

---

**OCTOBER 8, 2015**

**AGENDA ITEM 6  
INFORMATION ITEM**

**SCHOLARSHARE INVESTMENT BOARD**

*Marketing Update for the ScholarShare College Savings Plan*

---

***Background***

TIAA-CREF Tuition Financing, Inc. has provided its “Marketing Update” for the ScholarShare College Savings Plan. This update outlines marketing results for the second quarter of 2015 and the marketing activities planned for the remainder of the year. The update includes an overview of the account and asset results, 2015 budget, and marketing activities, such as online, print, radio, employer, and ethnic outreach advertising, customer direct marketing and communications, social media, public relations, and local marketing.

***Presenter***

Don Wolf, Senior Director, TIAA-CREF Tuition Financing, Inc.

# 2015 Marketing Update

## ScholarShare College Savings Plan

October 8, 2015



**SCHOLARSHARE**

CALIFORNIA'S 529 COLLEGE SAVINGS PLAN

# ScholarShare Business Results



## MARKETING PERFORMANCE CRITERIA

Accounts and Contributions	June 30 2014	June 30 2015	% Change
<b>Total New Accounts Opened</b>	10,768	11,551	+7.3%
<b>Total New Contributions Collected</b>	\$297.2 million	\$318.3 million	+7.1%
Growth Rate	ScholarShare	Industry	% Difference
<b>Annual Asset Growth Rate</b>	4.57 %	5.37% *	-0.8 %
Rollovers	Performance Criteria	2014	2015
<b>% of Plan Accounts closed due to Rollovers</b>	< 2%	0.85%	0.36% **

## ACCOUNTS AND ASSETS

Accounts and Assets	June 30 2014	June 30 2015	% Change
<b>Total Open Accounts</b>	254,591	265,941	+4.5%
<b>Total Assets</b>	\$6.02 billion	\$6.4 billion	+6.7%
<b>Market Share*</b>	5.3%	5.2%	-.01%

• Source: Financial Research Corp.

\*\* \$22.9M

All results in this report are for the period ending June 30, 2015 unless noted.

# Advertising Results: Online Media Overview

## Advertising Results: ScholarShare Banner and Search



Metrics	June 30, 2014	June 30, 2015
<b>Spend</b>	\$1,871,529	\$1,437,000
<b>Impressions</b>	144,844,615	112,220,026
<b>Clicks</b>	196,020	97,250
<b>Click-Through-Rate (CTR)</b>	0.14%	0.09%
<b>Cost-Per-Click (CPC)</b>	\$9.50	\$14.78
<b>Transactions</b>	16,993	19,343
<b>Cost-Per-Transaction*</b>	\$106.60	\$74.29

**The 19,343 transactions resulted in 4,765 new accounts, 12,771 signed up for ACP, and 11,807 made additional contributions into existing accounts.**

\*Excludes all mobile/facebook results

# Advertising Results: Online Display Media



## Banner (Top 5 Performing Sites by CTR)

Placement	Impressions	Clicks	CTR	CPC
<b>Meredith</b>	3,021,174	7,522	0.25%	\$ 8.86
<b>What to expect</b>	2,310,476	4,485	0.19%	\$ 8.03
<b>Savingforcollege.com</b>	1,732,712	2,113	0.12%	\$ 66.20
<b>Evite</b>	1,686,241	1,815	0.11%	\$ 18.37
<b>Sacramento Bee</b>	1,608,885	1,289	0.08%	\$ 18.52
<b>Washington Post</b>	1,034,628	819	0.08%	\$ 25.64

## Mobile

Metrics	June 30, 2014	June 30, 2015
<b>Spend</b>	\$60,000	\$60,000
<b>Impressions</b>	6,377,065	4,535,557
<b>Clicks</b>	30,088	14,404
<b>Click-Through-Rate (CTR)</b>	0.47%	0.32%
<b>Cost-Per-Click (CPC)</b>	\$1.99	\$4.09

## Optimization

- Google-Retargeting program allows you the chance to recapture potential customers after they leave your site. It has generated an additional 3,978 transactions which included 1,584 new accounts and 2,106 additional contributions.
- Preroll program plays a 7 sec. video accompanied by a banner ad hosted to the right of the video. This program helps increase “clicks” to our general banner campaigns and resulted in 1,655 clicks from 907,066 impressions -0.18% CTR.

- All banners generated the following results of 14,472 total transactions of which 3,410 new accounts, 1,957 signed up for ACP and 9,105 made contributions to existing accounts.

