

Omnichannel Marketing Guide

CONNECT. ENGAGE. CONVERT.
BUILD LASTING RELATIONSHIPS.

BUILT BY
HOMESCHOOLERS.
TRUSTED BY
FAMILIES.

*Every child.
Every interest.
Every path.
One family
at a time.*



Who
They Are



How They
Discover



WPA RESOURCE LIBRARY
STRATEGIC INSIGHT SERIES



What Builds
Trust



What Matters
Most

Why Omnichannel Marketing Works

ONE FAMILY. MANY TOUCHPOINTS. ONE PURCHASING DECISION.

Homeschool families rarely discover, evaluate, and purchase a product in a single interaction. Trust is built over time through repeated exposure across multiple channels. Each interaction reinforces the next, creating confidence before a purchasing decision is made.



WHY HOMESCHOOL MARKETING IS DIFFERENT



LONGER BUYING CYCLE

Families take time to research, reflect, and seek confidence.



PARENT-LED DECISIONS

Moms lead the research and make most purchasing decisions.



MULTIPLE TRUSTED SOURCES

Families rely on a mix of online, offline, and personal recommendations.



SEASONAL PURCHASING

Buying peaks align with back-to-school, holidays, and end-of-year.



HIGH REFERRAL INFLUENCE

Word-of-mouth and community validation drive final decisions.

THE HOMESCHOOL FAMILY JOURNEY



THE POWER OF CONNECTED TOUCHPOINTS



Families often interact with 5-7 touchpoints before making curriculum decisions.



The average buying journey can take several weeks or even months.



Trust is the most important driver of every purchase.



Integrated marketing increases visibility, credibility, and conversion.



The strongest marketing campaigns don't rely on a single advertisement. They create a connected journey that builds trust one interaction at a time.



The 7 Omnichannel Touchpoints That Matter

FAMILIES USE MULTIPLE CHANNELS BEFORE THEY BUY.

No single channel works in isolation. Each plays a unique role in the journey—from first awareness to long-term loyalty. The most effective education brands show up in the right places, with the right message, at the right time.

7 OMNICHANNEL TOUCHPOINTS

01

DISCOVERY

Families first learn about solutions when they're searching, scrolling, listening, or reading.



PURPOSE:

Be visible where families begin their search for answers and ideas.

02

RESEARCH

Families dig deeper to understand if your solution is trustworthy and reliable.



PURPOSE:

Provide helpful information that builds confidence and answers key questions.

03

SOCIAL PROOF

Families look to other parents, communities, and reviews to validate their decisions.



PURPOSE:

Leverage reviews, testimonials, and community conversations to build trust.

04

ENGAGEMENT

Families engage with your content, emails, and offers to see how you can help.



PURPOSE:

Nurture relationships with valuable content and timely communication.

05

COMPARISON

Families compare options, pricing, features, and outcomes to make the best choice.



PURPOSE:

Clarify your value and make it easy for families to say "yes."

06

PURCHASE

Families buy when they feel confident in their decision and the experience is easy.



PURPOSE:

Deliver a seamless, secure purchasing experience across all channels.

07

LOYALTY & ADVOCACY

Families return, reorder, and recommend when you exceed expectations.



PURPOSE:

Turn happy customers into lifelong advocates who bring others with them.



KEY TAKEAWAY

Families interact with an average of

5-7

touchpoints before making a curriculum purchasing decision.



The homeschool buying journey can take

4-12

weeks or longer.



Trust isn't built in a moment—it's built through consistent, valuable interactions.



Integrated campaigns increase conversion rates and customer lifetime value.

MAKE EVERY TOUCHPOINT COUNT



Be Relevant

Understand your audience and speak to their real needs and values.



Be Consistent

Show up with a unified message, voice, and visual identity.



Be Helpful

Provide resources, solutions, and guidance at every step.



Be Human

Build real relationships that go beyond the transaction.



Be Trustworthy

Deliver on promises and make customer success your priority.

03 Discovery: Where the Journey Begins

FAMILIES ARE SEARCHING EVERY DAY—MAKE SURE THEY FIND YOU.



