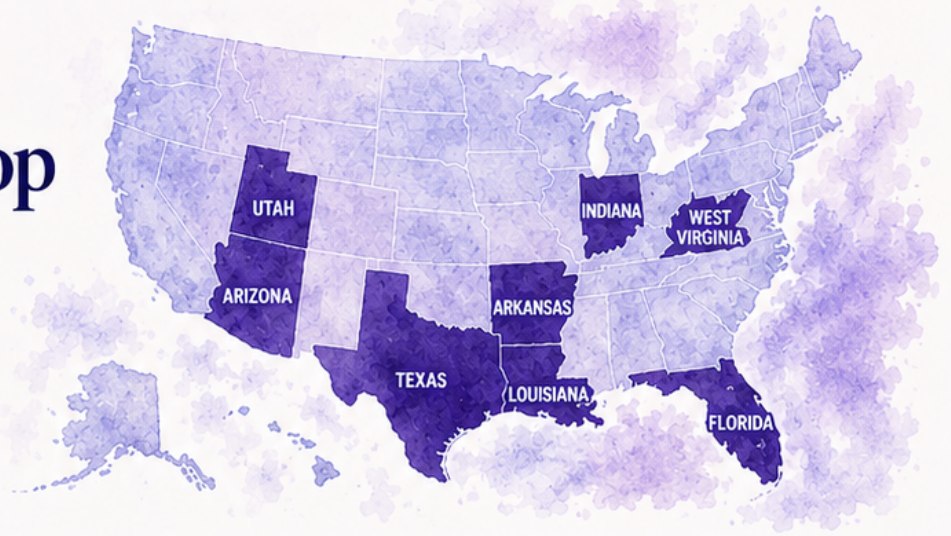




ESA Fund Drop Campaign

Be discovered before families decide what to buy.

A coordinated 60-day campaign that combines email, AI-powered discovery, programmatic display, and Meta audience matching to keep your brand visible throughout the ESA purchasing journey.



582,000+

ESA FAMILIES REACHED

Across participating ESA marketplaces



1.5 MILLION+

BRAND IMPRESSIONS

During each coordinated fund drop



60 DAYS

CAMPAIGN DURATION

Coordinated statewide campaign

PARTICIPATING ESA STATES

FLORIDA



TEXAS



ARIZONA



ARKANSAS



LOUISIANA



UTAH



INDIANA



WEST VIRGINIA



1

Sponsored Email Broadcast™

How dedicated HTML email campaigns introduce your brand through Well Planned Gal's trusted daily publication.



2 DEDICATED BROADCASTS
One each month

- ✓ HTML creative included
- ✓ Sent through Well Planned Gal
- ✓ Initial send
- ✓ Resend to non-opens
- ✓ Final reminder to all opens



150,000

SUBSCRIBERS PER BROADCAST



Learn more →
Sponsored Email Broadcast™

2

Family Discovery Engine™

How AI-powered discovery emails connect products with homeschool families most likely to engage.

- ✓ AI audience matching
- ✓ Personalized email generation
- ✓ Subject line optimization
- ✓ Deliverability optimization



432,000

PERSONALIZED EMAILS



Learn more →
Family Discovery Engine™

3

Homeschool Programmatic Display™

How real-time audience targeting keeps your brand visible throughout the homeschool buying journey.

- ✓ Awareness
- ✓ Display
- ✓ Video
- ✓ Retargeting
- ✓ 60-day visibility



420,000+

AWARENESS IMPRESSIONS



Learn more →
Homeschool Programmatic Display™

4

Meta Audience Targeting™

How verified homeschool audiences improve Meta campaign accuracy and reduce wasted ad spend.

- ✓ 800,000 verified families
- ✓ Facebook & Instagram
- ✓ Live audience updates
- ✓ Precision targeting



800,000+

VERIFIED FAMILIES



Learn more →
Meta Audience Targeting™

→→→ EVERY CAMPAIGN INCLUDES ←←←



Campaign Strategy
Data-driven strategy built for ESA cycles



Creative Development
Custom creative designed by experts



Audience Planning
Proprietary homeschool audience targeting



Campaign Management
Full management of all campaign components



Performance Reporting
Detailed reporting across all four channels



CAMPAIGN INVESTMENT

\$15,000

CAMPAIGN PRICE

\$45,200

COMPARABLE MARKET VALUE

Save

\$30,200

Total Savings



Fair Pricing. Real Partnerships.

We believe powerful marketing should be accessible to every homeschool business. That's why our pricing is vendor-friendly and mom-and-pop friendly—designed to help businesses of every size grow and compete. No corporate markups. Just real value.



Reserve Your Strategy Session Today!



Limited campaign availability before ESA funding cycle.

