



10 FACTS

YOU MUST UNDERSTAND
TO SELL MORE TO SCHOOLS

Sprint Education 

Sprint Education...

is an award winning digital agency that has pioneered digital and inbound marketing to the UK education sector since 2007. We create over 48 million teacher connections for our clients every year through delightful digital marketing plans and our education marketing software (Campus); attracting teachers, school staff and educational establishments to our clients' brands.

This whitepaper was created by Guy.

"I'm Guy, Co-Founder at Sprint Education, and in a previous life I was a former Head of Department and Advanced Skills Teacher. I try to use this first-hand experience as a teacher to direct Sprint Education's clients towards a more lovable teacher focused marketing ethos."



Guy Lewis

Sprint Education

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Progress!

The world of selling to schools has changed

No longer can you simply post a standard letter or send an email to potential leads and expect a tremendous return on investment. Marketing to schools has exploded into a cut-throat sector to compete for sales from the £92.6 billion annual government budget.

Luckily you have an ace up your sleeve! You've made a wise decision by downloading this whitepaper to discover the 10 facts that will make you a super seller to schools and help you go toe-to-toe with the most dominant school suppliers in the UK.

Fact #1

TEACHERS ARE VERY MARKETING SAVVY

Teachers are now savvy to generic marketing jargon; it has become like white noise to them. Success within the UK education sector will come from those companies looking to become more “human” through clever sociable content within their marketing.



“Teachers are more likely to respond to your marketing if they feel there is a real person contacting them as opposed to being caught up in just another mass-marketing campaign. Be ‘loveable’ and teachers will take notice.”

Guy (Co-Founder, Sprint Education)

Fact #2

INVEST IN POWERFUL SOFTWARE

Don't collect a range of different platforms for your business like a database or list of schools, a CRM system, email marketing tools, and marketing platforms.

Instead discover [Campus](#); it is the world's only marketing and sales software created for businesses selling to the UK education sector. Quite simply it creates better marketing to schools so you sell more.



"Campus was developed in-house by our Team, and after 2 years of development, and 6 months of testing the software is complete. Check it out here: www.sprint-education.co.uk/campus/overview"

Ben (Co-Founder Sprint Education)

Fact #3

TEACHER CHIN-WAGGING = CHA-CHING!

Some of our staff here at Sprint were once teachers, so we know exactly what teachers talk about in the staff room, in meetings, and on staff nights out. They are very sociable and always discuss good (and bad) products or services they have experienced within their department.

If a teacher is impressed with their experience with your company then they'll spread the word to other teachers in their school.



"Referrals are the second easiest sales you can make (after selling to existing clients), so remember to pay attention to this key area."

Pauline (Accounts Manager, Sprint Education)

Fact #4

BUDGETS ARE ON THE UP!

The reality is **school budgets are continuing to increase**. So if you were thinking of delaying any marketing because schools are short on money think again.

They have a total budget of £92.6 billion!

Yes schools will always be careful with their spending but it doesn't hide the fact they do have the money, and they must spend it.

So why not spend it with you?

Fact #5

THE RISE OF THE INFLUENCER

Although a Head of Department or the Senior Management Team might make the final budget spending decisions they are still influenced by other teachers.

Spread your marketing message to specific decision making “influencers”. These are the general teaching staff that receive less marketing material than a budget holder, but are more likely to recommend your products/services to the budget holder and influence their decision.



“Many of us here were once teachers, and they were influenced by what their staff wanted to purchase for the department.”

Ben (Co-Founder, Sprint Education)

Fact #6

LEARN TO LOVE MONDAYS & FRIDAYS

Most clients we speak with believe Mondays and Fridays are bad days to email teachers because of a common misconception that they don't read emails at the start/end of the week.

Our research blows this ideology out of the water and shows that these days can sometimes outperform other days of the week.



"By sending at this time of the week you can average a 2.7% higher open rate than sending your email on another day."

Darren (Data Manager, Sprint Education)

Fact #7

DON'T MAKE THE CLASSIC MISTAKES

There is a mass of clichéd marketing methods you should avoid when selling to schools. The main one always seems to be when companies try to highlight the benefits of their products or service. To be clear, “30 years’ experience, great service, CRB checked, accredited supplier, blah, blah, blah!” is not in any way, shape, or form a benefit. Schools expect all this as standard and every company you are up against will be regurgitating these same boring points.



“Clearly define the benefits of your service so a school can grasp why they need it. E.g. will it improve safety, enhance an OFSTED grade, enhance learning, reduce costs, boost GCSE A-C grades by 50%...?”

Jackie (Client Success Manager, Sprint Education)

Fact #8

EMAIL WILL BOOST YOUR ROI

For your highest return on investment emailing teachers directly is the optimum channel for marketing to schools. However, you need to shift away from the “batch and blast” method of emailing seen in previous years and instead focus on the BIG DATA philosophy of utilising sophisticated data fields to create more personalised, relevant, and targeted email content.



“When we send emails for our clients we implement progressive personalisation and segmentation techniques in the campaigns taken from the millions of data records within our Education Database. This boosts responses and sales.”

Sophie (Lead Design, Sprint Education)

Fact #9

SUBJECTS SHOULD HIGHLIGHT BENEFITS

The over-use of familiar and tedious subject line styles has made it easy for teachers to delete an email without checking its content first. Bucking the trend this year will be the emergence of punchy subject lines, focusing on powerful words to inspire action, concise content which appeals to the eye, and **highlighting a core benefit to encourage opens**. For example...



Instead of, *"School OfSTED training and support, book now!"*



Try, *"3 Ways to Achieve an Outstanding OfSTED Rating"*

Powerful buzz words and phrases you might also consider for your subject lines include: *"Proven, exclusive, limited number, two more days, and advanced tips."*

Fact #10

DON'T FORGET THE IMPORTANCE OF POST

There should always be a place in your marketing mix for solo direct mail. It still generates the highest number of responses of any form of marketing channel to schools.

The mistake you want to avoid is sending a one off postal campaign without supporting it with online marketing (emails and social media). By mixing your on and offline channels you can boost your responses by 200%.

Now you should be just a bit more...

Fantastic at selling to schools

Hopefully this whitepaper has ignited your enthusiasm to become a selling to schools NINJA! However, you'll probably find it difficult to convert this eagerness into actual marketing activities and campaigns when you are already busy enough.

So if you need support with emailing teachers directly, designing fantastic marketing material which will tempt teachers, send large scale postal campaigns to schools, or you want to outsource your whole education sector marketing strategy, you need to find a professional team with the skills and processes in place that will be dynamic on your behalf.

campaign carefully designed and sent out, you're getting our knowledge and expertise which we pass on so you can market your business more effectively.

WHAT NEXT?

Get in touch and ask me about what we can do for you. **My number is 01684 297374 or email info@sprint-education.co.uk**. That way we can talk specifically about your business and see how we can boost your sales to schools quickly and effectively.

I look forward to hearing from you and helping you revolutionise your marketing to schools.

Good luck!



Guy Lewis

Co-Founder - Sprint Education