WHAT HAPPENS AT THE DISCOVERY STAGE?

- ✓ A parent recognizes a need or interest for their child's education.
- ✓ They begin exploring ideas and possible solutions.
- ✓ They encounter brands across multiple channels.
- ✓ They save, follow, bookmark, or make a mental note.
- ✓ Trust starts to form based on relevance and first impressions.



PRO TIP

You don't have to make the sale now—just make the connection that gets you noticed, remembered, and researched later.

Discovery is the first spark. It's when a homeschool parent becomes aware of a need, looking for ideas, solutions, or inspiration. Your goal is to be visible, helpful, and memorable in the moments they begin their search.

TOP CHANNELS FAMILIES USE TO DISCOVER SOLUTIONS



Search Engines

Parents search Google for answers, ideas, reviews, and recommendations.



Pinterest

Visual searches spark ideas for curriculum, activities, and resources.



Social Media

Parents follow educators, communities, and influencers for ideas and advice.



Magazines & Print Media

Print builds awareness and credibility through trusted publications.



Email Lists & Newsletters

Helpful content in the inbox keeps you top of mind and drives traffic.



Reviews & Communities

Word-of-mouth digital communities create trust and influence decisions.



Online Ads

Targeted ads introduce your brand when parents are actively looking.

WHAT CAPTURES ATTENTION AT THE DISCOVERY STAGE?



Helpful Ideas

Tips, activities, printables, and free resources.



Relatable Content

Content that speaks to their values and goals.



Clear Solutions

Easy-to-understand answers to real challenges.



Trusted Voices

Educators, parents, and experts they already follow.



Visual Inspiration

Images, videos, and infographics that spark ideas.



Free Value

Free trials, samples, or downloads that build goodwill.

MAKE THE FIRST IMPRESSION COUNT



Show Up Where They Search

Be present on the platforms homeschool families use most.



Lead With Value

Offer something helpful before asking for anything.



Be Clear & Relevant

Make your message easy to understand and aligned with their needs.



Connect the Dots

Use consistent branding so families recognize you across channels.



Guide Them Forward

Make it easy for families to take the next step.



*You don't get a second chance to make a first impression.
Be the helpful voice that shows up when families are looking.*



04 Touchpoints vs. Impressions

THEY'RE NOT THE SAME THING—AND UNDERSTANDING THE DIFFERENCE CHANGES EVERYTHING.

A touchpoint is one interaction your brand has with a family.
An impression is every time your brand is actually seen or experienced.
One touchpoint often creates many impressions over time.

TOUCHPOINTS <i>Single Interactions</i>		VS.	IMPRESSIONS <i>Multiple Opportunities to Be Seen</i>	
	1 Social Ad	→		Seen multiple times across feeds, stories, and platforms
	1 Email Campaign (Prospect AI)	→		Opened, skimmed, clicked, saved, and revisited
	1 Programmatic Awareness Ad	→		Seen across websites, apps, and content environments
	1 Retargeting Email Sequence	→		Multiple emails, multiple opens, multiple clicks
	1 DSP Retargeting Campaign	→		Seen repeatedly across devices and platforms
	1 Magazine Article	→		Read, shared, left on the counter, seen by others
	1 Marketplace Listing	→		Seen by many families over weeks, months, and years

EXAMPLES: TOUCHPOINTS VS. POTENTIAL IMPRESSIONS

	MARKETING ACTIVITY	TYPICAL TOUCHPOINTS	TYPICAL IMPRESSIONS RANGE*	WHY IMPRESSIONS ARE HIGHER
	Social Media Campaigns Awareness & engagement	5–15 posts	100 – 500+	Algorithms, multiple placements, story views, shares, saves, and repeat exposure.
	Email Campaigns (Prospect AI) List growth & nurturing	5–10 emails	50 – 200+	Opens, re-opens, clicks, saves, and revisits over time.
	Programmatic Awareness (DSP) Display & native ads	1 campaign	500 – 3,000+	Seen across thousands of websites, apps, and content environments.
	Retargeting Email Sequences Website & campaign retargeting	3–8 emails	80 – 300+	Multiple emails, multiple opens, drives familiarity and trust.
	Retargeting (DSP + Social) Stay top-of-mind	Ongoing	300 – 2,000+	Repeated exposure across devices keeps your brand front and center.
	Magazine Features & Ads Trusted editorial environments	1 placement	2,000 – 10,000+	Read, shared, left in the home, seen by multiple family members.
	Marketplace Listing Organic discovery over time	Ongoing	5,000 – 50,000+	Seen by many families over weeks, months, and years of active searching.

