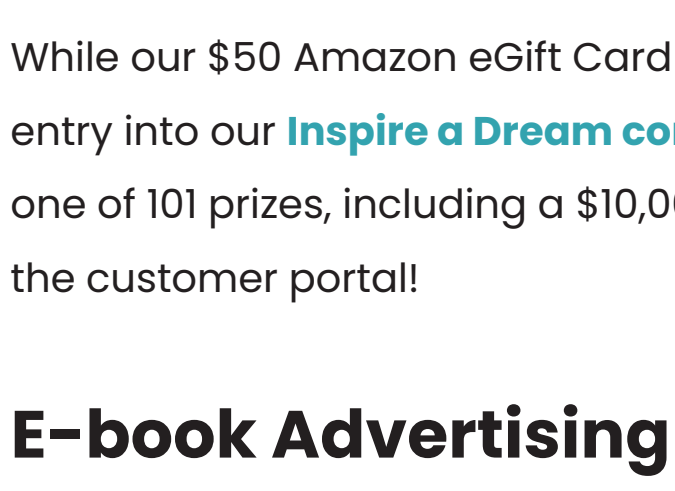


**Spring is in the air!** We're welcoming a fresh new season inspired by growth with initiatives focused on attracting new customers while nurturing relationships with our existing ones. Check out what the marketing team has in store, highlighting successes of the past months and future initiatives.

## CAMPAIGNS

### Customer Refer a Friend Program



*"Nothing influences people more than a recommendation from a trusted friend. A **trusted referral** is the holy grail of advertising."*

– Mark Zuckerberg

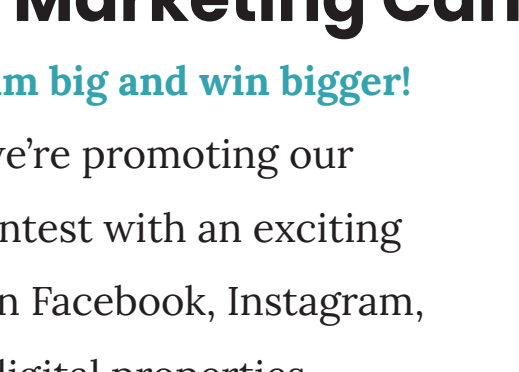
With this in mind, we're thrilled to share the success of our new **Share the Joy campaign**, which launched in December. So far, we've received over 1,300 referrals and 115 new plans!

While our \$50 Amazon eGift Card offer ended on March 31, customers can still earn an entry into our **Inspire a Dream contest** when they make a referral for a chance to win one of 101 prizes, including a \$10,000 CST RESP. Be sure to check out the promotion in the customer portal!

### E-book Advertising Campaign Pilot

In February, we kicked off a Facebook pilot campaign promoting our Baby Sleep and Baby Milestone e-books. These e-books provide crucial tips for parents, aiding with setting up healthy routines and understanding the developmental milestones of their babies. The feedback from Sales Reps has been extremely positive, confirming high engagement from parents seeking valuable information at this stage of their babies' development.

Check out the new creative!



