

# BLUEPRINT

FOR SUCCESS: HOW OUR CLIENTS  
ARE SELLING MORE TO SCHOOLS

## 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 Ben.

"I'm Ben, Lead Strategist, and Co-Founder of Sprint Education. Since 2007 I have managed over 7,000 marketing strategies for Sprint Education's clients including the likes of Comic Relief, BBC, Manchester United, the NHS, and pretty much any type of education focused business you can think of.

I'm here to help make your marketing remarkable!"



Ben Lewis

Co-Founder Sprint Education

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# Sharing Our Blueprint

When I saw the results from a recent email strategy which we completed for a client I immediately opened my laptop and started typing. I felt compelled to share the details with you as there are some golden nuggets of advice in amongst these results that will help you sell more to schools!

## The facts

Here are the overall results of the strategy which we designed, broadcasted, tracked and analysed for our client.



**37,800**

Total number of teachers targeted for each of the 3 email campaigns



**2,385**

Total clicks through to our client's website from the emails



**312**

Total number of sales enquiries generated

## So what happened?

One of our email marketing clients has just generated one of the best response rates that we've seen all year. It caught them completely by surprise because they had sent two emails promoting the same product in the previous 3 weeks and received just one sale. Their third email **generated a mammoth 311 sales enquiries!**

In fact, our client was so disheartened by their first two campaigns that if we hadn't reassured them that patience was key, they may very well have walked away vowing never to go anywhere near email marketing again; it's a good job they waited it out!

### Question 1: So what did you do with the third email to turn things around so dramatically?

The real question should actually be: What did you do to all three emails to get such a dramatic response. It wasn't just about the third email but the way the series of emails worked towards an end goal and complimented each other within the strategy.



JOHN

*"Many companies try to achieve too much with just one email. It's extremely tough to introduce teachers to your brand, showcase your products, and complete the sale all in your first contact. Your marketing will be more successful if you move teachers through these stages gradually over the course of a series of targeted emails."*

## Question 2: That must have been one outstanding email strategy, right?

Err, not really. It's a simple tried and tested formula.

Having managed thousands of marketing campaigns to teachers we know that a careful strategic approach is best. We used the first email to highlight the client's brand, build awareness of their products, and conjure up some excitement amongst teachers.

The second campaign was more direct and focused on encouraging the teachers to click through to relevant landing pages that were specific to the subject the individual teacher taught. This second campaign alone produced an astonishing 1,900+ hits to their website.

# 1,900+ web hits



### Question 3: Why at this stage, with 1,900 hits, was the client disheartened?

Because they had only converted one teacher into a customer.

Armed with the knowledge that the click-through rate was so high, we planned to send the third email in the format of a follow-up email (with the previous email copied below for reference).

Within minutes our client was swamped with responses: of which 109 were from teachers ready to order, and over 202 more saying they would be interested in the near future.

### Question 4: What did the third email have that triggered so many responses?

Three things! It was very personable, the call to action was incredibly simple, and it put the onus on our client to make contact.

The third email was written in a personalised style which in turn made that teacher feel compelled to reply, because it was sent in the style of a follow-up - the email felt like a polite, prompt to reply.

It also had a very simple call to action. All told it required no more than 5 seconds of their time.



GUY

*“Crucially the email put the onus on our client to make contact. It required very low-levels of commitment on the teachers’ parts which was huge in their decision to respond.”*

## Question 5: What supporting evidence is there to prove the call to action was key?

The 740 responses from teachers who were not interested!

The most gob-smacking thing was the fact that our client received over 740 responses from teachers saying, “No thank you”!

Now, you may think that this is a bad thing; but it’s actually an incredible success story. Just think about it for a second; these teachers were not interested in the product but yet they still felt compelled to reply to say so instead of simply ignoring the email. Wow! So many emails create an interest but fall short of triggering responses, and yet this email triggered responses from people who had absolutely no interest in the product.



JACKIE

*“These responses were useful for our client’s long term strategy as it allowed us to cross-reference our Education Database to find a relationship between the “No thank you” schools and interested schools.*

*This gave our client a defined profile of schools that aren’t generally interested in their products.*

*Having this profile is extremely powerful knowledge as it can be used to offer a different type of marketing message to these schools, and help to convert them into prospective customers. Or, if the client is considering launching a postal/telesales campaign but wants to keep costs down then the schools that fall within this “no thank you” profile can be removed from their send list.”*

## Question 6: So couldn't your client have just utilised this call to action in their first email and avoided having to send 2 further emails?

