solution and begin planning for peak lending season: • Newsletter articles and/or statement inserts • Consider adding a Student Choice banner ad to the ad rotation on your credit union website • Prepare for peak lending season by ordering brochures, postcards, statement inserts and more on the Digital Storefront • Schedule a refresher training for frontline staff and distribute product fact sheets internally • Continue relationship development efforts with college FAOs • Research other marketing channels for the upcoming peak lending season, such as Facebook, Google AdWords, Simple Tuition, and Overture - contact Student Choice Marketing for help • Partner with a local high school(s) to co-present with a guidance counselor on college planning to seniors/juniors and parents	• Free on Digital Storefront • Free on Digital Storefront • $500 and up (depends on order - see sample below) • Free on Digital Storefront • Free • $1,000 and up (depends on channel and strategy - see sample below) • Free - depending on event
May	Financial Aid award letters are typically received by students this month. Award letters explain how much money the student will be receiving in the form of scholarships, grants, financial aid, and/or Federal student loans, while also outlining the "expected family contribution (EFC)" (i.e. the funding gap).	Families begin determining their funding gap and researching loan options if needed. Now's the time to start ramping up marketing efforts as applications for the academic year begin in early June! • Newsletter articles and/or statement inserts • Add a Student Choice banner ad to heavy rotation on the home page of your credit union website • While it may not be cost-effective to purchase mass media ad space specifically for Student Choice (radio, billboard, newspaper, and/or television), if you already have an annual media buy, consider mixing in Student Choice messaging to build awareness • Targeted direct mail and/or e-mail to students and parents of college-aged students during this month is a great way to get your message in front of families at the exact moment they are determining the amount of funding gap they will face. For non-members, consider buying a list from www.studentlist.com • If you have a close relationship with a college or SEG, look for opportunities to target incoming freshman during orientation • Issue press releases to local media about current education issues	• Free/ $700 (for 10,000) • Free on Digital Storefront • Varies based on strategy - We do not recommend purchasing mass media just for Student Choice • $2,250 - Direct mailing postcards from Digital Storefront (5,000) Email - Free template on the Digital Storefront • Free - although events may have registration fees • Free on Digital Storefront

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June **July** **August**	**Peak Lending Season!** Loan application volume increases dramatically (with a major surge coming in early July and staying active through August) as families look to secure financing in advance of August deadlines. Nearly 85% of annual loan applications will occur during this critically important three-month period.	Now is the time to pull out all the stops! • Point-of-sale advertising in branches (poster, plasma display, teller line table tents, on-hold messages, etc.) • Targeted direct mail and/or e-mail • Keep Student Choice promo prominently displayed on website • Article in July newsletter • Launch "non-traditional" marketing channel efforts, such as Google AdWords and Facebook • Implement "pay for performance" lead-generation programs with providers, such as Simple Tuition and Overture • Continue to look for any and all opportunities to cost-effectively promote the Student Choice program during these three months!	• $100 (25) table tents Free ads - Digital Storefront • See above costs • Free on Digital Storefront • Free on Digital Storefront • Varies by channel - approx. $1,000 - $5,000 • Varies by service - approx. $1,000 - $15,000 • Varies by channel
September	Loan application volume declines as Fall semester begins and students head off to classes.	A smaller number of students/families may still be searching for loans to fill last-minute funding gaps. • Be sure to keep Student Choice information (and a link to the co-branded website) easy to find on your website	• Free (other materials vary by purchase)
October **November**	Students (and parents) who are heading off to college in Fall 2012 are beginning to research the financial aid process and clarify their college financing options. Current college students who may need to fill a Spring Semester funding gap (or those who are starting school in the Spring Semester) will begin evaluating options.	Continue to educate members/prospective members about your Student Choice program. • Consider offering a member seminar on College Financing • Continue efforts to develop relationships with local colleges (Late fall can be a good time to reach out to college financial aid officers. If possible, update them about the success the credit union may have had in helping their students during the summer's peak lending season) • In November, start promoting the availability of "Second Semester" financing options • Replenish brochures and marketing supplies if necessary	• About $1,500 per seminar • Free materials available on the Digital Storefront including case studies on building school channel relationships • Free and other materials on Digital Storefront • $800 (2,500)
December	Application volume for Second Semester financing is heaviest from late November thru December.	Look for cost-effective opportunities to market the program and pick up second semester volume. • Add Student Choice promo back to home page of website • E-mail blasts, on-hold messages, plasma displays, and other low-cost reminders may be beneficial as well • If you haven't already done so, factor the Student Choice program into your 2012 marketing budget!	• Free on Digital Storefront • Free (or cheap) on Digital Storefront • Contact your Student Choice team with any questions and see the the sample budget below.

