



# Marketing Update

# Facebook

**CollegeCounts - Alabama's 529 Fund**  
Sep 13, 2024 · 🌐

Kids have been dreading it, and parents have been dreaming of it... school is back. 🎒... See more

## Back-to-School 2024 Bucket List

- Visit a local park after school
- Bring the kids to an art museum to do a scavenger hunt or practice drawing
- Have kids help create a sweet treat for after-school homework sessions
- Start a CollegeCounts 529 account to start saving for their future education
- Help kids write a letter to themselves to open at the end of the school year

**CollegeCounts - Alabama's 529 Fund**  
August 22, 2024 · 🌐

Raising little ones comes with a lot of teaching moments. 🎓

In between teaching them how to count and how to pick up after themselves, teach them how to save for their future. Involve them when you are making your 529 contributions, and ask them how much of their birthday money they want to deposit into their CollegeCounts account.

When you teach them about the importance of saving while they're little, you're setting them up for a successful future.



# Instagram

**collegecounts**



collegecounts We're right there with you – hoping one day these are truths instead of April Fool's jokes. 😊 What would you add to the list?

April 1, 2024

**collegecounts**



collegecounts It's never too late—or too early—to learn and teach good money habits. You and your kids will benefit from these habits for years to come!

April 25, 2024

# Organic Social

**CollegeCounts - Alabama's 529 Fund**  
Sponsored · 🌐

Parenting is a lot. But with CollegeCounts, planning for college doesn't have to be. Start planning the easy way.



Parenting is a lot.

College planning doesn't have to be.

**HAVING A PLAN STARTS NOW**

College Counts  
Alabama's 529 Fund

collegecounts529.com/benefi...  
**Having a plan for college starts now.** **Learn more**

Like Comment Share

**Reels**



College Counts  
collegecounts

**Learn more**

Plan for their future... just in case that music career doesn't pan out.

Sponsored

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Sponsored · 🌐

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collegecounts529.com/benefi...  
**Having a plan for college starts now.** **Learn more**

Like Comment Share

**Reels**



Parenting is a lot.

College planning doesn't have to be. Invest today for tax benefits and make saving even easier.

**HAVING A PLAN STARTS NOW**

College Counts  
Alabama's 529 Fund

College Counts  
collegecounts

**Learn more**

Make planning for your child's future easier. Invest now and enjoy tax benefits.

Sponsored

# Paid Social

# 2025 Babypalooza Expo's

- ❖ Bag Sponsorship
- ❖ Booth at each AL event
- ❖ Coordinated Social Posts

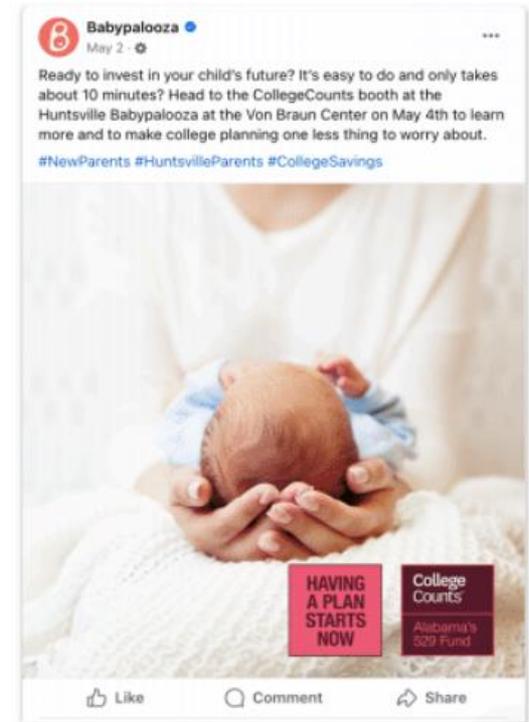
Huntsville – April 5<sup>th</sup>

Birmingham – August 9<sup>th</sup>

Mobile – September 20<sup>th</sup>



Mobile Expo  
Social Post



Huntsville Expo  
Social Post

# Babypalooza

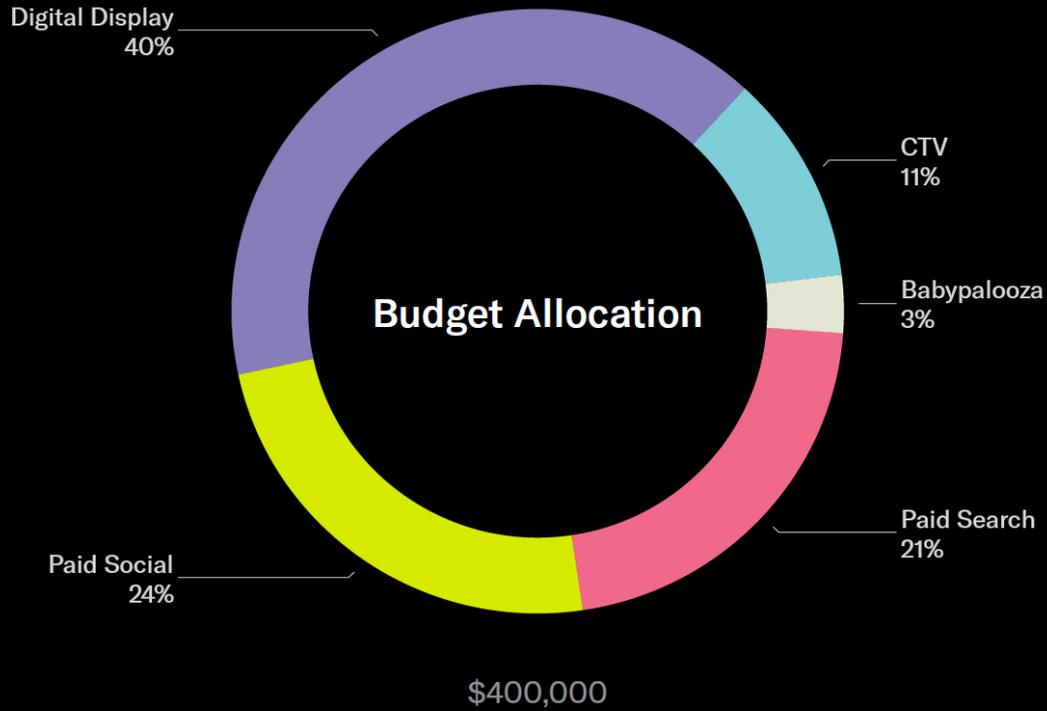
## 2025 Initiatives

- ❖ 5/29 Day Giveaway
- ❖ CollegeCounts Scholarship
- ❖ Babypalooza
- ❖ Collateral Refresh
- ❖ Potential Social Media Giveaway
- ❖ Potential Restaurant Partnership

2025 Marketing Budget - BIG Communications	Total
Account Management	\$28,000
Monthly Content & Creative Updates	\$51,200
Quarterly Reporting & Analytics	\$18,000
Quarterly Newsletter	\$4,000
5/29 Day Program Creative	\$9,000
Scholarship Program Creative	\$5,000
Direct Fund Materials	\$15,000
New Program Contingency Budget	\$35,000
Production Budget	\$31,000
Paid Media	\$400,000
<b>Total</b>	<b>\$596,200</b>

# 2025 Initiatives & Budget

Budget  
By Tactic



# Paid Media Budget