*Ranges vary by audience size, campaign budget, frequency, and content relevance.



KEY TAKEAWAY

Fewer touchpoints can create hundreds of impressions.

The more meaningful impressions your brand creates across trusted channels, the more recognizable you become—and the more trust you earn.



Recognition drives trust.
Trust drives the purchase.



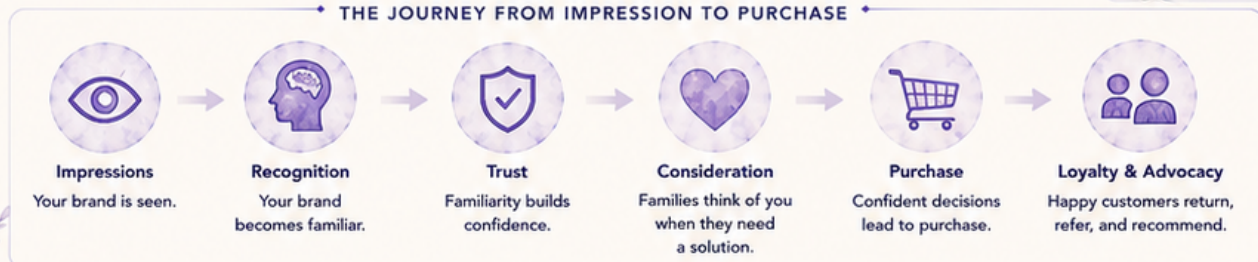
EXAMPLE IN ACTION PROGRAMMATIC AWARENESS CAMPAIGN

1 Campaign
(1 Touchpoint)

↓
2,000+ Impressions
(Over Time)

↓
Multiple Opportunities
for Recognition,
Trust, and Connection

THE JOURNEY FROM IMPRESSION TO PURCHASE



“

The goal isn't seven touchpoints. The goal is enough meaningful impressions across trusted channels that your brand becomes familiar before a purchasing decision is made.

”

05 Awareness Campaigns

GREAT BRANDS ARE KNOWN BEFORE THEY'RE NEEDED.

The purpose of awareness marketing isn't to generate an immediate sale—it's to ensure your brand is already familiar when homeschool families begin researching solutions.

THE AWARENESS PYRAMID



WHAT CREATES AWARENESS?

STRATEGY	PURPOSE	WPA SOLUTIONS
Programmatic Display (DSP)	Reach targeted homeschool audiences at scale across thousands of websites and apps.	Awareness Campaigns
Prospect AI Email	Introduce your brand to qualified education audiences before they're actively shopping.	Prospect Email Campaigns
Social Campaigns	Reinforce recognition with engaging content where families spend time daily.	Sponsored Social
Magazine Advertising	Build long-term credibility in trusted homeschool publications.	Magazine Campaigns
Sponsored Educational Content	Position your company as a helpful expert rather than simply an advertiser.	Content Marketing



AWARENESS ISN'T ABOUT SELLING.

Parents don't wake up looking for your product. They wake up trying to solve a problem. The brands they remember are the ones they've already encountered through helpful, consistent exposure.



WHAT SUCCESS LOOKS LIKE

Awareness is measured by growth in visibility and influence—not immediate sales.



THE AWARENESS JOURNEY



WPA STRATEGIC INSIGHT

Awareness campaigns often appear to produce lower direct conversions than retargeting or marketplace placements. In reality, they create the audience that every downstream campaign depends on. Without awareness, there is no audience to nurture, retarget, or convert.



06 Nurture Campaigns

STAY TOP OF MIND. BUILD TRUST. GUIDE THE DECISION.