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MARKETING EFFORTS	BUDGET RECOMMENDATION
Primary Marketing Tactics (Recommended)	
Website banner ad	*Free on Digital Storefront*
Newsletter articles	*Free on Digital Storefront*
Press Releases	*Free on Digital Storefront*
Email Blasts	*Free on Digital Storefront*
Branch TV-screen Ads	*Free on Digital Storefront*
ATM Graphics	*Free on Digital Storefront*
Brochures (2,500)	$800
Buckslips (5,000)	$600
Posters - 8.5x11 (50)	$150
Posters - 11x17 (20)	$400
Statement Inserts (10,000)	$700
Member Seminars (2 one-day visits)	$3,000
Total Primary Marketing	**$5,650**
Secondary Marketing Tactics (Recommended)	
Postcards (5,000)	$750
Direct Mailing - (mailing cost for 5,000 postcards)	$1,500
Table Tents (25)	$100
Google AdWords (3 months)	$2,500
Facebook Ads (3 months)	$1,000
Banners for Events (2)	$500
Total Secondary Marketing	**$6,350**
Traditional Mass Media Marketing Tactics (Optional)	
Newspaper Ads (3 months)	$20,000
Radio Ads (3 months)	$20,000
Other Traditional Mass Media	$20,000
Total Mass Media Marketing	**$60,000***
Pay for Performance Marketing Tactics (Optional)	
Simple Tuition (~$15 per click x 1,000)	$15,000
Overture (~$150 per application x 100)	$15,000
Total Pay for Performance	**$30,000**
Total Primary and Secondary Marketing	$12,000
Total - All Marketing (including mass media)	$102,000*

**Price will vary greatly by market and existing credit union media buy.*

KEY ASSUMPTIONS

Digital Marketing Storefront - price as of September 2012 including estimated shipping. Prices will vary.

Member Seminars - estimated price only. Includes two annual 1-day visits, transportation, staff and other fees.

Credit Union Marketing - based on $500M credit union with 10,000 members - advertising to current members.

Marketing Materials - assumes buying enough materials for peak (June-Aug.) and secondary peak (Nov.-Dec.).

Mass media and Pay for Performance - based on general estimate. Will vary by credit union and market. Assumes existing mass media buy - media buy not recommended.

KEY TAKEAWAYS

Gear up for Peak Lending Season! Student loans are extremely seasonal. Make sure your marketing efforts are timed properly in key months (June-August). Use the "off season" to plan, budget and prepare for success!

Leverage Peak Season Opportunities! Nearly 85% of all application volume occurs between June and August.

Student Choice is here to help! With support from our student lending experts and turn-key Digital Storefront, we can help ensure your marketing and business development efforts are successful.

KEY CONTACTS

Michael Weber - VP Marketing
Dustin Limburg - Marketing Manager
marketing@studentchoice.org

Contact for: Marketing, advertising, PR, Storefront help, Facebook, Google, social media, and strategic support.

Melissa Hunt - VP Client Relations and Education
Janet Barger - Manager Client Relations and Education
Tracie McGetrick - Manager Client Relations and Education
clientrelations@studentchoice.org

Contact for: School relationships, member educational seminars, and business development strategies.