

Campaign Planning Guide

Answers to common questions about targeting, timing, reporting, and performance.

We're here to make your campaign experience seamless, strategic, and effective. Below are answers to the most common questions we receive from our partners.



PLANNING

- 1 Why are campaigns 60 days?**
Homeschool families rarely purchase after a single interaction. Our coordinated 60-day campaigns create repeated visibility before, during, and after purchasing decisions, giving families multiple trusted opportunities to discover your brand.
- 2 When should I launch?**
We recommend launching before major homeschool purchasing seasons or ESA funding periods. Planning early allows time for strategy, creative development, printing, scheduling, and campaign coordination.
- 3 How far in advance should I reserve?**
We recommend reserving your campaign at least 4 weeks before your desired launch date.



CREATIVE

- 7 Who creates the advertising?**
You provide the content and assets. Our team can assist with design, copywriting, and creative formatting to ensure your message is clear, compelling, and on-brand.
- 8 Can I promote more than one product?**
Absolutely! You can promote multiple products, collections, bundles, memberships, or events within your campaign.
- 9 Can you promote services or programs?**
Yes! We promote educational services, programs, memberships, events, consultations, and more.



STRATEGY

- 4 Why do you recommend five coordinated channels instead of one?**
Homeschool families don't buy from the company they saw once. They buy from the company they remember. Multiple coordinated touchpoints across trusted channels build familiarity and trust—driving stronger purchase decisions.
- 5 Can I purchase individual marketing products?**
You can, but we rarely recommend it. Individual marketing products create awareness. Coordinated campaigns build familiarity—and familiarity leads to stronger purchasing decisions.
- 6 Which campaign level is right for me?**
Ignite is perfect for new brands or first-time campaigns. Grow is ideal for companies expanding products or visibility. Lead is designed for national brands ready to own their category.



AUDIENCE & RESULTS

- 10 Who receives my campaign?**
Your campaign is delivered to our verified network of over 1.6 million homeschool families—active, engaged, and actively researching and purchasing.
- 11 What reporting do I receive?**
You'll receive a detailed campaign report showing delivery, reach, impressions, engagement, clicks, and performance across all channels.
- 12 What results should I expect?**
Our objective is to increase visibility, strengthen familiarity, and create repeated opportunities for homeschool families to discover your brand before they make purchasing decisions.

CAMPAIGN EXPECTATIONS

What makes a successful campaign?



- ✓ Clear offer and compelling message
- ✓ Strong, mobile-friendly landing page
- ✓ Multiple touchpoints across channels
- ✓ Consistent branding and messaging
- ✓ Time to build familiarity and trust

OUR PHILOSOPHY

“We don't build individual marketing campaigns. We build coordinated discovery strategies that help homeschool families remember your brand before they're ready to purchase.”

WHY WELL PLANNED ADVERTISER?

- ✓ 35+ years serving homeschool families
- ✓ Built by homeschoolers, for homeschoolers
- ✓ 1.6 million+ verified homeschool families
- ✓ Five coordinated marketing channels
- ✓ Enterprise-quality marketing built for education companies



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