

# COLLEGE AVE

Helping Students Create the “Perfect Fit” Student Loan

## THE CHALLENGE

Building on the success of its first year-long program with Barnes & Noble College, College Ave wanted to continue its expanding dialogue with college students, build their database, and prompt students to submit loan applications.

## THE IDEA

In year one, College Ave’s brand-building approach, centered around the distribution of educational content on relevant financial topics such as *Federal vs Private Loans* and *Tips for Scholarship Success*.

With year two, College Ave leveraged that marketing foundation to continue to build its brand via an integrated digital campaign of email marketing, display ads, mobile app, social media, and custom content. In-store signage complemented online efforts. The “Find Your Perfect Fit” message emphasized College Ave’s unique, flexible student loan programs that save students money. “Free Textbooks for a Year” sweepstakes enabled College Ave to build their database and reinforce their beneficial savings for students. Custom content on our student blog, The College Juice, offered tips on finding summer employment and internships — further expanding College Ave’s dialogue with college students.

## THE IMPACT

**9MM**

Emails Sent

**35%**

Open Rate

Display ads with

**12MM**

impressions nationwide

**MILLIONS**

more impressions across our mobile app, social media, and The College Juice student blog.

**Barnes & Noble College is the only college marketing platform that provides direct on-campus access to 11 million college students PLUS in-depth insights into their shopping and brand preferences, attitudes, and purchase intentions.**

Connect with a college marketing expert by emailing [partnerships@bncollege.com](mailto:partnerships@bncollege.com)