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# Introduction



To help you stay sane this back to school season, we've created an educational guide for program providers that will provide you with all the knowledge and tools you'll need to become a digital flyer expert - so that you can meet your program goals this school year with less stress and better results.

Afterall, that's what Peachjar is here for. Think of us as your friendly digital marketing consultants that you can rely on to make your job easier!

Whether you're new to Peachjar or a seasoned digital flyer veteran, this guide will help you prepare and launch a successful digital flyer campaign this back to school season.



# District Flyer Guidelines



The first and most important step to a successful back to school campaign is reviewing the school district's flyer guidelines to make sure your digital flyer complies with their policies. Taking this step significantly increases your chances of a quick approval decision and ensures that your flyer is distributed in time for your program or event.

You can view each school district's requirements by logging into your Peachjar account and clicking **District Flyer Guidelines** on the left hand menu.

When reviewing a school district's flyer guidelines, it is also helpful to understand the **differences between a soft and hard denial**.

**Soft Denial:** When the school district makes a denial decision that can be reversed if you make corrections to your flyer and resubmit it through Peachjar for further review. These reasons include, but are not limited to:

- Missing information on the flyer, or formatting issues
- Failure to include a translated version of the flyer
- Inappropriate or offensive content

**Hard Denial:** When the school denies your flyer due to a reason that cannot be rectified immediately. These reasons include, but are not limited to:

- Your organization is located outside of the school district boundaries or city limits
- Your organization is not classified as a 501c3 nonprofit organization
- Your program conflicts with one of the school district's programs

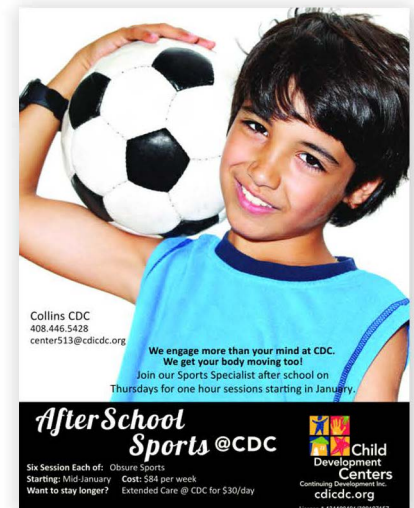
**Pro Tip:** Make sure to update the **Organization Type** in your Peachjar account to ensure that the correct information pertaining to your organization is submitted along with your digital flyer approval request.

# Digital Flyer Design

Did you know that the average attention span of a person is 8 seconds? Therefore, in order to meet your digital flyer campaign goals, you'll need a visually engaging flyer design that immediately captures the attention of parents and drives them to register for your program.

To ensure that your flyer is ready to drive parent engagement, follow these **four cardinal rules of digital flyer design**:

1. **Incorporate bright colors** to make your flyer pop
2. **Use large visuals** to tell your story
3. **Be concise** with your messaging
4. **Include a clear call to action** to maximize conversions



**Sign Up Now**

**Learn More**

**55% of parents view digital flyers on a mobile device**, so make sure your flyer stands out and is easy to read on a small screen.

## **Peachjar Flyer Specifications:**

- Must be in PDF format - convert your file to a PDF document with **SmallPDF.com**
- Design your flyer on a 8.5 x 11" document in portrait orientation - try **Canva.com**
- Include as many pages as you'd like at no additional cost!
- Cannot exceed 6 MB in file size
- Can include hyperlinks, which parents have the ability to click when viewing your PDF

**Pro Tip:** Peachjar's Flyer Disclaimer Auto Append feature automatically adds the school district's required disclaimer to your flyer, so that you don't have to!

# How Credits Work



To send your flyer through Peachjar, you'll need to purchase credits.

**5 credits are required per school for the first month. A lowered rate of 3 credits per school is available for each additional, consecutive month.**

Each month purchased includes one email to parents and a 30 day posting on each school's website. The longer your campaign duration, the more exposure you'll get!

## ***How do I purchase credits?***

Credits can be purchased at the end of the flyer submission process or by clicking on **Buy Credits** in your Peachjar account. Prices vary based on the number of schools you would like to purchase. Please see our **Pricing** page to learn more.

**Save money when you buy credits in bulk!** Credits never expire, so you can always use them at a later time. Contact your Peachjar representative for more information.

## ***What happens if my flyer gets denied by a school?***

You can click the Return Credits button on the My Flyers page to get your credits back. If your flyer remains denied for 24 hours, the credits will automatically return to your Available Credits balance.

If the school district denies your flyer and requests a change to the flyer, you can use the returned credits to resubmit your flyer. You can also use your returned credits to send flyers to other schools available on Peachjar.

