



2015: Year Zero for Selling to Schools

and how Campus will shape the future of
marketing to the education sector

www.sprint-education.co.uk

Sprint Education is part of Sprint Media Limited

Duddage Manor Business Park, Tewkesbury, GL20 6BY

Sprint Education 



HOW TO SELL TO SCHOOLS

Transform your whole **education marketing** strategy into one powerful selling machine.

- ✓ **Direct** email/postal contact with teachers
- ✓ **Foster** awareness and drive conversions
- ✓ **Software** for businesses selling to education

GET IN TOUCH



STRATEGY



EMAIL



EDUCATION DATA



ANALYTICS



SEMINARS



POST

1 Seismic Change

That Means Selling to Schools Will
Never Be the Same Again

By Jackie O'Shea

A Google certified marketing expert and seasoned manager of over 2,000 school marketing campaigns Jackie is the straight talking marketing specialist you should be calling upon to make a difference to your school selling strategy.

Get in touch: jackie@sprint-education.co.uk



2015...

It will be about relationships, not marketing.

2014 was an exciting year for Sprint. Using Campus, (software we've spent two years developing in-house), we transformed the way we interact with our target market; enabling us to increase referrals of our service by 88%, rocket sales by 24%, and scoop the prestigious 'Marketing Campaign of the Year' award.

So how can we make 2015 an incredible year for you? This whitepaper will reveal how Campus has transformed our business, and (when launched later in 2015), how it will bring all your business functions into one super-cool application so you can offer teachers what they really need: Not marketing, but relationships with people that can help them overcome their daily challenges.

#1

BE GENEROUS WITH YOUR CONTENT

This is where it all begins. Delighting teachers with quality content that helps them overcome their daily challenges is now the accepted base camp for launching a successful marketing to schools strategy in 2015.

Attract teachers to your website by offering them free lesson plans and resources, and thought-leading **eBooks and whitepapers** that demonstrate your expertise, build trust, and above all offer superb solutions to real-life problems they face.

#2

START CORRESPONDING ON THEIR TERMS

Teachers have become experts at blocking out marketing and are instead increasingly choosing to interact with suppliers that communicate with them on their own terms. Therefore, in 2015 it's crucial that you're using your free resources to get teachers opting in to your marketing.

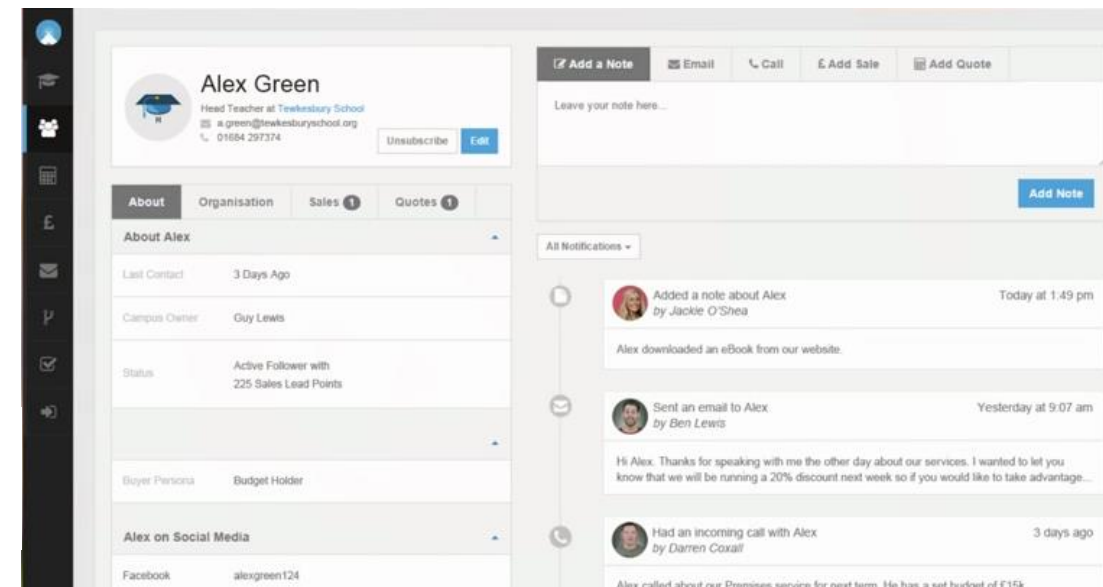
Using Campus, broadcast outreach campaigns to live education marketing lists and push traffic to **lead generation forms**, (which you can set up in seconds through Campus) where teachers opt-in to your marketing in return for downloading their free resource. Then, with the click of a button, add these teachers to Campus' Subscriber module where you can nurture them through your sales funnel.

#3

FIND OUT WHAT'S IMPORTANT TO THEM

To help you to go on delighting subscribers and provide them with highly relevant content that is going to capture their heart, you're going to need to find out a little bit more about them.

