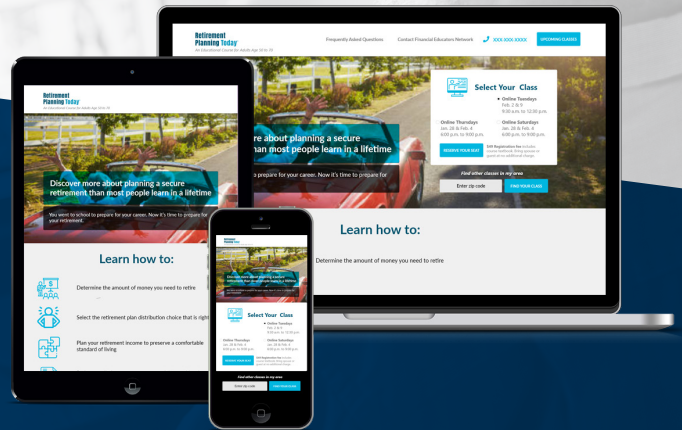


2022 Digital Marketing Package

Reach new clients & increase attendance with digital marketing

Our upgraded digital packages drive attendance with multi-channel marketing tools that track your results.



FEATURES	BRONZE \$450	SILVER \$1,250	GOLD \$1,850	PLATINUM \$2,350
Self-serve marketing assets <ul style="list-style-type: none"> » Event registration site » Social share links » Brochure QR code » Plug-in website content » Course locator feature 	✓	✓	✓	✓
Social media ad campaign <ul style="list-style-type: none"> » Displayed across full Facebook ad network » Audience asset prequalification » Market area exclusivity 	✗	✓ Basic audience reach	✓✓ 50% greater audience reach	✓✓✓ 100% greater audience reach
Email campaign <ul style="list-style-type: none"> » Verified & prequalified audience » Direct mail campaign lead matching 	✗	✓	✓	✓
Digital remarketing <ul style="list-style-type: none"> » Engagement tracking & targeting » “Lost Lead” recapture 	✗	✓	✓	✓
ESTIMATED ATTENDENCE BOOST	Variable*	+10-25%	+25-33%	+33-50%

*Results dependent on client marketing platform and ad spend

**The 2022 Digital Marketing Package is a campaign upgrade. Mailer campaign also required.