




## SPEC Piece - Marketing Email

Target Audience: Parents with children in grades K-5. These parents care about their child's education and want them to be successful. They are willing to spend money on services if they feel they will benefit their child.

Objective: Introduce the summer academic program and get parents to visit the website ([www.k-5educationtoday.com](http://www.k-5educationtoday.com)) to sign up for a trial class. Secondary objective is for parents to sign up for the Summer Smart Start program.

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| FROM     | K-5 Education Today  |
| SUBJECT  | FREE 🌞 Summer Smart Start 🌞 Trial Course for Your Child  |
| SNIPPET  | Keep Your Little Einstein Motivated This Summer  |
| HEADLINE | Keep Those Little Brains Growing at Summer Smart Start   |
| SUBHEAD  | Head back to school this fall ahead of the game!   |
| BODY     | <p> School is almost out for summer and your little ones are so excited they can hardly wait! We know you are excited too, but you might also be wondering how you can help your child avoid the “summer slide”. You know... when everything they learned this year apparently leaks out of their ears like that pool float from last year.</p> <p> K-5 Education Today has you covered! Our Summer Smart Start program offers a range of engaging programs for children ages 5 through 12. Whether you are looking to keep your child progressing, stimulated, or challenged we can help you find a class that is right for your child.</p> <p> Your child will work collaboratively with others, build friendships, and make memories in the process. Each class fosters a caring, positive environment that instills a love of learning. That's what we're about at K-5 Education Today.</p> <p>Classes run for 6 weeks, once a week.</p> |
| CTA      | Visit our website to view the schedule and choose a trial class that works for you.  |
| BUTTON   | Sign up for your FREE trial class today!   |