Instead of simply using your lead generation forms to capture teachers' names and email addresses, make sure you capture crucial **buyer persona data** such as their biggest teaching challenge or the size of their departmental budget. Then use this to create **detailed subscriber profiles** in Campus.



#4

CREATE UNIQUE AUTOMATED EXPERIENCES

Once you've got teachers subscribing to your marketing and giving you their buyer persona data, use this to trigger automated emails that nurse them through the sales funnel with highly personalised content.

The **Pathways module** of Campus enables you to delight your followers, leads, and opportunities with a unique automated marketing experience based on their interactions with you.

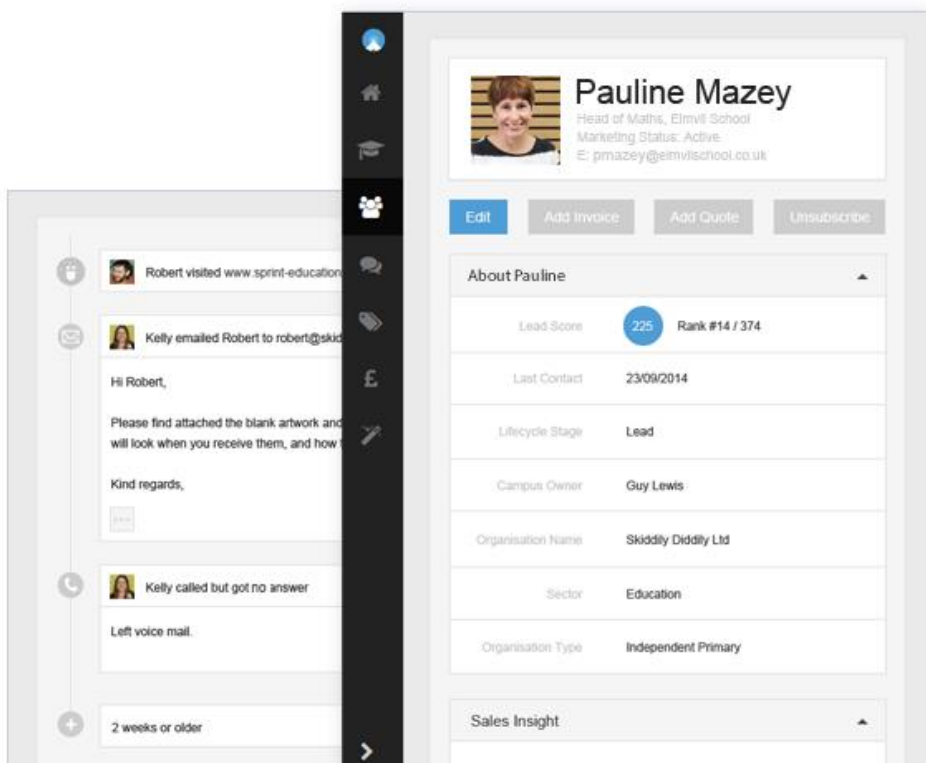


STAT: According to research by The Aberdeen Group, using marketing automation can increase your conversion rate by over 50%!

#5

LET THEM DICTATE THE PACE

Over the last two years we've talked a lot about the sales funnel, and the need to tailor your interactions based upon teachers' position in the funnel. However, until now it's always been a rather abstract and hard to visualise concept.



Campus will make the sales funnel tangible. Its **Touchpoints feature** allows you to track and record every single subscriber interaction in real-time; every web visit, every click, every email, automatically!

It will then use **lead-scoring** to rank each individual teachers' position in your sales funnel so you can hone in on those subscribers that are on the verge of buying from you.

#6

SHOW THEM YOU ARE LISTENING

Imagine telling your sales team that from now on they can go into every sales call, and every meeting, armed with a complete picture of how that individual teacher has interacted with you in the past; which web pages they've visited, which marketing campaigns they showed an interest in, everything!

Campus' **subscriber timeline** will make you a hero in the eyes of your sales team, enabling them to enter every single conversation at the teacher's point of interest and where their needs lie.

#7

TREAT THEM AS AN INDIVIDUAL

Email personalisation is nothing new. However, in 2015 it will go to a whole new level, giving you the data and tools you need to create truly **person-centric marketing content**.

Campus includes school data such as exam results, finances, pupil demographics, and latest Ofsted ratings, enabling you to segment and personalise your marketing lists to a degree you've only been able to dream of until now.

The screenshot displays a web application interface for a 'Secondary Schools Autumn Term Campaign'. It features a sidebar with a tree view for selecting school types, including 'All Educational Establishments', 'All Schools', 'All State Schools', 'All Primary Aged State Schools', 'All Middle State Schools', 'All Secondary Aged State Schools', 'All Independent Schools', 'All Special Needs Schools', 'All Academies', 'All Further Education Establishments', and 'Other Education Establishments'. The main content area shows a 'List of Primary Schools in London' with a table of school details and a 'Make Subscriber' button for each entry.

