



DISCOVER[®] | STUDENT LOANS

CAMPAIGN TO
INCREASE CONSIDERATION
OF DSL AMONG
COLLEGE AGE STUDENTS

Kelli Ellison, Erin Reed, Lynnae Van Voorthuysen & Teresa Wirtjers

GOAL & OBJECTIVES

Increase awareness of DSL products and services to college students ages 17-23

Achieve awareness among 35% of students; increase understanding of the student lending process

Leverage current Facebook fans to generate 300,000 Facebook likes for DSL Facebook page

Leverage current Twitter followers to generate 25,000 followers for DSL Twitter account

Generate 1.5 million media impressions about “Discover Scholars” from media outlets that reach students pursuing higher education

Achieve 20,000 mobile application downloads

DISCOVER SCHOLARS

- Features high achieving or special interest students
 - Currently utilizing DSL
- Provide real-life examples of what students can achieve by advancing their DSL funded education
- Inspire and motivate potential students
- Generate local and national media coverage



MOBILE APPLICATION

- Educate about private student loans
- Search for scholarships and grants
- Loan tracker calculates:
 - Debt accrued
 - Hypothetical loan repayment plans
- Tips for:
 - Reaching educational success
 - Financial stability
- Highlights Discover Scholars
- Answers for most frequently asked questions



KEY MEDIA COVERAGE

KELSEY SHEEHY

- Experience
 - Education Reporter for U.S. News & World Report
 - “High School Notes” blog
 - Nationwide high school trends
 - Multimedia storytelling
- Promoting DSL
 - MSJ from Northwestern University
 - Social Media
 - Mid-twenties
 - Proficient in education & college financing



KEY MEDIA COVERAGE

ALLEN GROVE

- Experience
 - English professor at Alfred University
 - Well liked by his students
 - Freelance writer for About.com
 - Former program director of the First Year Experience program
- Promoting DSL
 - Effective media platform
 - Previously promoted DSL
 - Guide for the college admission process



SOCIAL MEDIA

- Leverage existing accounts to generate followers of DSL accounts
 - Twitter
 - Facebook
- Promote #DiscoverScholars
 - Facebook Advertisements
 - Sponsored Tweets



PROPOSED BUDGET

Budget Item	Amount
Mobile Application Development	\$250,000
Mobile Application Yearly Maintenance	\$100,000
Facebook Advertisements	\$50,000
Sponsored Tweets	\$75,000
PR Firm	\$25,000

MEASUREMENT & EVALUATION

OBJECTIVE	MEASUREMENT
Achieve awareness among 35% of students in the US ages 17-23	Distribute an online survey before and after the campaign
Gain 25,000 followers on DSL Twitter account	Measure Twitter followers
Gain 300,000 DSL Facebook page likes	Measure Facebook likes
Generate 1.5 million media impressions	Use software to track and compile media impressions
Achieve 20,000 mobile app downloads	Use tracking software to monitor the number of downloads





Discover Scholars

Mobile Application



Increase Consideration
of DSL among
College Age Students



Key Media
Coverage



Social Media





DISCOVER[®] | STUDENT LOANS

THANK YOU.

Kelli Ellison, Erin Reed, Lynnae Van Voorthuysen & Teresa Wirtjers