No. This is probably the best evidence I've ever seen to illustrate the importance of sending a strategy of emails. Taken in isolation, none of the emails would have been anywhere near as successful, but bundled together they complemented each other beautifully.

What the first two emails did brilliantly was create a high-level of interest in the client's products. They contained images and links to the website where teachers could explore the offering in more detail. The click through rate on emails opened for the second email was 14.4%, indicating the email did its job superbly.

However, those emails stopped short of converting that interest into actual enquiries. In the end all it required was a simple prompt a few days later to remind the teacher of their interest and convincing them to get in touch.

Likewise, the third email wouldn't have worked without the interest generated by the first two emails. If we had utilised the third email's call to action in emails 1 and 2 it would have had nowhere near the same impact.

To maximise effectiveness each email must have one clear aim and everything in that email must help move the audience down the sales funnel. The aim of the first two emails was to generate a high click through rate and direct the audience to the client's website. The effectiveness of the third email's very direct call to action (to initiate contact) would have been diluted if it was utilised in these emails.



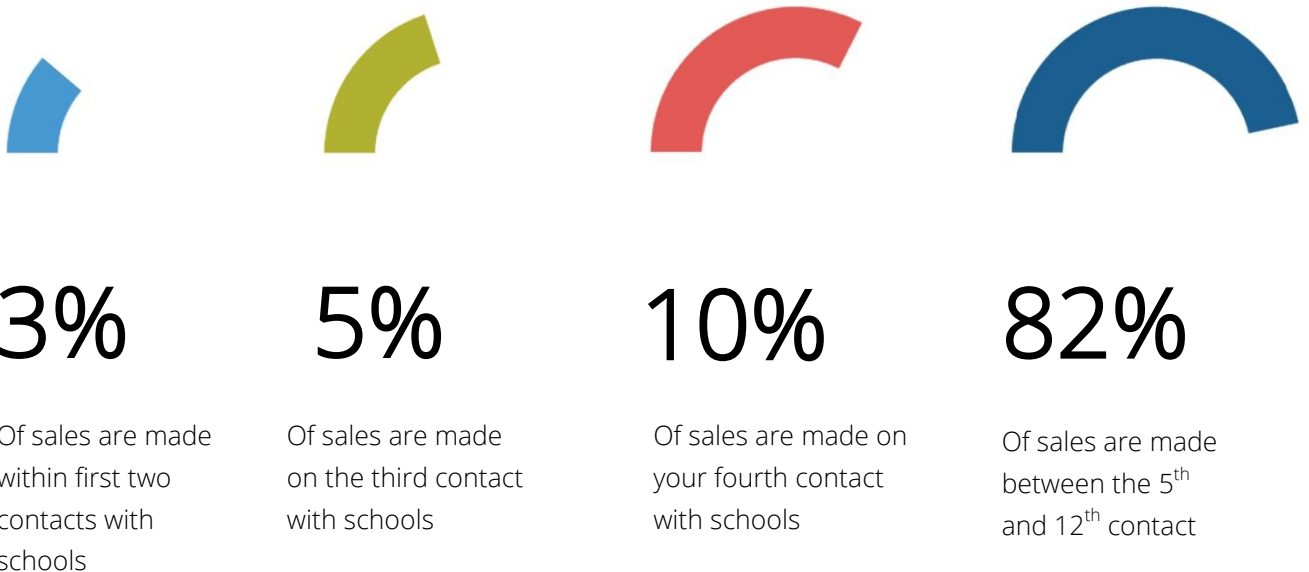
## The ideal recipe for success

Each marketing strategy is different and this case study, plus many more, are proving time and time again that a series of email campaigns, plus the analysis of their tracking reports and databases of qualified leads can generate extraordinary results.

We're finding that those who get great results from their marketing have planned their email strategy carefully and have equipped themselves with the tools to analyse and follow up leads. At Sprint we call this a 'Bundle' and it's yielding fantastic results for our clients.

## Keep up the chase!

Studies have shown that a very small percentage of your total sales with schools are



By making repeated contact with teachers you will be stealing a march on your competitors who do not bother to invest beyond the first communication. In short, never give up the fight because you might just be one contact away that sale.

# What Next?

Advances in data, software and talent is at the heart of our plan to create a once in a lifetime education marketing agency which generates remarkable results for our clients.

Get in touch for a chat to find out how we can help reinvigorate your education marketing, designs and software, it could be the most important thing you do for your education business this year!

Get in touch at [info@sprint-education.co.uk](mailto:info@sprint-education.co.uk), or call 01684 297374.

Thank you.



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