



FAFSA on the Web Release 5.0

Marketing Approach

January 2001



Introduction

- Objective

This Marketing Approach is designed to convey a recommended strategy as well as outline initiatives that may be performed to increase the use of the FAFSA on the Web software by applicants applying for federal financial assistance.

- Scope

Creating a marketing approach helps to outline selected marketing tasks and the time required to complete those tasks. This approach, together with a detailed description of marketing initiatives and a plan for implementation, constitute the marketing project plan. The initiative descriptions and marketing project plan are included in separate documents (see Appendices A and B).



Introduction

Almost every student's relationship with SFA begins with the FAFSA.

Business Goal

Increase electronic filings from approximately 4 million last year to 5 million this year.

Marketing Response

Create a campaign to reach students, parents and the Financial Aid Community with the FAFSA on the Web message:

File online! It's easy, fast and secure.

The recommended marketing approach is to reach the target audiences multiple times, in different ways, with the same message.



Past & Current Marketing Initiatives

These are past and current marketing initiatives used by SFA to promote FAFSA on the Web.

- ◆ FAFSA on the Web Toolkit 
- ◆ “Filing Tips” Press Release 
- ◆ Imagitas Mailing 
- ◆ Electronic Access Conferences 

SFA is starting to reach the target audience, but more can be done to saturate the audience with the key messages.

Tactic intended to reach:



Financial Aid
Community



Parents &
Students



Parents



Students



Marketing Initiatives “In the Works”

These are marketing opportunities currently “in the works” to promote FAFSA on the Web.

◆ Community Announcement



◆ Best Practices Study



◆ Post Office Posters



Still more can be done to reach students and parents directly.

Tactic intended to reach:



Financial Aid
Community



Parents &
Students



Parents



Students



Other Players Current Marketing Initiatives

In addition to what Financial Aid Administrators (FAAs) and students see from SFA, they are also bombarded with marketing materials from private lenders and others.

◆ Marketing Materials

- Glossy, Color Brochures (some with individual school logos)
- Posters
- Banners

◆ Trinkets

- Pens, Pads, Clocks, Stress balls, Calendars, Clothing, Key Rings

◆ Edible Treats

- Popcorn Tins, Pies, Candy dish with Candy, Coffee with Mug, Bubble Gum Machine

What can SFA do to impact students, parents and FAAs?



Value Recommendations

Value recommendations are opportunities that will likely reach the target audience, and require only a small investment.

◆ Search Engine Optimization



◆ E-mail Message



- FAAs  Students

◆ FAA Association Newsletter



- Advertise best practices study and/or promotional video

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Impact & Reach Recommendations

Impact and reach recommendations are opportunities that require more of an investment, but will reach and impact a large majority of the target audience.

- ◆ Advertise in *U.S. News and World Report Paying for College Issue*



- ◆ Place pre-show advertisements in selected college-town cinemas



- ◆ Sponsor financial aid portion of CollegeView.com (75,000 unique users per month)



- ◆ Advertise in selected college newspapers



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Honorable Mention

Honorable mention recommendations are opportunities that will reach a specific portion of the target audience. These opportunities vary in cost.

- ◆ Spanish PSA 
- ◆ Promotional Video (distribute to Financial Aid Community) 
- ◆ College Bookstore Insert 

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Emerging Ideas

Emerging Ideas are marketing opportunities that are in the initial conceptual stages. More data and consideration is required.

◆ Imagitas Online supplement



◆ Jenzabar.com



◆ Incentives / rewards



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*Where will you invest
resources to increase
web site usage?*



Appendix A

Marketing Initiatives



Appendix B

Marketing Project Plan