# Advertising Results: Online Search Media



## Search Engine Performance

Metrics	June 30, 2014	June 30, 2015
<b>Impressions</b>	1,727,443	869,188
<b>Clicks</b>	41,527	45,322
<b>Click-Through-Rate (CTR)</b>	2.40%	5.21%
<b>Cost-Per-Click (CPC)</b>	\$8.57	\$6.93
<b>Transactions</b>	3,106	4,871

**The 4,871 transactions resulted in 1,355 new accounts, 814 signed up for ACP, and 2,702 made additional contributions into existing accounts.**

## Top 5 Keywords

Keywords	Clicks	Impressions
<b>{ScholarShare}</b>	4,602	15,667
<b>ScholarShare</b>	2,667	9,723
<b>529</b>	1,316	65,803
<b>College Savings Plan</b>	1,010	55,345
<b>{529 Plan}</b>	724	10,274

## CTR Benchmarks

Google: 0.05%

MSN/Yahoo/Bing: 0.04%

## Observations

- Continued to monitor search bids to ensure efficiencies
- Media releases continued to place ScholarShare in the number 1 or 2 top spot for non-paid search

# 2015 Q2 Highlights - Email



## PROSPECTS

- 420,634 Emails Delivered

- 9,942 Emails Opened
- 2.4% Open Rate
- 880 Email Clicks
- 0.21% Click Rate
- Inbound Calls: 83
- Website Visits: 134
- Inquiry Rate\*: 0.05%
- 40 New Accounts

## ACCOUNT OWNERS

- 114,840 Emails Delivered
- 332,333 eNewsletters Delivered
- 447,173 Total Delivered

- 118,260 Emails Opened
- 26.4% Open Rate
- 4,722 Email Clicks
- 1.1% Click Rate
- \$131K in Additional Contributions

Q2 Email Campaign dropped 5/12/2015 and is 30% complete  
See Appendix for email results for previous quarters.

\*The inquirer rate is defined as (website visits+ Business Reply Cards + Inbound Calls)/total Quantities

# 2015 Q2 Highlights – Direct Mail



## PROSPECTS

- 399,525 DM Pieces Delivered

- 286 Website Visits
- 160 Inbound Calls
- Inquiry Rate 0.11%\*
- 449 New Accounts

## ACCOUNT OWNER

- 21,619 DM Pieces Delivered

- 8 Website Visits
- 56 Inbound Calls
- \$10,200 in Additional Contributions

Q2 Direct Mail Campaigns dropped 5/12/2015 and are 30% complete  
See Appendix for direct mail results for previous quarters.

\*The inquirer rate is defined as (website visits+ Business Reply Cards + Inbound Calls)/total Quantities

# Local Marketing Update



## 2015 Strategy

### Evaluate & Restructure

- Continued to review all prior events/sponsorships to ensure they are meeting ScholarShare objectives
- Focused on parents with children 0-9 years, grandparents/seniors for gifting, and employers to encourage payroll deduction
  - **Enhanced existing partnerships**
    - Los Angeles Zoo Sacramento Zoo Fresno Chaffee Zoo
    - Univision (Bay Area and Fresno)
    - College OPTIONS (Redding/Tehama County)
    - USC Alumni Association
    - Parents Education League of Los Angeles
    - Lawrence Hall of Science (Berkeley) Kidspace Children's Museum (Pasadena) Aquarium of the Pacific (Long Beach)
    - Minor League Baseball (Bakersfield Blaze (SIB), Stockton Ports, Rancho Cucamonga Quakes)
  - **Developed new partnerships**
    - Sun City Communities in Northern California
- Improved utilization of sponsorship benefits by utilizing our PR firm Rogers Finn Partners
- Social Media component required in all partnerships

### ScholarShare Speaks

- Hosted 2 events on the following subjects: Internet and Tech Safety Seminar for Parents & The Neuroscience of Learning Differences
- Over 450 attendees

# Statewide Initiatives



Program	Launch	Audience	Deliverables	Results
<b>Employer Outreach</b>	All Year	CA-based Employers	Microsite Webinars to public/private employers Workshops to employees Booth – Benefits fair Collateral materials	<ul style="list-style-type: none"> <li>9 New Payroll Deduction Employers</li> <li>52 Workshops, Seminars, Webinars</li> <li>107 Corporate Benefit Fairs, Expos, Association Meetings</li> </ul>
<b>Ethnic Outreach</b>	All Year	Spanish speaking: Parents Grandparents Employers	Spanish language website Print materials Online webinar Univision Lunar New Year Sweepstakes Chinese language materials	5 Spanish presentations 391 entries to Lunar New Year Sweepstakes
<b>Free School Supplies</b>	April	Elementary School Principals/Teachers Parents	Microsite Direct mail Rack Cards	7,321 Schools Invited to Participate 431 Participating (to date)
<b>Summer Reading Program</b>	June	Libraries Student Readers Families	Microsite Collateral Kits Sweepstakes PR promotion	1,117 Libraries 6,990 Entries
<b>529 Day Promotion</b>	May	Account Owners Employers Sponsorship Partners CAPTA Television   Radio CA Legislature Social Media	Website Email   Direct Mail Rack Cards   Flyers   Videos Social Media posts   Images Legislative Resolution Onsite Event	961 New Accounts Opened