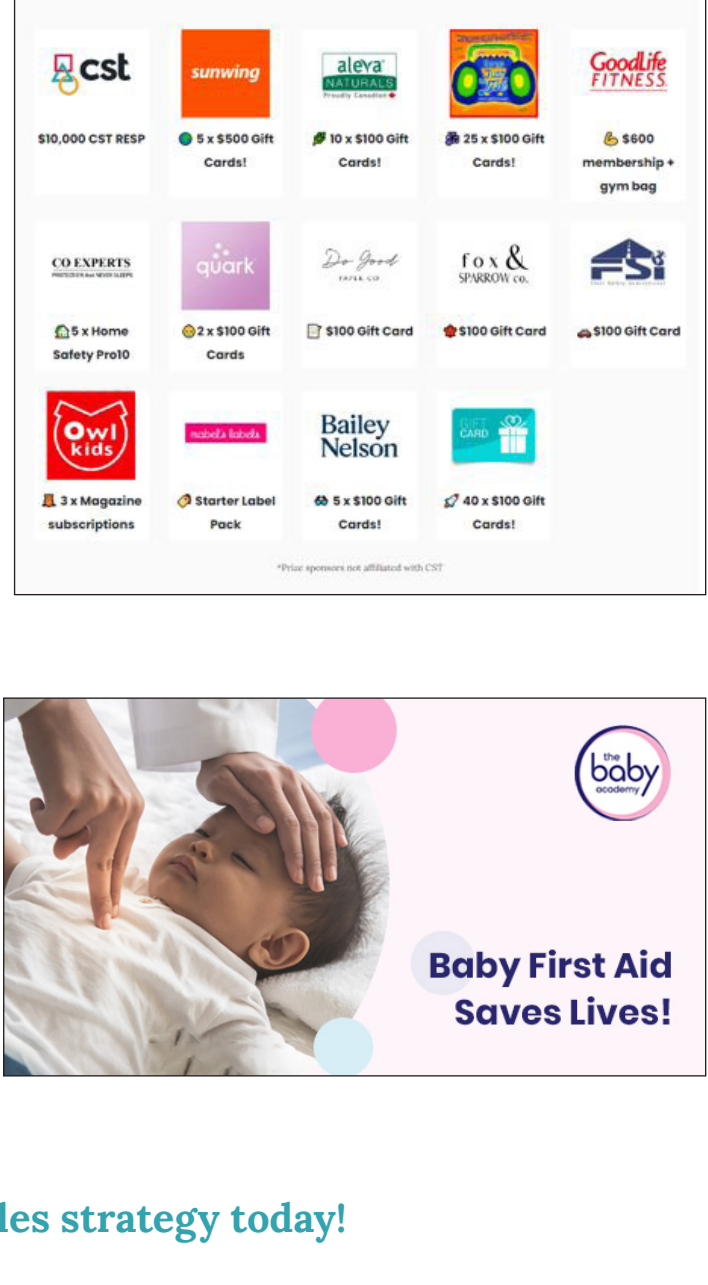
### Inspire a Dream Marketing Campaign

**A chance for families to dream big and win bigger!**

From mid-April to October, we're promoting our enhanced Inspire a Dream contest with an exciting digital marketing campaign on Facebook, Instagram, Google, YouTube, and other digital properties.

Designed to inspire potential customers to learn more about CST RESPs and enter the contest, our targeted ads highlight the exciting prizes up for grabs:

- Grand prize: \$10,000 CST RESP
- Over 100 incredible prizes including exclusive partner prizes from 12 well-known brands.



### Appointment Booking Campaign – FREE Baby Safety Class Offer

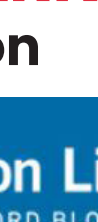
Our Baby Safety Class offer, designed to help you get and keep appointments, is still up and running! This represents a great opportunity for Sales Reps to use the tool to generate more appointment bookings.

**Don't miss out—incorporate the FREE offer into your sales strategy today!**



The offer can be accessed through the Campaign Library in Salesforce. Refer to [the Quick User Guide](#) to refresh your knowledge on how to use it.

### The following Sales Reps are the TOP 3 users of the Baby Safety Class promotion since program launch:



**Brenda Ramos**  
Chhachhi Branch, Ontario



**Adam Lipowitz**  
Branch 401, Ontario



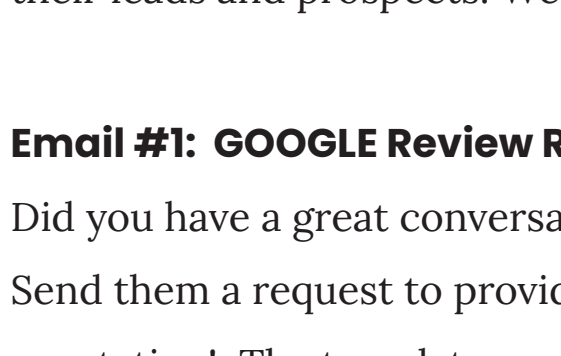
**Alexandra Balian**  
Chhachhi Branch, Ontario

As a token of appreciation for their invaluable contribution to leveraging the program, they'll each be receiving a **\$50 Amazon gift card** from the Marketing team 🎉

**Congratulations!**

## CO-MARKETING PARTNERSHIPS

### Inception



Inception Lifebank is Canada's largest cord blood program, known for its dedication to health, science, and life-changing innovation. We're excited to expand our partnership with this important organization by integrating their exclusive offer (\$250 off cord blood storage, and \$350 off cord blood and cord tissue storage) into our prenatal lead journey.

