

# Marketing Update

February 2024



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ACADEMY**  
OF UTAH  
POWERED BY K12



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# CAU Enrollment Update

## New Enrollment

To Date

184

To Date FY23

114

Forecast to Date

82

## Active Enrollment

To Date

286

To Date FY23

151

Forecast to Date

262

## In Market This Quarter:

- **Open Enrollment**
  - Email Series
- Local Paid Digital Media
  - Paid Social (Meta) Ads
- Earned Media Specific to CAU
  - School/Student Spotlights
- National Paid Digital Media
  - Paid Social (Meta) Ads
  - SEM/Search Ads

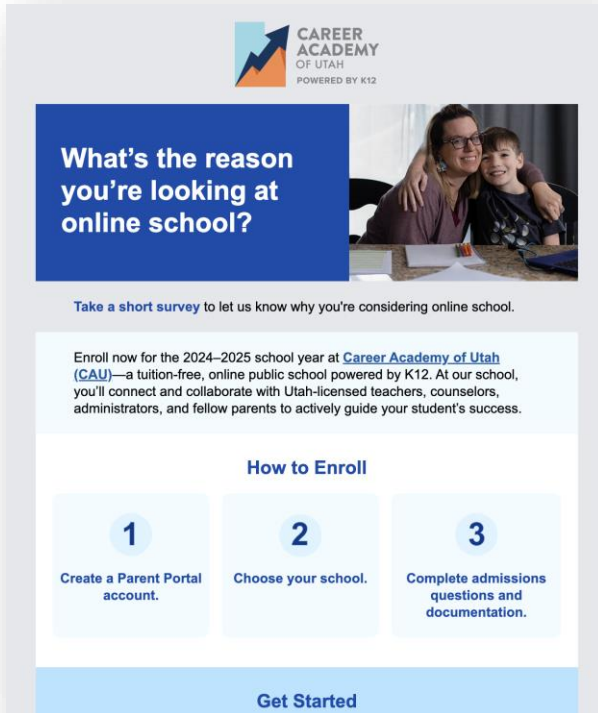
## Coming up:


- Leveraging stories of real teachers, students, and CAU events to help potential families visualize the experience through authentic and personalized points of view.
- Continue to differentiate the messaging to ensure each school has its own unique voice and reached the right audience.
- The Open Enrollment email series will continue, OE organic social media will be added.

# Open Enrollment Timeline


	January				February				March			
	1/1	1/8	1/15	1/22	2/1	2/8	2/15	2/22	3/1	3/8	3/15	3/22
Website Updates	[Cyan bar]											
Email Series				[Dark Blue bar]								
Organic Social Posting									[Yellow bar]			

# Open Enrollment Email Samples



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## What's the reason you're looking at online school?



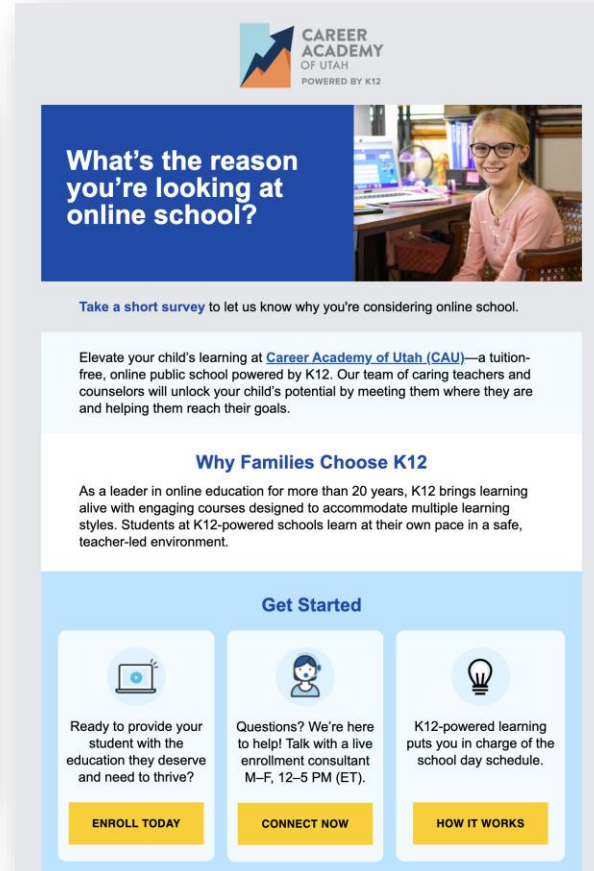
Take a [short survey](#) to let us know why you're considering online school.


Enroll now for the 2024–2025 school year at [Career Academy of Utah \(CAU\)](#)—a tuition-free, online public school powered by K12. At our school, you'll connect and collaborate with Utah-licensed teachers, counselors, administrators, and fellow parents to actively guide your student's success.