# Public Relations Initiatives



Program	Month	Description	Results
<ul style="list-style-type: none"> <li>A New Year's Resolution You Can Keep: Saving for College</li> </ul>	January	SEO Release	SEO Release: Picked up by 127 outlets, reaching an audience of 7,736,795; Total views: 1,739
<ul style="list-style-type: none"> <li>Celebrate Good Fortune with ScholarShare's 'Lunar New Year' Sweepstakes</li> </ul>	February	SEO Release	SEO Release: Picked up by 127 outlets, reaching an audience of 7,628,870; Total views: 2,461
<ul style="list-style-type: none"> <li>Score Big with ScholarShare's College Savings Madness Sweepstakes</li> </ul>	March	SEO Release	SEO Release: Picked up by 128 outlets, reaching an audience of 9,039,962 ; Total views: 2,563
<ul style="list-style-type: none"> <li>Treasurer Chiang Announces ScholarShare Matching Promotion for National 529 College Savings Day</li> </ul>	May	Press Release	Press Release: Picked up by 128 outlets, reaching an audience of 7,036,100 Total views: 1,659

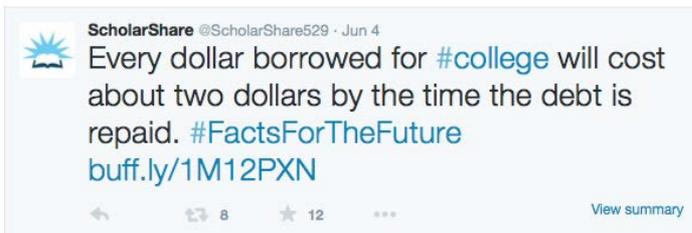
# Social Media

## Twitter

- 2,634 Follows (+49)
- 1,071 Engagements
- 4,073,717 Potential Reach
- 9,551,427 Potential Impressions
- Utilizing new video platform: brand and promo
- Topical Info: Parenting, Education, Financial, Holiday
  - Emotion + Inspiration = Engagement

## Facebook

- 65,838 (+93)
- 6,626 Engagements
- 604,392 Reach
- 749,119 Impressions
- 529 Day Promotion
- Implemented conversion tracking
- Continuation of AO newsletter prompt



# Blogger Promotion



- 20 Blog Posts
- General Blogger Engagement
- #WeAllGrowSummit (Latina Bloggers)
- Blogger Ambassador Program
- Quarterly Information Drip
- Dad2Summit Sponsorship

## Blogger Blitz

Worked with California-based parenting bloggers to support ScholarShare's "You Start It, We Match It" promotion. As a result, the blogger blitz



IT'S A **LOVELY** LIFE!™

Heather DelaneyReese  
@cdelaneyside

Today is National 529 Day  
@ScholarShare529 is matching initial dep  
up to \$50 #CA529Plan #ad  
itsalovelylife.com/?p=27983



DESIGN  
MOM

National 529 Day!  
MAY 27, 2016



By Gabrielle.

In December, we talked about whether or not we paid our own way through college. I LOVED the discussion. So when ScholarShare reached out to do a 5-post series about saving for college, I was all in! For this first post, let's talk about 529 savings plans. The timing is perfect, because Friday is National 529 Day! And to celebrate, ScholarShare is hosting a 529 Day matching promotion, "You Start It, We Match It." ScholarShare will match your \$50 opening balance to make it \$100!



Jeana  
@SurfnSunshine

Get Free Money for College from  
@ScholarShare529 on 5/29  
#National529Day #CA529Plan #spon  
surfandsunshine.com/get-free-money...