After families discover your brand, nurture campaigns keep you visible, helpful, and relevant until they're ready to purchase. The goal is simple: be the trusted answer when they're ready to decide.

WHY NURTURE CAMPAIGNS MATTER

- Families don't buy the first time they hear about a product.
- Decision-making often involves multiple parents and educators.
- Buying cycles follow academic calendars and milestones.
- Trust is built through consistent, valuable interactions over time.
- Nurtured audiences convert at significantly higher rates.



NURTURE CAMPAIGN BEST PRACTICES

- ✓ Provide value first—always.
- ✓ Segment your audience based on interests and behaviors.
- ✓ Use a mix of automated and personal touches.
- ✓ Respect frequency and avoid overwhelming inboxes.
- ✓ Measure engagement and adjust for relevance.

THE NURTURE JOURNEY



Consistent value builds familiarity. Familiarity builds trust. Trust drives purchase.

KEY NURTURE CHANNELS

	EMAIL SEQUENCES	Automated email series deliver targeted content that educates, answers questions, and nurtures trust.	Builds familiarity and reinforces value
	PROSPECT AI EMAIL	Reach qualified families with personalized, value-driven emails before they're actively shopping.	Keeps your brand front of mind
	RETARGETING EMAIL	Re-engage website visitors with helpful reminders, additional resources, and relevant offers.	Brings interested families back to take action
	CONTENT & RESOURCES	Guides, blogs, videos, and webinars that answer questions and position your brand as a trusted expert.	Deepens trust and supports decisions
	COMMUNITY & ENGAGEMENT	Newsletters, social groups, and live events create connection and ongoing engagement with your brand.	Strengthens loyalty and long-term relationships

MEASURE WHAT MOVES THE NEEDLE



THE POWER OF CONSISTENT NURTURING



of purchasing decisions are made after 5 or more nurture interactions.



Nurtured leads make 47% larger purchases than non-nurtured leads.



Nurture leads take longer to convert—but they stay customers longer and spend more.



EXAMPLE IN ACTION RETARGETING EMAIL SEQUENCE



Multiple impressions that lead to a confident decision.

Nurture isn't about pushing a sale—it's about helping families feel confident in their decision when the time is right.

Conversion Campaigns

TURN INTEREST INTO ACTION. MAKE SAYING "YES" EASY.

Conversion campaigns meet families at the moment they're comparing options and ready to make a decision. The goal is to remove friction, build confidence, and make the next step simple.



WHAT DRIVES CONVERSIONS?



TRUST

Families purchase from brands they believe in.



RELEVANCE

Solutions must match their needs, values, and budget.



SIMPLICITY

A smooth experience without confusion or roadblocks.



SOCIAL PROOF

Reviews, testimonials, and endorsements reduce hesitation.



TIMING

The right message at the right moment moves them forward.

“

Conversion is not about pressure—it's about removing friction and building confidence at the right moment.

THE CONVERSION JOURNEY



1. RESEARCH

Families research solutions and compare options.



2. COMPARE

They evaluate features, benefits, and credibility.



3. REVIEW

They look for proof, reviews, and reassurance.



4. DECIDE

They choose the solution that feels right and trustworthy.



5. PURCHASE

They complete the purchase with confidence.



At this stage, small obstacles create lost sales. Clear messages, social proof, and a smooth experience win the decision.

CONVERSION STRATEGIES THAT WORK



MARKETPLACE LISTING

Be present where families are actively looking and ready to buy.

High intent visibility and built-in trust.



RETARGETING CAMPAIGNS

Remind interested families of your solution across ads, email, and social channels.

Reinforces interest and brings them back when they're ready.



SOCIAL PROOF & REVIEWS

Showcase real customer reviews, ratings, and success stories.

Builds credibility and reduces hesitation.



LANDING PAGES THAT CONVERT

Clear messaging, benefit-driven content, and strong calls to action.

Keeps families focused and moves them closer to yes.



OFFER SEQUENCING

Use timely offers, bundles, or bonuses to help families feel confident about their decision.

