



SunSentinel
MEDIA GROUP

EDUCATION
Business Continuation Insights

BUSINESS CONTINUATION IN THE NEW ECONOMY

These are the most challenging economic times in modern history. Each day brings a new shift and a new understanding of the customer journey.

Screens are replacing handshakes. Consumers are on their phones and TV's more than ever – which means **digital advertising, streaming TV, social media and email** are even bigger drivers than before.

The information presented here is part of a series designed to provide updated industry-relevant insights that can inform go-to-market strategies for enterprises of all sizes.



ONLINE SALES IN THE NEW ECONOMY



- **Month-over-Month Sales:** +20.3% (March pacing compared to February)
- **Daily Sales Trend:** +10.93% (March 17th, compared to March 10th)
- **Trending Up:** Food, General, Health, Outdoor, Pets
- **Trending Down:** Apparel, Auto, Sports

MICRO MOMENTS: THINKING LIKE THE CONSUMER

- Employees are losing their jobs and realizing they need to be in an essential industry, so they won't find themselves in this situation again.
- Individuals have down-time while social-distancing and self-quarantining and are finding they want to make the best use of it and further their education.
- Parents are with their children at home. Online learning is more important than ever, and some parents may not be satisfied with how their child's school has provided these services.



ACTIONABLE GO-TO- MARKET IDEAS

- With the changes in the economy and the unemployed rate skyrocketing, people are looking for a profession that makes them an asset vs a commodity – they realize the importance of an online degree that can provide this. Now is the time to have a plan to reach these prospects.
- With exponential growth in online learning, your educational institution needs to stay top-of-mind.
- Prospects are looking at news updates- aligning your brand with a trusted news source can help you reach them during these peak times.



HIGHER EDUCATION REGIONAL

Timing: 30 Days

Investment: \$9,970

Savings: 41%

Geotarget: Multi-County / DMA

Audience: Likely to Enroll/Return to College, Parents

Consumers need professionals who can be a voice of stability in changing times. Many are also finding they have time to take care of important life matters they've been neglecting.

SOLUTIONS:

- 200,000 audience **targeted display impressions** on SunSentinel.com (including SFL Parenting), the display network and/or Facebook
- 50,000 geotargeted **multiscreen OTT impressions**, including Connected TV and streaming
- 50,000 audience targeted **YouTube TrueView** video ads

Optional: 3 Turnkey Branded Content articles promoted with 250,000 SunSentinel.com impressions each for \$12,750 total.

Example: How to help your college student facing school closings



EDUCATION (K-12)