# Radio & Print Advertising

## Radio Advertising

	January	February	March	April	May	June	July	August	September	October	November	December
<b>California Capitol Network</b> (statewide NPR) :15-Sec. announcements												
<b>16.2 million – Q2 2015</b>												

## Print Advertising

Publication	Frequency	Audience per Issue
<b>Comstocks</b>	12 months	85,000
<b>San Diego Family</b>	6x per year	170,000
<b>Roll Call</b>	varies	375,000





# 2015 Marketing Budget



Activity	Allocations	Spend
Digital Media	\$4,200,000	\$2,128,500
Promotions / Community Outreach	\$1,200,000	\$953,305
Fulfillment, Printing & Postage	\$800,000	\$644,939
Direct Marketing (Prospect and Account Owner)	\$2,500,000	\$1,215,935
Print Ads	\$400,000	\$242,466
Radio	\$500,000	\$134,007
Public Relations – PR, Events, Marketing, Social Media	\$600,000	\$372,376
Promotional Items	\$200,000	\$191,669
<b>Total</b>	<b>\$10,000,000</b>	<b>\$5,883,197</b>

As of 6/30/2015

# 2015 ScholarShare Outreach Events Summary



Timing	Number of Events	Number of Attendees	Events
Q1 2015	156	47,000	CalPERS Benefits Education Events, Sutter Children's Center Wellness Festival at Fairytale Town, Babies 'R' Us Super Baby Expo, Sierra Moms Children's Activity & Preschool Expo, SF Great Baby Romp, "College: Making It Happen" at CSU Sacramento, Big Bunny's Spring Fling at the Los Angeles Zoo, Intel's Money Matters Workshop, California GEAR UP Regional Conference, Parent Institute for Quality Education Workshop
Q2 2015	177	301,000	Los Angeles Zoo's Big Bunny's Spring Fling, Univision's Festival de los Ninos, Fairytale Town's Spring Extravaganza, CalPERS Benefits Education Events, Sacramento State University's College Making it Happen, Baby & Kidz Expo, LeaLA, Tehama County Children's Fair, Los Angeles Natural History Museum's Bug Fair, Parents Education League of L.A. Kindergarten Workshop, Aquarium of the Pacific's Pacific Islander Festival, CalSHRM State legislative & HR Conference, California State Parent Teacher Association Convention, OC Boy Scouts "Scout-O-Rama," Parker Aerospace Health & Lifestyle Expo.

# 2014 Q4 Results Update – Direct Mail



## PROSPECTS

- 629,051 DM Pieces Delivered

- 287 Website Visits
- 183 Business Reply Cards
- 165 Inbound Calls
- Inquiry Rate 0.10%\*
- 507 New Accounts

## ACCOUNT OWNERS

- 19,028 DM Pieces Delivered

- 21 Website Visits
- 28 Inbound Calls
- \$1,000 in Additional Contributions

Q4 Direct Mail Campaign dropped 11/16/2014 and is 100% complete

\*The inquirer rate is defined as (website visits+ Business Reply Cards + Inbound Calls)/total Quantities

# 2015 Q1 Highlights – Direct Mail



## PROSPECTS

- 709,765 DM Pieces Delivered

- 251 Website Visits
- 198 Inbound Calls
- Initial Inquiry Rate 0.11%\*
- 387 New Accounts

## ACCOUNT OWNER

- 19,667 DM Pieces Delivered

- 43 Website Visits
- 55 Inbound Calls
- 10,225 in Additional Contributions

Q1 Direct Mail Campaign dropped 3/3/2015 and is 70% complete

\*The inquirer rate is defined as (website visits+ Business Reply Cards + Inbound Calls)/total Quantities

# 2014 Q4 Results Update - Email



## PROSPECTS

- 485,390 Emails Delivered

- 6,633 Emails Opened
- 1.4% Open Rate
- 199 Email Clicks
- 0.04% Click Rate
- Inbound Calls: 6
- Website Visits: 138
- Inquiry Rate: 0.03%\*
- 152 New Accounts

## ACCOUNT OWNERS

- 216,853 Emails Delivered

- 121,716 Emails Opened
- 56.1% Open Rate
- 5,428 Email Clicks
- 2.5% Click Rate
- \$1.5MM in Additional Contributions

Q4 Email Campaign dropped 11/16/2014 and is 100% complete

\*The inquirer rate is defined as (website visits+ Business Reply Cards + Inbound Calls)/total Quantities

# 2015 Q1 Highlights - Email



## PROSPECTS

- 780,449 Emails Delivered

- 14,688 Emails Opened
- 1.88% Open Rate
- 1095 Email Clicks
- 0.15% Click Rate
- Inbound Calls: 304
- Website Visits: 844
- Inquiry Rate: 0.14%\*
- 143 New Accounts

## ACCOUNT OWNERS

- 436,562 Emails Delivered

- 124,256 Emails Opened
- 28.5% Open Rate
- 5,239 Email Clicks
- 1.2% Click Rate
- \$559K in Additional Contributions

Q1 Email Campaigns dropped 3/3/2014 and 1/11/2015 are 70% complete and 90% complete respectively

\*The inquirer rate is defined as (website visits+ Business Reply Cards + Inbound Calls)/total Quantities