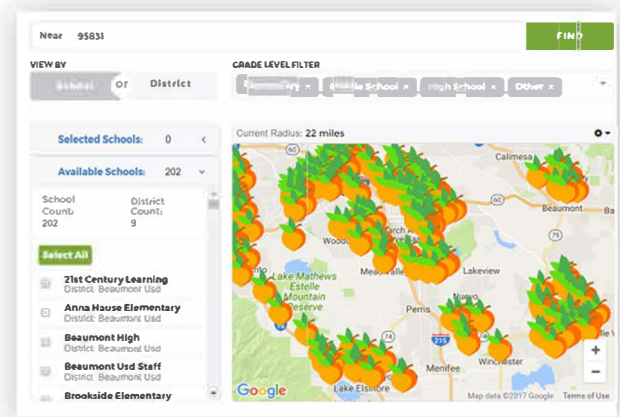
**Pro Tip:** Consider your long term distribution needs when purchasing credits to maximize your savings! Contact your Peachjar representative to learn more.

# Flyer Submission

Once you've finished designing your flyer, the next step is to submit it through Peachjar.

To get started, log in to your Peachjar account and click **Send a Flyer**.

Here are some pro tips to consider during the flyer submission process:



- Come up with an **attention-grabbing flyer title** that gives parents an idea of what you're promoting. This text will appear above your flyer in the email to parents, and below the flyer on each school's website.
- Try the **new map view** to easily find and select schools by school or district name, school level, city, or zip code. Zoom in or out to change the radius of your search!
- You can distribute your flyer upon district approval, or select a **future distribution date** to schedule your flyer send ahead of time
- Add a **'Learn More' or 'Sign Up Now' button** to increase campaign conversions!
- Select a **multi-month campaign duration** to increase exposure to parents

Once your flyer is submitted, it immediately gets routed to the school district for further review. Upon approval, your digital flyer will be sent to parents on the distribution date.

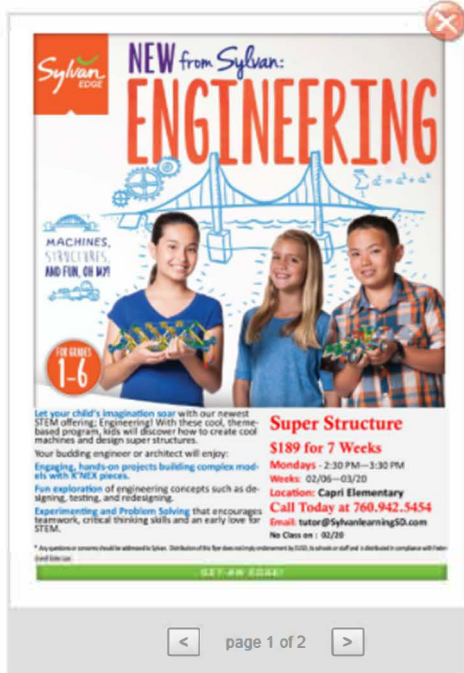
**Pro Tip:** Include a note to the flyer approver regarding your organization or program to increase your chances of a fast flyer approval decision!



# Digital Flyer Metrics

## Email Preview

Register for a Sylvan program near you!



Learn More

Sign Up Now

With Peachjar's digital flyer metrics, it's easy to track parent engagement!

Log in to your account and click **My Flyers** to view sends, opens, and clicks for each flyer.

For a more comprehensive overview of your metrics, go to the **Flyer Metrics** page.

Many factors can impact the results of your campaign, so make sure you do some research before distributing your digital flyer to parents!

**Here are some tips to ensure that your digital flyer gets the best results:**

- Remember to **add a call to action button** when you upload your flyer to Peachjar, to maximize parent engagement!
- Check to see what your competitors are doing. If they are distributing flyers through Peachjar, **offer competitive prices** and make sure your program stands out from the rest!
- Consider the **timing** of your campaign and how far your target audience is from your program **location**. Parents may not want to drive an hour to get to you!

**Pro Tip:** Offer online registration! This allows parents to quickly and easily sign up for your program, without any hassle!



# Getting Started



Now that you're a digital flyer expert, what are you waiting for? Back to school digital flyer success is just a few clicks away!

Get started with your Peachjar campaign today and you'll have access to over 5 million parents, in over 10,000 schools nationwide!

To get started, click one of the buttons below to either register for an account or log in to your existing Peachjar account!

[Register Now](#)

[Log In to Your Account](#)

If you have questions or need help with your digital flyer, we're here for you!

## Contact Us

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