Online Education for All Minnesota Students:  
*The Minnetonka Public Schools Marketing Campaign for Tonka Online*

At the end of the 2021-22 school year, Minnetonka Public Schools’ e-learning program, Tonka Online, was approved to expand from a supplemental high school e-learning program into a full K-12 e-learning school. However, the final decision to market to non-Minnetonka families wasn’t made until late July, leaving the communications team a month to build out a robust website and execute a comprehensive marketing plan.

Our team’s goal was to raise overall awareness of the new K-12 Tonka e-learning school and gain at least 25 open enrolled students (the same number of open enrolled students who signed up for the supplemental Tonka Online program when it opened to non-Minnetonka families in the 2017-18 school year).

Despite the tight timeline, the communications team had amazing success with our marketing efforts, resulting in 122 new students open enrolling in Tonka Online (this is separate from existing in-district and partner district students). These open enrolled students accounted for 38% of the total program enrollment.

Marketing ads were built out for Google Ads, Facebook & Instagram, Niche.com, and through email. The efforts cost approximately $10,000 and generated more than three million impressions and eleven thousand trackable website visits. Our cost per click - which is our assessment of lead tracking - was just 91 cents. One open enrolled student covered the full cost of marketing efforts for this program.
Minnetonka Public Schools
Enroll in Tonka Online
An exceptional fully online experience for students in grades K-12.
Learn More

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Looking for an online education? Minnetonka Schools has more than a decade of experience in providing outstanding online learning options through Tonka Online.

Tonka Online is a full-time K-12 e-learning program open to all Minnesota families. Our long-standing commitment to academic excellence ensures your student receives a world-class education. Chinese and Spanish language immersion continuation options available. Excellence makes the difference!
Top text-only combinations

**Headline**
Open to all MN Families K-12 | K-12 Enrollment Open

**Description**
Tonka Online provides a world-class, academically rigorous program to all MN families. Students anywhere in MN can access the same highly qualified teachers and curriculum.

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**Headline**
Excellence Makes a Difference | Shape Your Child’s Future

**Description**
Tonka Online provides a world-class, academically rigorous program to all MN families. Students anywhere in MN can access the same highly qualified teachers and curriculum.

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**Headline**
K-12 Enrollment Open | Minnetonka Public Schools

**Description**
Tonka Online provides a world-class, academically rigorous program to all MN families.

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**Headline**
Open to all MN Families K-12

**Description**
Students anywhere in MN can access the same highly qualified teachers and curriculum.
Email Campaign

Tonka Online is a fully online K-12 e-learning program open to all Minnesota families. Our long-standing commitment to academic excellence ensures your child receives a world-class education. With courses specifically adapted for online learning and built with flexibility in mind, you will be able to achieve the personalized education your child deserves.

Offered through Minnetonka Public Schools, a nationally-acclaimed district for academic excellence and child-centered education, Tonka Online is currently accepting open enrollment for Minnesota families Kindergarten through Grade 12 for the 2022-23 School Year. Enroll today and gain access to the same highly qualified teachers and innovative curriculum that our District is known for providing.

Shape your child's future with Tonka Online.

Minnetonka Public Schools is ranked #1 Best District, Best High School and Best Teachers in Minnesota by Niche.com’s School rankings.

Our foundation of excellence provides K-12 experiences in STEM, opportunities to engage in literature and the arts and language immersion options in Chinese and Spanish.

All students in Tonka Online are issued an iPad for educational use as part of our 1:1 iPad program, ensuring each child has equal access to the tools they need. Most importantly, Minnetonka teachers will work with your student to guide them through their online experience and help them to achieve personalized success.

Learn More About Tonka Online Enrollment Options