Guide to Digital Flyer Success

For Program Providers

Peachjar is committed to your organization's success with digital flyer marketing. This guide provides useful tips and tools to ensure your flyer is effective in driving parent engagement - through digital flyer design, social sharing, and more!

Digital Flyer Design

Digital flyers and paper flyers are viewed in very different ways. Over 55% of digital flyers are viewed on smartphones. Therefore, re-design your flyer so that it looks great on all devices!

Start with an easy-to-use flyer design tool. Canva is free and very powerful.
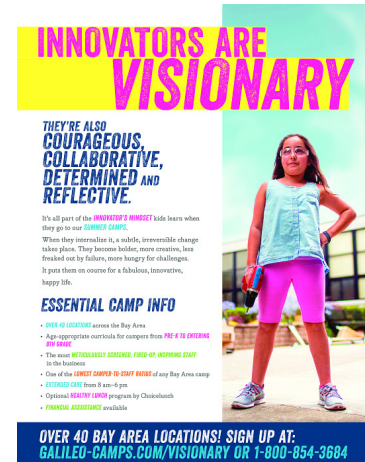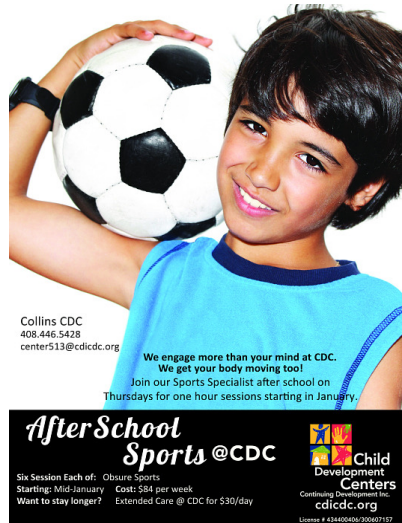
Begin your design in portrait orientation using an 8.5 x 11 inch document and save as a PDF file - make sure it does not exceed 6 MB.

Use large graphics to make your flyer visually engaging on all electronic devices.
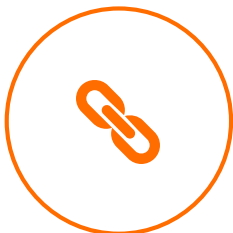
1

Use bold colors. Digital flyers are delivered in full-color.

A Use large fonts and avoid putting too much text on one page. Remember: you can attach up to 4 pages at no extra cost!

Use Peachjar's call to action buttons to direct parents to visit your website to learn more, register online, call, or download your app!

Digital Flyer Design Tools

fiverr®

Get your digital flyer designed for just $5 on Fiverr

Learn More

Canva

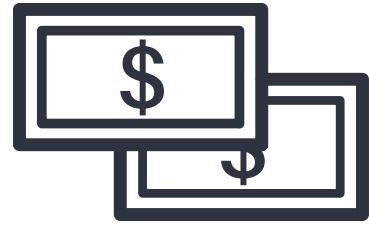Create your own flyers with Canva, a free and easy-to-use design tool

Learn More

Canva and Fiverr are third-party service providers that Peachjar recommends for digital flyer design services. All support inquiries must go to the appropriate service provider.

Tips for Digital Flyer Success

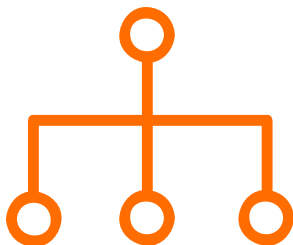Create a sense of urgency - set a promotion or registration deadline

Offer a discount incentive and provide online registration - check out SimplyAfterschool

Include call to action buttons that link to the destination of your choice

Use parent or student testimonials!

Ask friends and colleagues to share your flyer on social media

Allow enough time for the district to approve your flyer and for parents to sign up

Add a 'Learn More' or Call to Action Button

Be sure to include a call to action button to increase flyer engagement! Here's how...

1 Log into your account and click "Send a Flyer"

2 On the flyer upload page, insert your info into the field that corresponds with the call to action you'd like to include
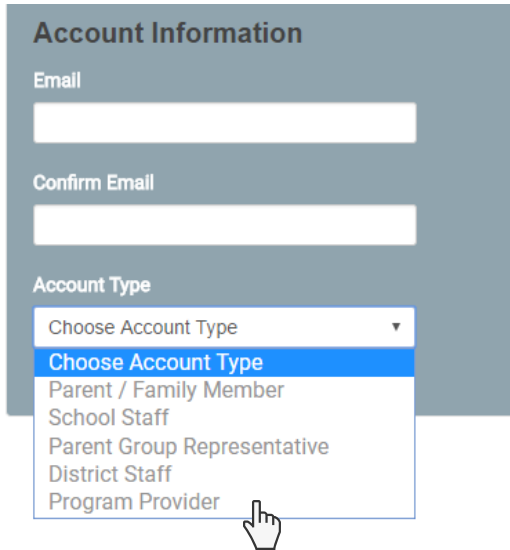
3 Click the 'Validate & Add' buttons to check the links

4 Complete the remaining steps to submit your flyer

Call to action buttons will appear below your flyer in the emails sent to parents and on each selected school's website.
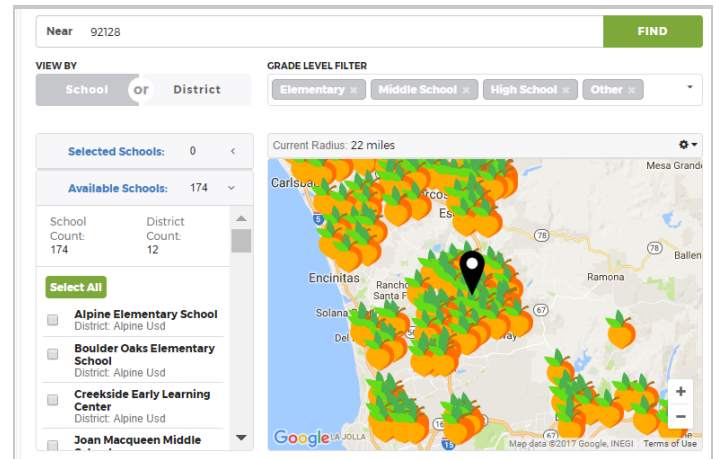
Get Started

❶ **Create an account** on Peachjar as a "Program Provider"

❷ When you submit your flyer, Peachjar automatically routes it to the appropriate district for approval

❸ Upon district approval, your digital flyer will be emailed to parents and automatically posted online

Questions?

We're here for you!

Call (858) 997- 2117 or email
support@peachjar.com.

Support Hours:
Monday - Friday
7:00 a.m. to 4:00 p.m. PT