

MAILER:

NorCal Jewish Day Schools

OBJECTIVE:

NorCal Jewish Day Schools faced the challenge of increasing enrollment at 9 of their schools across Northern California.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted parents with children in or entering preschool through 12th grade who live within a 20-mile radius of the 9 NorCal Jewish Day Schools. The campaign geo-targeted the following zip codes for each NorCal Jewish Day School: SF Brandeis - 94132 (K - 8), Brandeis Marin - 94903 (K - 8), Oakland Hebrew - 94619 (BK/TK - 8), Shalom School - 95825 (Preschool - 6), Yevneh School - 95032 (K - 8), Wornick - 94404 (BK/TK - 8), Hausner - 94306 (BK/TK - 8), Contra Costa - 94549 (K - 8) and JCHS - 94115 (9 - 12). The creative featured the benefits of attending a NorCal Jewish Day School and invited parents to click through to the website to learn more or to find the school closest to them.

OUTCOME:

The email marketing campaign had outstanding results and generated a very high open rate and a strong click through rate. The campaign helped to increase awareness about NorCal Jewish Day Schools and also increased enrollment applications.



There's More Here.

Each [NorCal Jewish Day School](#) is more than just a school, and your child is more than just a student. We provide a unique combination of challenging academics, individualized instruction, and social-emotional learning that allows every child to discover their strengths and empowers them to make a difference in the world.

[Find Your Day School](#)

A Holistic Approach.

We developed our curriculum to meet the highest standards in all subject areas, including math, science, literacy, and social studies. We also include a full range of STE(A)M, music, public speaking, second language, executive functioning, and physical education opportunities to give your child the chance to develop skills to curiously and creatively tackle challenges and discover their voice and talents.

While our academics are rigorous, our curriculum isn't strictly "by the book" because life isn't limited to what's on a page. Because of our emphasis on experiential learning opportunities, as well as our small class sizes, each child can take an active role in their education, whether through experiments, group projects, or peer-led discussions.

[Learn More](#)



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