

Partner Email Broadcasts

»»»»»» customized email

Reach an audience of 40,000 K12 buyers with each broadcast!



Five Easy Steps to Lead Generation Success:

- **YOU** provide (or we can write) 3-4 paragraphs of text that highlight your case study, white paper download, or promotional message, along with your logo and graphics.
- **WE** create and professionally design a co-branded e-mail with your content.
- **WE** send the e-mail to more than 40,000 district-level decision makers.
- **YOU** get your message delivered directly to your top prospects.
- **WE** send you full contact information of everyone who clicks on your links.

an e-mail marketing opportunity from

Contact your DA rep today!

East.....George Halo 609.242.4294 ghalo@districtadministration.com
Midwest.....Katie Grzybowski 203.885.0193 kgrzybowski@districtadministration.com
West.....George Saroyan 951.415.2423 gsaroyan@districtadministration.com



FAQS: Partner Email

What is the distribution list?

Since this is one of our lead generation vehicles, the distribution list for our partner email broadcast program consists of subscribers to District Administration, District Administration Digital Edition, or prior DA Web seminar attendees. We only target these three lists so that we have the most up to date contact information.

What is the cost, and is there a frequency associated with it?

The cost is \$330 CPM –The email is sent to 40,000 names. There is no frequency requirement.

Who supplies the layout?

We design the layout and build the html. You supply content: 2-3 paragraphs of copy, a case study or white paper or some type of takeaway, URLs to link to, graphics and logo you'd like incorporated. Our designer takes your assets and based on the goals you've outlined for the purpose of your broadcast, we build the html. We make sure that the email broadcast is built according to best practices and ensure it registers low in SPAM score in order for maximum deliverability.

How far ahead of time would I need to give you the text/information?

There are three weeks lead-time from asset delivery to actual email deployment. Once a date is chosen, you will be provided with a production schedule so you are aware of due dates and the approval process.

How is the message co-branded?

The message is co-branded with a DA header and footer but the advertiser still takes prominence. This is an informational service that we provide to our readership.

What's the difference in the two formats (one is a narrow column, one is wider)?

If you are referring to the email design, these are all customized based on the content provided and the goal outlined by the sponsor. Since our email broadcasts are all custom, the only true rule is that they are mostly text versus image heavy. These are not intended to mimic print ads but instead offer an informative advertorial type of communication. If you already have a design template in mind, please send a mock-up and we will work with you to incorporate your design.

How does the lead reporting work?

You will be provided with a summary of your email broadcast statistics as well as a detailed spreadsheet of all the people who clicked on your links. The most interesting part of this link tracking report is the narrative that emerges from the data. You will see date and time of who clicked where. You can make inferences based on how many times a particular contact clicked, did they come back hours later or days later? Did others within their district click as well? If we design multiple clicks in the broadcast, what order did the contacts click in? What do they seem more interested in? This is truly a remarkable tool. When used correctly, you can pinpoint where to focus your efforts based on behavior and interest level.

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