Adds value and inspires action at the right time.



EMAIL FOLLOW-UP

Address final questions and concerns with helpful, friendly follow-up messages.

Provides reassurance and helps close the sale.

EXAMPLE IN ACTION



Visited Website
(Researched Solution)



Saw Retargeting Ad
(Helpful Reminder)



Received Email
(Testimonial + Offer)



Read Reviews
(Gained Confidence)



Purchased on Marketplace
(Completed Purchase)

CONVERSION QUICK WINS

- ✓ Highlight best-selling products and solutions.
- ✓ Add reviews and testimonials where decisions are made.
- ✓ Simplify your checkout and reduce steps.
- ✓ Use urgency and scarcity when appropriate.
- ✓ Test messages, offers, and landing pages often.

MEASURE CONVERSION SUCCESS



Conversion Rate
Visitors who take the desired action.



Cost per Conversion
What you spend to acquire a customer.



Cart Abandonment Rate
Where shoppers drop off before purchase.



Return on Ad Spend (ROAS)
Revenue generated from campaigns.



Repeat Purchase Rate
Customers who come back and buy again.



Customer Lifetime Value
The long-term value of a happy customer.



Make the decision easy, the value clear, and the next step simple—so families can buy with confidence.

08 Building Your Omnichannel Strategy



THE RIGHT MESSAGE. THE RIGHT CHANNELS. THE RIGHT TIME.

A strong omnichannel strategy connects every stage of the family journey.
Use this framework to align your goals, channels, and budget
with the outcomes that matter most.

START WITH THE RIGHT QUESTION

Instead of asking,
"What marketing
should we buy?"
ask,
"What stage of the
customer journey needs
strengthening?"



STRATEGIC INSIGHT

The most successful
brands don't invest
in channels.

They invest in the
right message at the
right moment for the
right objective.

Strategy creates
results. Channels
amplify them.



ALIGN YOUR OBJECTIVES WITH THE RIGHT CHANNELS

OBJECTIVE	PURPOSE	PRIMARY CHANNELS	KEY OUTCOME
AWARENESS	Get your brand in front of as many qualified families as possible.	- Programmatic Display (DSP) - Prospect AI Email - Social Campaigns - Magazine Advertising - Sponsored Content	Brand recognition and reach
ENGAGEMENT	Encourage interaction and build familiarity.	- Email Campaigns - Educational Content - Social Posts - Webinars & Events	Increased engagement and audience interaction
NURTURE	Stay top of mind and build trust over time.	- Email Sequences - Prospect AI Emails - Retargeting Emails - Helpful Resources	Stronger relationships and higher intent
CONVERSION	Make it easy for families to say "yes."	- Marketplace Listing - Retargeting Campaigns - Landing Pages - Offers & Incentives	Sales and revenue growth
RETENTION	Turn buyers into loyal advocates.	- Email Follow-Ups - Communities - Customer Support - Loyalty & Referrals	Repeat purchases and referrals

PLAN WITH PURPOSE



Every campaign
should answer
these questions:

- ✓ What stage of the journey are we targeting?
- ✓ What outcome are we trying to create?
- ✓ Which channels best support that outcome?
- ✓ What is our measure of success?

CHANNEL MIX CHECKLIST

AWARENESS Are we consistently reaching new families who don't yet know our brand?	ENGAGEMENT Are we providing valuable content that encourages families to engage?	NURTURE Do we have automated sequences that build trust and move families closer to purchase?	CONVERSION Are we removing friction and making it easy to choose and buy from us with confidence?	RETENTION Are we staying connected after purchase and turning customers into advocates?
☐	☐	☐	☐	☐

PUT IT ALL TOGETHER



A well-planned
strategy creates
meaningful impressions,
stronger relationships,
and long-term growth.



Your Marketing Engine

EVERY TOUCHPOINT. COUNTLESS IMPRESSIONS. LASTING GROWTH.

When every channel works together, your brand becomes familiar, trusted, and chosen. This is the power of omnichannel marketing for homeschool families.

THE POWER OF TOGETHER



STRONGER REACH

Reach more families across more places they already spend time.