LOCAL

Timing: 30 Days

Investment: \$4,700

Savings: 25%

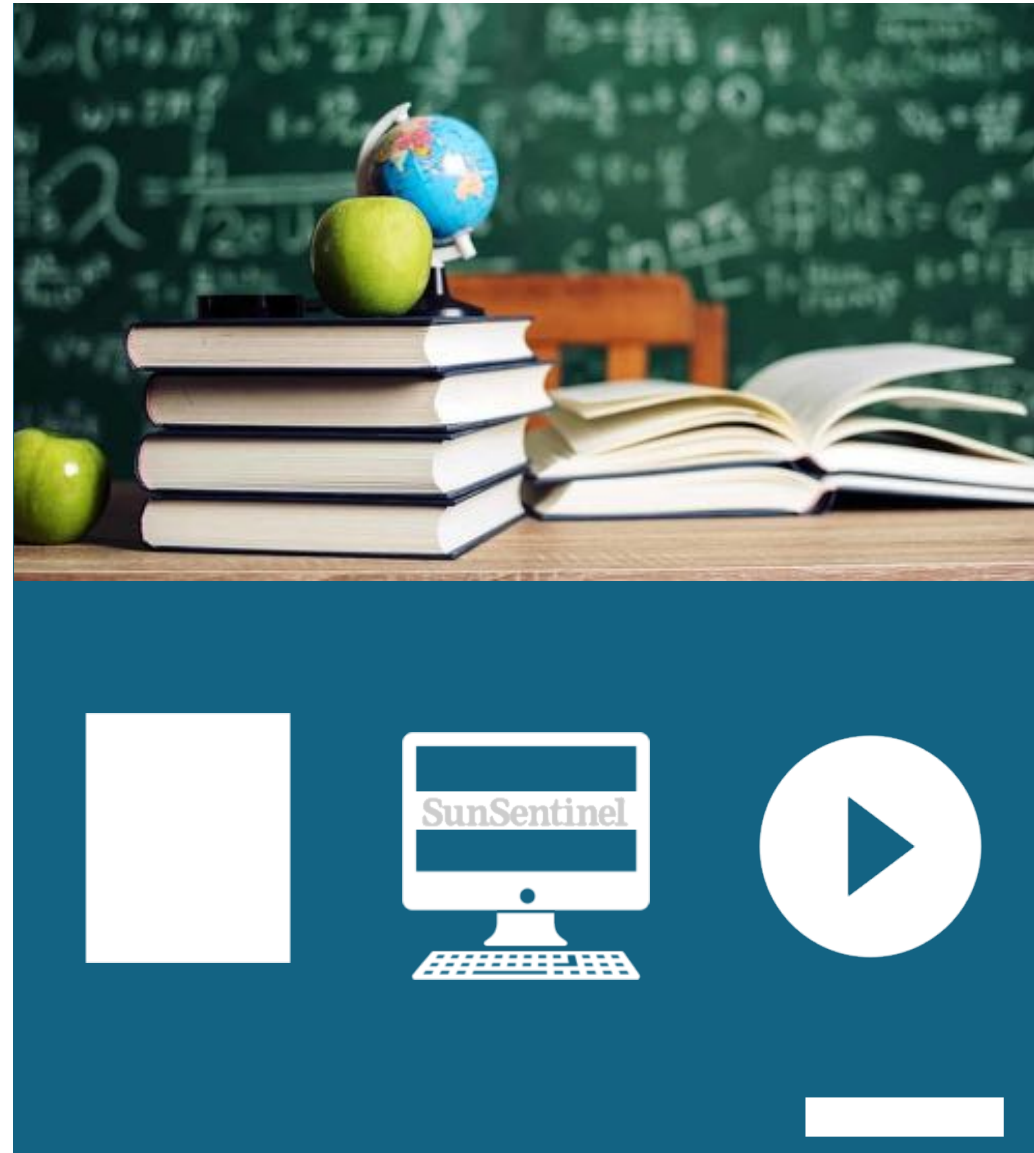
Geotarget: Local

Audience Target: Affluent Mothers with Children 4-18

Consumers need professionals who can be a voice of stability in changing times. Many are also finding they have time to take care of important life matters they've been neglecting.

SOLUTIONS:

- 100,000 **geotargeted display impressions** on SunSentinel.com (including SFL Parenting), the display network and/or Facebook
- 100,000 audience- or geotargeted **emails**
- 50,000 geotargeted SunSentinel.com **pre-roll video** impressions



TURNKEY INTERACTIVE CONTENT

Timing: 30 Days

Investment: \$5,000

Engage with your target audience in a new way by highlighting your products and services with a turnkey interactive piece of content designed to bring you leads.

Elements:

- Personalized interactive content landing page hosted on SunSentinel.com
- Advertising distribution or equivalent for contest promotion
 - Custom, targeted **ebblast** to 100K emails
 - 100K **impressions** on SunSentinel.com
 - **Social media** ad campaign
- All users who participate will receive a bounce-back offer (a promo or coupon code to use now or in the future), and a grand prize winner can receive a larger prize.*
- Advertiser to receive an excel file with data received from program participants upon completion of the Sweepstakes. Information will include email address of participants and 1-2 questions supplied by the advertiser (i.e: Name, location).

*Advertiser to supply prize(s)



*Mocks for visual purposes only

GET AHEAD WITH CONTENT

BE A THOUGHT-STARTER



Education:

[What kind of student are you?](#) – continuing ed. For adults

[Working from home? Show us your new home office.](#) – continuing ed. For adults

[Are you smarter than a high schooler?](#) – Online tutoring services for kids

- A parent's guide to surviving homeschooling
- Smart tips to getting your kids to concentrate on school at home
- Teachers share their smartest teaching tips
- An at-home school schedule for working parents
- Teacher tips for parents with stay-at-home kids
- Time for a career change? Consider an online certificate
- How to help your college student facing school closings
- 10 careers hiring like crazy – and how to easily get certified online
- Learning at home can be fun (and easier on you) with these suggestions from your local (museum/zoo/theater/craft store)

SUCCESS STORIES

Unity School: converted private tours to a 1-1 virtual tour. Going to market with a messaging strategy that speaks to scheduling a private “virtual” tour with a school specialist.

E-Learning & Activity Kits: sent strategic message to parents with children in home age 1-12 to download online activity kits and e-books as well as to subscribe to their online learning services.

FAU: FAU was able to pivot quickly and adapt to the situation at hand. They quickly and efficiently converted all classes to e-learning so that students class schedules were not disrupted. They also continued with an open house strategy that became virtual.



THREE THINGS YOU CAN DO RIGHT NOW

- **Asses the short term needs** of your customer base- meet them where they are and quickly.
 - Be able to pivot and adapt quickly. (Success example FAU pivoted to e-learning and virtual MBA tours)
- **Think Long-term** to set yourself up for success in the future;
 - connect with prospects safely now so you are first in mind in the future.
 - Invest in your potential long-term prospects loyalty, wow can you connect and speak with them now so that you earn their trust for the future.
 - What does the future look like for my business, how can I get there?
- **Good Will in the community**: share what you are doing to make a difference!

Showing an active interest in community wellbeing increases internal employee morale and can boost positive feelings towards your brand

Companies Pitch in to Help Students Learn From Home

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Posted on 04/01/2020



In order to keep the learning going for all students and bridge the digital divide, Comcast, Sprint, AT&T, and T-Mobile are pitching in to help by offering the following benefits:

DeForest Area School District FREE BREAKFAST & LUNCH

While schools are closed, DASD will be providing
FREE meals to all children 18 and under.
Starting March 19th from several neighborhood drop off sites.

Children must
be present to
receive a lunch
and breakfast.

Open to all
children, not just
DASD students.



THANK YOU

If you have any questions, please contact:

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