

Homeschool Reach Campaign

One Campaign. Every Channel.

A coordinated 60-day marketing campaign that builds awareness, creates repeated visibility, and keeps your brand in front of homeschool families throughout their buying journey.



60 DAYS
Coordinated campaign



FIVE MARKETING CHANNELS
Integrated discovery strategy



THREE GROWTH LEVELS
Ignite • Grow • Lead



UP TO 11.3 MILLION
Brand Impressions

EVERY CAMPAIGN INCLUDES



SPONSORED EMAIL BROADCAST™

Introduce your brand through Well Planned Gal's trusted publication with dedicated HTML email campaigns.

[Learn More →](#)



FAMILY DISCOVERY ENGINE™

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

[Learn More →](#)



HOMESCHOOL PROGRAMMATIC DISPLAY™

Real-time visibility while families browse, research, and compare educational resources online.

[Learn More →](#)



META AUDIENCE TARGETING™

Verified homeschool audience activation that improves campaign accuracy and reduces wasted ad spend.

[Learn More →](#)



HOMESCHOOL PACKAGE INSERT™

Place your brand directly into homeschool orders with beautifully printed inserts families see, keep, and act on.

[Learn More →](#)

CHOOSE YOUR REACH



IGNITE
Become Known
3.1 MILLION
Brand Impressions
875,000 Reach

Perfect for:

- ✓ New brands
- ✓ Product launches
- ✓ Emerging publishers



GROW
Build Recognition
6.3 MILLION
Brand Impressions
1.74 MILLION Reach

Perfect for:

- ✓ Growing companies
- ✓ New product lines
- ✓ Market expansion



LEAD
Own the Category
11.3 MILLION
Brand Impressions
3.2 MILLION Reach

Perfect for:

- ✓ Established brands
- ✓ Category leaders
- ✓ Maximum visibility

WHY HOMESCHOOL REACH WORKS



Repeated Visibility
Keeps your brand top-of-mind.



Trusted Channels
Reaches families where they already engage.



Physical + Digital
Combines tangible and digital touch points.



Coordinated Messaging
Consistent brand presence across every channel.



Professional Management
We handle strategy, execution, and reporting.

PERFECT FOR

- ✓ Product launches
- ✓ Curriculum releases
- ✓ Marketplace awareness
- ✓ ESA campaigns
- ✓ Seasonal promotions
- ✓ Membership growth



RESERVE YOUR STRATEGY SESSION

Let's create a campaign that helps your brand reach more families and drive lasting results.



Families don't buy from the company they see once. They buy from the company they remember.

Compare Campaign Levels

Three coordinated campaigns. One proven marketing engine.



IGNITE

Become Known



3.1 MILLION
Brand Impressions



875,000+
Family Reach

PERFECT FOR

- ✓ New brands
- ✓ New curriculum
- ✓ First national campaign



GROW

Build Recognition



6.3 MILLION
Brand Impressions



1.74 MILLION
Family Reach

PERFECT FOR

- ✓ Growing companies
- ✓ Product expansion
- ✓ Increasing visibility



LEAD

Own the Category



11.3 MILLION
Brand Impressions



3.2 MILLION
Family Reach

PERFECT FOR

- ✓ National brands
- ✓ Market leaders
- ✓ Maximum visibility

CAMPAIGN SNAPSHOT

See how campaign intensity increases at each level.

CAMPAIGN COMPONENT	IGNITE <i>Become Known</i>	GROW <i>Build Recognition</i>	LEAD <i>Own the Category</i>
Sponsored Email Broadcast™			
Family Discovery Engine™			
Homeschool Programmatic Display™			
Meta Audience Targeting™			
Homeschool Package Insert™			

WHAT'S INCLUDED IN EVERY CAMPAIGN

MARKETING CHANNEL	DELIVERABLE	IGNITE	GROW	LEAD
Sponsored Email Broadcast™ Introduced your brand through Well Planned Gal's trusted publication.	Campaigns	4	6	8
	Subscriber Reach	150,000	150,000	150,000
Family Discovery Engine™ AI-powered personalized discovery emails connect your products with families most likely to engage.	Personalized Discovery Emails	432,000	864,000	1,600,000
Homeschool Programmatic Display™ Real-time visibility while families browse, research, and compare resources online.	Awareness Impressions	1.2 MILLION	3.0 MILLION	6.0 MILLION
	Retargeting Impressions	240,000	600,000	1.2 MILLION
Meta Audience Targeting™ Verified homeschool audience activation that improves campaign accuracy and reduces wasted spend.	Verified Audience	800,000+	800,000+	800,000+
Homeschool Package Insert™ Place your brand directly into homeschool orders with beautifully printed inserts families see, keep, and act on.	Printed Inserts	5,000	10,000	15,000

CAMPAIGN INVESTMENT

Choose the level that matches your goals.

IGNITE

Become Known

GROW

Build Recognition

LEAD

Own the Category

Flexible options available.

AS YOUR BUSINESS GROWS, SO CAN YOUR CAMPAIGN



LAUNCH
Become Known



BUILD RECOGNITION
Expand Your Reach



OWN THE CATEGORY
Lead Your Market

Families don't buy from the company they see once. They buy from the company they remember.