GREATER TRUST

Consistent, helpful messaging builds familiarity and trust.



HIGHER CONVERSION

Trusted brands convert more easily when it's time to decide.



LONG-TERM GROWTH

Happy customers return, refer others, and become your best marketing.



THE OMNICHANNEL JOURNEY



MULTIPLE IMPRESSIONS CREATE MOMENTUM



One ad may be seen many times.



One email may be opened, clicked, and revisited.



One social post may be viewed, shared, and saved.



One magazine ad may be seen again and again.



One marketplace listing may be discovered over weeks and months.



More meaningful impressions across trusted channels lead to stronger recognition and confident purchasing decisions.

WHAT THIS LOOKS LIKE IN REAL LIFE



1 Million Families Reached

Through targeted awareness campaigns



250,000 Emails Delivered

With helpful, relevant information



50,000 Website Visits Generated

From ads, emails, and content



10,000 Families Purchase

From your marketplace listing or website



20% Become Repeat Buyers

Because they trust your brand



Thousands Become Advocates

Recommending you to other families

THE RESULT



A sustainable, predictable marketing engine that drives growth month after month.

“

Great marketing doesn't rely on a single campaign. It creates hundreds of meaningful impressions across trusted channels—so when families are ready to purchase, your brand is already familiar.

WE BUILD THE ENGINE. YOU GROW THE IMPACT.

Well Planned Advertiser helps education companies connect with homeschool families through strategic, results-driven omnichannel campaigns.



From Campaigns to Customer Growth

EVERY CAMPAIGN SHOULD MOVE FAMILIES ONE STEP CLOSER TO TRUST.

Omnichannel marketing isn't a one-time effort—it's a system.
When every touchpoint works together, your brand becomes the obvious choice when homeschool families are ready to buy.

THE CUSTOMER GROWTH FLYWHEEL



Happy customers become your best marketers.
Loyal families refer your brand to others—fueling sustainable, long-term growth.

THE WPA OMNICHANNEL FRAMEWORK



- BUILD AWARENESS**
Reach qualified homeschool families where they spend their time.

Make your brand visible before they are shopping.



- EARN ATTENTION**
Provide valuable content, resources, and solutions that educate and help.

Give families a reason to engage with your brand.



- BUILD TRUST**
Stay top of mind with consistent messaging across email, social, and retargeting.

Familiarity creates confidence. Confidence drives action.



- REMOVE FRICTION**
Make it easy for families to find, compare, and purchase your products.

The simpler the experience, the more you win.



- CREATE ADVOCATES**
Delight customers so they return, refer, and become your biggest fans.

Advocates create future growth for free.

OMNICHANNEL SUCCESS CHECKLIST

- | | |
|---|--|
| ☐ Awareness campaign running | ☐ DSP retargeting live |
| ☐ Prospect AI audience growing | ☐ Marketplace listing optimized |
| ☐ Email nurture sequence active | ☐ Magazine presence established |
| ☐ Educational content being shared | ☐ Performance measured monthly |



WPA STRATEGIC INSIGHT

Omnichannel marketing compounds over time. Each impression builds on the last—creating familiarity, trust, and preference that lead to confident purchases.

WHAT OMNICHANNEL MARKETING DELIVERS



MORE REACH

Connect with thousands of homeschool families.



MORE TRUST

Consistent, helpful messages build familiarity and confidence.



MORE RESULTS

More impressions lead to more purchases and higher ROI.



GREATER VALUE

Integrated campaigns lower acquisition costs and increase lifetime value.



STRONGER GROWTH

A repeatable system that scales with your business.

READY TO BUILD YOUR OMNICHANNEL STRATEGY?

Well Planned Advertiser helps education brands reach homeschool families through coordinated awareness, nurture, and conversion campaigns designed specifically for the homeschool market.



TARGETED AUDIENCES

Reach the right families with precision.



PROVEN RESULTS

Data-driven campaigns that convert.



INTEGRATED STRATEGIES

Every channel working together for results.



EXPERT SUPPORT

A partner invested in your growth.

Let's grow together.



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