School Name	Email	Actions
Ben Jonson Primary School	admin@benjonson.towerhamlets.sch.uk	Make Subscriber
Canonbury School	admin@canonbury.islington.sch.uk	Make Subscriber
Charlotte Sharman Foundation Primary School	office@charlottesharman.southwark.sch.uk	Make Subscriber
Cherry Orchard Primary School	head@cherryorchard.greenwich.sch.uk	Make Subscriber
Christchurch CE Primary School	info@christchurch.wandsworth.sch.uk	Make Subscriber

#8

BE IN HARMONY WITH THEIR LIFESTYLE

With an estimated 51% of emails now being opened on mobile devices, the simple truth is that teachers are increasingly consuming your marketing while they're on the move, so they need you to make it easy for them to digest.

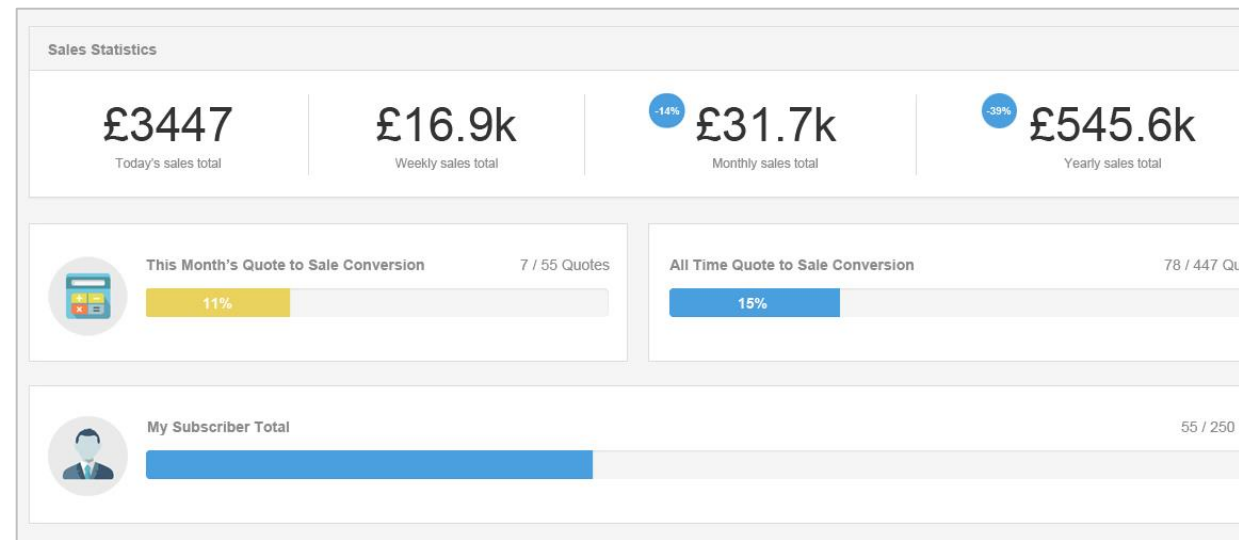
We all know a picture is worth a thousand words. Well, according to Forrester Research, a one-minute video is worth a whopping 1.8 million words! Give lengthy email copy the heave-ho and use **snackable infographics** and **bite-size videos** to tell your story.

#9

DON'T TAKE THEM FOR GRANTED

For too many businesses, making the sale is seen as the end of the process, when in reality it should be just the starting point for nurturing teachers into brand champions.

In 2014 Campus enabled Sprint to **increase referral leads by 88%** and **repeat purchaser spend by 42%**, by giving us the data we need to target our clients more precisely. *It can do the same for you in 2015.*



#10

INTEGRATE YOUR PROCESSES

There's just no way you can achieve the personalised experiences we've spoken about in the previous 9 points while trying to knit together processes from multiple systems.

External data providers, email broadcasting platforms, CRM's, invoicing and quoting systems; with Campus you don't need any of these. It simply brings all your needs into **one super-cool application** so you and your team are working from one single point.



Do you want to be one of the first to use...

Campus?

We started using Campus in July 2014 and the results have been staggering. Campus will soon be ready for just a select group of businesses to use, before it is officially released to the education sector later in the year.

If you want to take a giant leap ahead of the competition, make sure you hurry and register your interest to become a Beta user of Campus:

Register your interest here: <http://sprint-campus.co.uk>

This is the year that selling to schools changes forever!

Jackie O'Shea

Client Success Manager – Sprint Education



T: 01684 297374 | E: info@sprint-education.co.uk | W: www.sprint-education.co.uk



Sprint Education is part of Sprint Media Limited, Duddage Manor Business Park, Tewkesbury, Gloucestershire, GL20 6BY
Sprint Media Limited registered in England and Wales, no: 6177833. VAT reg. no: 914694601.