### How to Enroll


- 1 Create a Parent Portal account.
- 2 Choose your school.
- 3 Complete admissions questions and documentation.

[Get Started](#)



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## What's the reason you're looking at online school?




Take a [short survey](#) to let us know why you're considering online school.

Elevate your child's learning at [Career Academy of Utah \(CAU\)](#)—a tuition-free, online public school powered by K12. Our team of caring teachers and counselors will unlock your child's potential by meeting them where they are and helping them reach their goals.


### Why Families Choose K12

As a leader in online education for more than 20 years, K12 brings learning alive with engaging courses designed to accommodate multiple learning styles. Students at K12-powered schools learn at their own pace in a safe, teacher-led environment.


### Get Started

- 

Ready to provide your student with the education they deserve and need to thrive?

[ENROLL TODAY](#)
- 

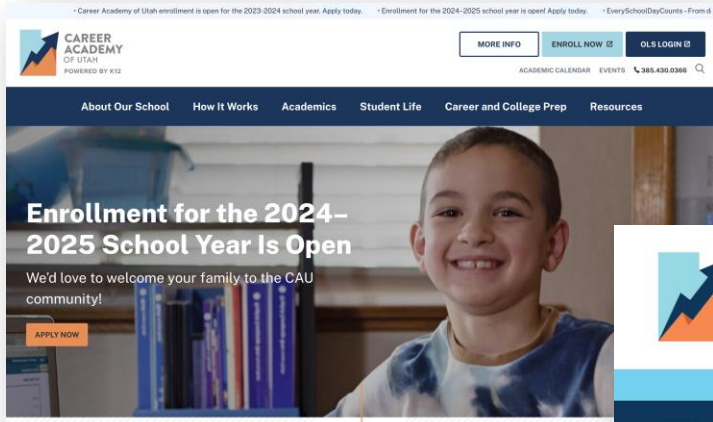
Questions? We're here to help! Talk with a live enrollment consultant M–F, 12–5 PM (ET).

[CONNECT NOW](#)
- 

K12-powered learning puts you in charge of the school day schedule.

[HOW IT WORKS](#)

# Open Enrollment Imagery Updates



Carousel Image on Website  
Homepage

Social Media Graphic



Facebook Cover Photo

Local paid social (Meta) ads will resume in Q3.

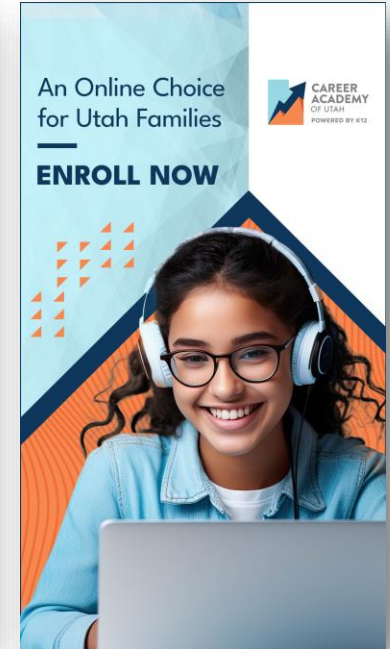
## Messaging examples:

"At Career Academy of Utah, students experience a learning environment that is flexible AND supportive. ❤️ Discover CAU!"

"Give your child a head start at CAU! We offer dual enrollment opportunities to help set students up for future success."

"Career Academy of Utah's unique learning environment allows ALL students to explore pathways for Utah-focused careers."

"CAU offers a personalized and supportive learning experience that fits each student's unique strengths and needs. 💪"



## **Earned media works together with organic and paid media to build awareness, credibility and trust.**

Administrators and teachers can use [Project Elevate](#) to submit newsworthy stories to our communications team. Topics can include:

- Student & Family stories
- Teacher & Admin stories
- School Activities and Events

Through Project Elevate, K12 works to share positive stories and shape the story that online learning is providing a personalized education option for families. Corporate communications and product marketing will work together to promote stories to Utah news outlets to spread awareness of CAU.



# K12 National Paid Media

## Consumer journey leads to CAU.

K12-branded media in Utah will drive users to a Utah landing page, or to the K12 main page, where they can use the School Finder to search schools in Utah and click through to the CAU site.

