# Student Loan Management Marketing Campaign

**Goal:** To reengage previous clients to identify student loan management opportunities

**Required technology:** Email or text message marketing solution

**Frequency:** Two emails or text messages per week

## 

## Email 1

**Subject:** Find out if you qualify for a student loan management program

Hi <first name>,

I hope this email finds you well. A lot has changed since we last spoke and COVID-19 impacted the entire world. The hold on student loan payments has provided critical relief for U.S. borrowers affected by the pandemic. As we approach the end of the year, these borrowers will have to resume their loan payments. In the event that you or someone you know is concerned about student loan payments restarting, there is an option available which may provide some relief.

**Student Loan Management Programs**

A little-known fact is that there are actually nine federally approved student loan programs. And, in just one consultation, our office is able to determine your eligibility for any of the nine programs. Depending on the analysis results, you may qualify for partial loan forgiveness, consolidation, or lower monthly repayment options.

If you would like more information, please reach out to me at <phone number>. A member of our staff will provide you with student loan management program information and schedule a consultation at your convenience.

Sincerely,

<Signature>

*Attorney advertising disclaimer (where required.)*

## Email 2

**Subject:** Are you struggling to make your student loan payments?

Hi <first name>,

Paying for your education should not cause financial distress.

Did you know that student loan debt is the most significant household expense, second only to mortgages in the United States?

Millions of Americans carry this debt, while making significantly less than they anticipated before accepting financial assistance for their education. Now with the pending expiration of student loan payment holds, graduates will have to address missed or deferred payments. Attorneys, specifically bankruptcy attorneys, can provide borrowers with another option.

**Federally Approved Student Loan Management Programs**

We help our clients determine if they qualify for one of nine student loan programs. Our firm prepares the formal application and files it via a technology platform that is directly connected to the loan servicers. Once the application is received and accepted, we manage the transition to the new loan program and annual income recertification to maintain the payment terms.

If you or someone you know has missed or deferred student loan payments, scheduling a consultation is the critical first step to possible relief. Please call or text us at <Phone Number>.

There is no pressure to make a decision - we help people manage their student loan debt and build a strong financial foundation. When you are ready, we can discuss your options and protect your future.

<Signature>

*Attorney advertising disclaimer (where required.)*

## Email 3

**Subject:** Will your student loan be in default?

Hi <first name>,

It's no secret that Americans faced hard times over the past 18 months. Many people have taken jobs in different fields than what they went to school for just to pay the bills. Some even abandoned educational pursuits to provide for their families.

The temporary suspension of student loan payments provided critical relief during the COVID-19 pandemic, but now experts fear that a significant percentage of borrowers will not be prepared to begin making payments again.

As advocates for consumers facing financial challenges, it is our job to help clients find relief and rebalance their financial life. This is why we are pleased to announce a new program available from <Law Firm Name>.

**Student Loan Management Services**

In one brief consultation, we will be able to explain the programs that are available. After a thorough analysis of your financial and loan profile(s), we will determine your eligibility. After reviewing your options, you can decide the best course of action for your future.

The first step towards finding out if this is right for you or someone you know is to have a conversation with me or a member of my staff.

Note: The consultation is to determine your eligibility and options. You will not be pressured to make a decision. We simply want to help you understand your rights and get you answers as quickly as possible.

Please call or text us to schedule your consultation at <Phone Number>.

Sincerely,

<Signature>

*Attorney advertising disclaimer (where required.)*

## Email 4

**Subject:** There could be a better way to repay your student loans

Hi <first name>,

It’s been a while since we last spoke, and I wanted to let you know about a program that may be helpful to you or someone you know facing the repayment of student loan(s).

Whether a borrower has fallen behind, deferred, or simply cannot afford to make monthly student loan payments, that person could be eligible for one of nine federally approved student loan programs.

**How is this different than the student loan options I have now?**

Our firm has served <State/Community> for over <number> years. We understand how financial challenges, especially the upcoming end to the suspension of payments, and other economic burdens can lead to serious consequences if not addressed in a timely manner. This is why we are now offering student loan management services.

In one consultation we will be able to analyze your financial profile and student loan(s) history to determine if you qualify for one or more of the nine federal programs. Upon the results, you will have the information you need to make an informed decision about your financial future.

To find out if a student loan management program could be an option for you, please call or text us at <Phone Number>.

Sincerely,

<Signature>

*Attorney advertising disclaimer (where required.)*