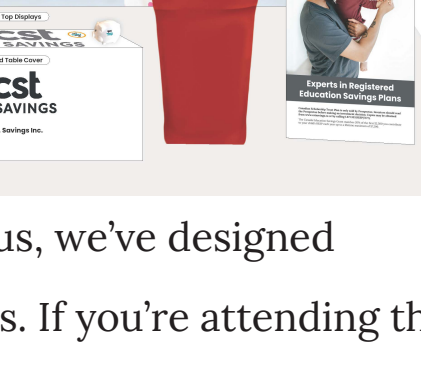
On top of this, Markham Prenatal, their trusted provider of prenatal programs, will be actively promoting our CST Inspire a Dream contest in emails to their extensive database.

### SALESFORCE MARKETING CLOUD (SFMC) 2 New Campaign Library Templates in Salesforce

Our Salesforce e-library continues to be an invaluable resource for Sales Reps to connect with their leads and prospects. We've just expanded it with **2 new email templates**:

#### Email #1: GOOGLE Review Request

Did you have a great conversation with a happy CST customer? Send them a request to provide a Google review to help boost CST's reputation! The template overview is available [here](#).



#### Email #2: Refer a Friend Request (CUSTOMERS)

Spread the word about our Share the Joy program and grow your business by incentivizing existing customers to refer their friends! They'll automatically be entered into our the Inspire a Dream contest. Learn how to use the template [here](#).

Need a quick refresher on how to use the Campaign Library? Learn more [here](#).

## SALES UPDATES

### 2024 Tradeshow Collateral Updates

April is bustling with Baby Shows, presenting prime opportunities for CST to shine – from The Baby Show in Toronto to Maternity Paternity Shows in Montreal and Quebec. To ensure we make a splash, we've rolled out brand-new [tradeshow materials](#).



Take a peek at our fresh booths and eye-catching pull-up banners. Plus, we've designed adorable piggy bank giveaways and CST Baby on-board window decals. If you're attending the show, be sure to stop by the CST booth and say hello to our Sales Representatives.

## A BIG THANK YOU to the following Sales Reps and Branch Managers for their invaluable feedback on the Baby Shows:

- Melissa Gauthier, Gauthier Branch, Quebec
- Carl Laredo and Max Laredo, Laredo Branch, Quebec
- Daniela Genovese, Lynch Branch, Ontario
- Cheryl Lynch, Lynch Branch, Ontario
- Vincenza Carnide, Lynch Branch, Ontario
- Heather Heartfield, Lynch Branch, Ontario
- Elaine Johnson, Johnson Branch, BC
- Mishael Webster, Johnson Branch, BC

## CST Foundation Update

The CST 2022-2023 digital Annual Impact Report is ready and can be viewed [here](#). The report includes fiscal year highlights, financial summary and program delivery for CST Savings, CST Spark and CST Foundation.

### DID YOU KNOW?

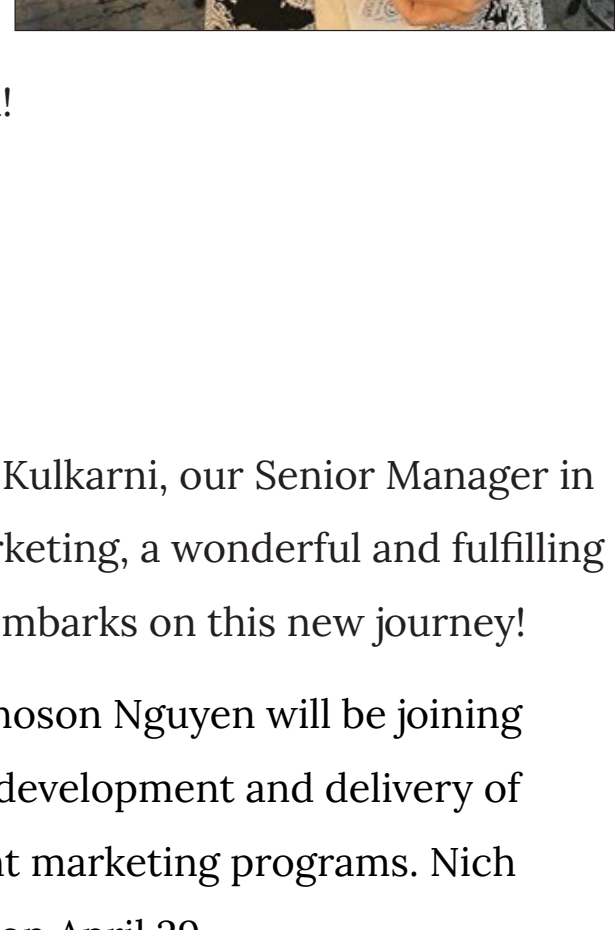
The Founders' Awards, our exclusive scholarships for CST beneficiaries entering post-secondary undergraduate studies, are an important benefit when selling CST RESPs. This year, we will award 14 Founders' Awards valued at \$7,000 each.