School Finder Listing

State Paid Media Landing Page



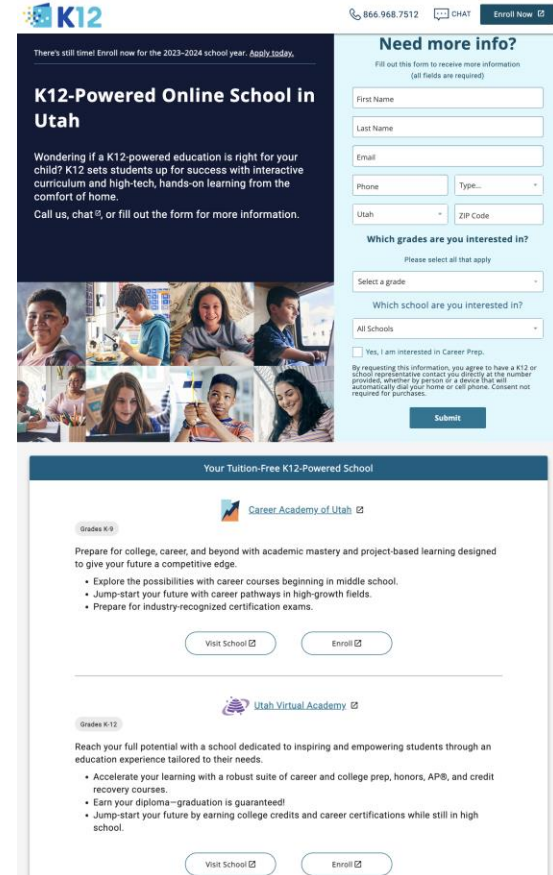
### Career Academy of Utah

Grades K-9

Prepare for college, career, and beyond with academic mastery and project-based learning designed to give your future a competitive edge.

- Explore the possibilities with career courses beginning in middle school.
- Jump-start your future with career pathways in high-growth fields.
- Prepare for industry-recognized certification exams.

[Visit School Site >](#) [Start Enrollment >](#)



**K12** 866.968.7512 CHAT [Enroll Now](#)

There's still time! Enroll now for the 2023-2024 school year. [Apply Today.](#)

### K12-Powered Online School in Utah

Wondering if a K12-powered education is right for your child? K12 sets students up for success with interactive curriculum and high-tech, hands-on learning from the comfort of home.  
Call us, chat <sup>9</sup>, or fill out the form for more information.

#### Need more info?

Fill out this form to receive more information (all fields are required)

First Name

Last Name

Email

Phone  Type...

Utah  ZIP Code

Which grades are you interested in?  
Please select all that apply

Select a grade:

Which school are you interested in?  
All Schools

Yes, I am interested in Career Prep.

By requesting this information, you agree to have a K12 or school representative contact you directly at this number provided, whether by person or address, text and automatically use your phone or cell phone. Consent not required for purchases.

[Submit](#)

#### Your Tuition-Free K12-Powered School

Grades K-9 [Career Academy of Utah](#)

Prepare for college, career, and beyond with academic mastery and project-based learning designed to give your future a competitive edge.

- Explore the possibilities with career courses beginning in middle school.
- Jump-start your future with career pathways in high-growth fields.
- Prepare for industry-recognized certification exams.

[Visit School](#) [Enroll](#)

Grades K-12 [Utah Virtual Academy](#)

Reach your full potential with a school dedicated to inspiring and empowering students through an education experience tailored to their needs.

- Accelerate your learning with a robust suite of career and college prep, honors, AP<sup>®</sup>, and credit recovery courses.
- Earn your diploma—graduation is guaranteed!
- Jump-start your future by earning college credits and career certifications while still in high school.

[Visit School](#) [Enroll](#)

## Sample Creatives

### Connected TV & YouTube



### Facebook & Instagram



**K12** Sponsored ·  

Help your child get the quality education they deserve with dedicated state-certified teachers trained in online instruction.

**K12** Personalized Approach to Online School

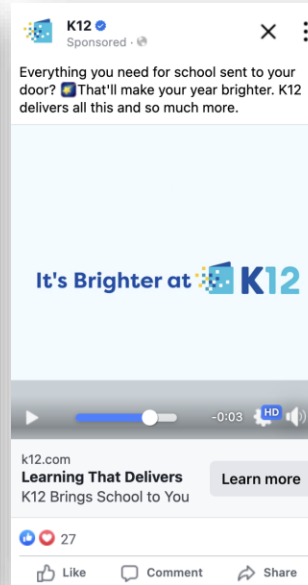
- Tuition-Free
- State-Certified Teachers
- Designed to be Online
- Immersive Curriculum



**Find Your Online School** [Learn more](#)


Helping Students for 20...

17

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**K12** Sponsored ·  

Everything you need for school sent to your door?  That'll make your year brighter. K12 delivers all this and so much more.

It's Brighter at **K12**

**Learning That Delivers** [Learn more](#)

K12 Brings School to You

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**K12** Sponsored ·  

Experience public school at home where your child can learn in the ways that work for them at a pace that helps them thrive.

- State Certified Teachers
- Tuition-Free
- Immersive Curriculum
- Designed to Be Online

**Explore Your Options** [Learn more](#)

Helping Students for 20...

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