

**Purpose** Minnetonka Public Schools? Kindergarten marketing strategy focuses on celebrating student opportunities and achievements, elevating student voices and cultivating positive experiences. One of the best ways to achieve conversions is for our families to attend one of our school information sessions. In this email, our goal was to inform families about the top points of distinction our district has and to invite them to sign up for one of our upcoming events. We aimed for the tone to be friendly and welcoming, and added signatory lines from our admissions team at the end to start building that connection with the people these families would be reaching out to.

**Implementation** The creative director wrote the subject line and copy, created the header image and provided tracking codes. We worked with Star Tribune as our email sender, who delivered the email to 92,885 individuals who met our audience criteria.

**Target Audience** The email targeted out-of-district families whose child will be entering kindergarten in Fall 2025 and may be interested in open-enrolling at Minnetonka Public Schools based on driving distance.

**Outcomes** The email was extremely successful in generating awareness, traffic to the website and info session RSVPs. 21,217 families opened the email (open rate of 22.84%) and we achieved 2,801 clicks (click through rate of 3.02%) which resulted in a click to open rate of 13.2%. This is well above industry averages according to our email sender. We have seen a marked increase in Kindergarten Information Session RSVPs, with 588 individuals signing up across all elementary schools, a 17% Increase from last year's 501 RSVPs. By the open enrollment state deadline, we achieved 355 active open enrollment applications, which is an impressive 31% increase from last year's 271 open enrollment applications during this same time.