**Reminder:** Our 2024 Awards program is open and accepting applications until **April 26, 2024**. This year, CST is set to deliver \$248,000 worth of awards and bursaries.

## MARKETING TEAM UPDATES

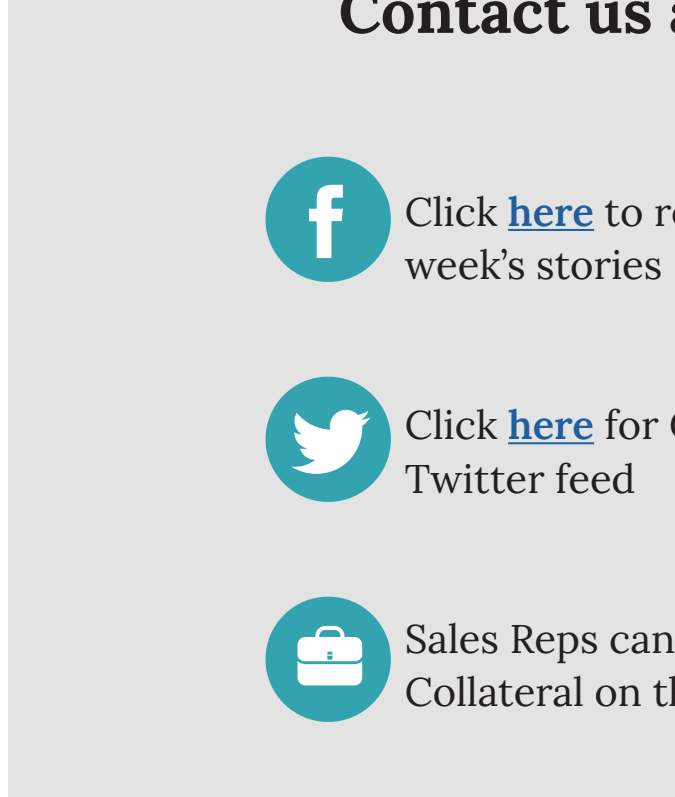
### 2023 CEO Award Winner

Congratulations to our **ultimate CST-er**, Julia Porter-Smith, Lead Gen. and Product Marketing Director, for winning an annual CEO Award.



This esteemed award is granted to individuals who have previously received the High Five Award for their dedication and contribution to CST's purpose. Julia's hard work, commitment and passion have truly made a difference in enabling more Canadians to access post-secondary education. Congratulations on your well-deserved award, Julia!

### Baby News 🍼



We'd like to wish Smriti Kulkarni, our Senior Manager in Digital and Product Marketing, a wonderful and fulfilling maternity leave as she embarks on this new journey!

In Smriti's absence, Nichoson Nguyen will be joining our team to handle the development and delivery of CST's digital and content marketing programs. Nich will be joining the team on April 29.

Want to find out more? Contact us at [marketing.team@cst.org](mailto:marketing.team@cst.org)

Click [here](#) to read this week's stories

Click [here](#) for CST's Instagram feed

Click [here](#) for CST's Twitter feed

Click [here](#) for CST's LinkedIn posts

Sales Reps can access Sales Collateral on the [Hub](#) here