

Campaign Guide & FAQ™

PLANNING • CREATIVE • TIMING • REPORTING

Your questions. Our answers. Everything you need to understand how the Homeschool Discovery Campaign works from timing and targeting to creative and results.



PLANNING

- Why is the campaign 60 days?**
ESA funding is distributed in recurring cycles, typically every 60–90 days. Our 60-day campaign keeps your brand visible throughout the entire purchasing window.
- When should my campaign launch?**
We launch on fund drop weeks. Because each ESA platform has its own schedule, we target the most effective dates based on their funding calendar.
- How far in advance should I reserve?**
We recommend reserving at least 4 weeks in advance to allow time for strategy, creative development, and scheduling. Rush services are available when capacity allows.



CAMPAIGN STRATEGY

- Why use four channels?**
Families don't buy from a single impression. Our four integrated campaigns create multiple trusted touchpoints across email, display, discovery, and social.
- Can I purchase one product?**
No. This campaign is designed as a complete system. Each channel works together to generate multiple impressions and stronger results — exactly as we recommend in our marketing playbooks.
- What results should I expect?**
You can expect increased awareness across the ESA buying cycle. If you offer a product or service homeschool families need, you should see increased interest and results.



CREATIVE & PRODUCTION

- Who creates the advertising?**
We create all programmatic ads, AI discovery emails, and can create the HTML for your sponsored email broadcast. You are responsible for the landing page and Meta ad creative.
- Can I promote multiple products?**
Absolutely. You can promote multiple products, collections, seasonal offers, events, or direct families to a dedicated landing page showcasing your full offering.
- Can you target specific states?**
Yes. For our ESA campaign, we target ESA states. For non-ESA states or nationwide homeschool marketing, see our standard homeschool marketing packages.



REPORTING & AUDIENCE

- What reporting do I receive?**
You'll receive performance reports that include delivery, impressions, reach, email engagement, clicks, and results across all four campaign components.
- How are homeschool families identified?**
Our proprietary homeschool audiences are built from verified engagement across homeschool media properties, email subscribers, website activity, and audience matching.
- Do audiences overlap?**
Yes — intentionally. Seeing your brand across multiple trusted channels increases familiarity and reinforces your message before purchase decisions.

CAMPAIGN AT A GLANCE

DURATION 60 Days	PRODUCTS 4 Integrated Campaigns	TARGET AUDIENCE ESA Homeschool Families
CREATIVE INCLUDED Yes, except Meta Ads & Landing Pages	REPORTING Included	RUSH SERVICE Available
GEOGRAPHIC REACH ESA States (see standard packages for nationwide campaigns)		

WHY WORK WITH WELL PLANNED ADVERTISER?

- ✓ We understand homeschool families, how they shop, and what influences their decisions.
- ✓ Our proprietary audiences are verified, engaged, and continuously updated.
- ✓ Our four-channel approach creates multiple impressions and stronger results.
- ✓ We focus on awareness, trust, and connection — the keys to long-term customer relationships.
- ✓ We're here to help you reach more families and grow with confidence.

