



# HOW TO ZERO IN ON YOUR HOTTEST SALES LEADS

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 John.

*"I'm John, Lead Strategist at Sprint Education. Since 2013 I have managed over 2,000 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."*



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# Set your sights...

## On the red-hot leads in your funnel

How many times have you heard your sales team complain about *bad* leads? Of course, there's no such thing as a *bad* lead, it's just that not every single teacher that visits your website is ready for a call from your sales team.

That's why Campus, our revolutionary new marketing and sales software for education businesses, is designed to help you visualise where a lead sits within your sales funnel so you can easily differentiate red-hot sales opportunities from casual followers.

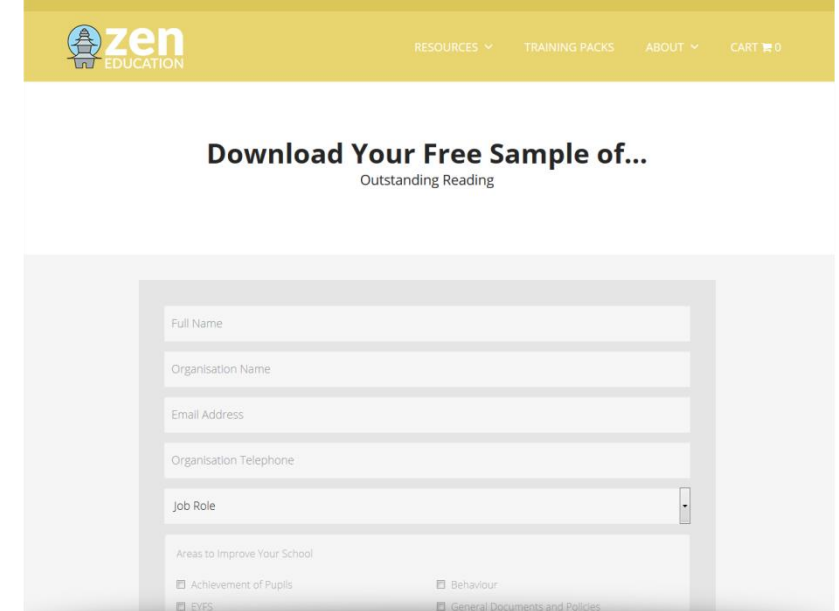
How is it going to do it? Read on and prepare to be blown away...

# Step #1

## LEAD CAPTURE

Using Campus's Forms module, you can start attracting some of the 250,000 teachers in The Education Database to forms on your website where they can enter their details in exchange for downloading a free resource or whitepaper.

The moment a teacher completes the form, they will be automatically converted into a contact in your Campus CRM module. And now they're in your sales funnel we can do some really cool stuff...



The screenshot shows a website header for 'zen EDUCATION' with navigation links for 'RESOURCES', 'TRAINING PACKS', 'ABOUT', and 'CART'. Below the header is a promotional banner for 'Download Your Free Sample of... Outstanding Reading'. The main content area features a lead capture form with the following fields: 'Full Name', 'Organisation Name', 'Email Address', 'Organisation Telephone', and 'Job Role'. Below these fields is a section titled 'Areas to Improve Your School' with four checkboxes: 'Achievement of Pupils', 'Behaviour', 'EYFSP', and 'General Documents and Policies'.

# Step #2

## LEAD TRACKING

Once a teacher has been converted into a contact, Campus's Touchpoints module will then automatically track every single interaction they have with your business. This includes every web page they visit, every link they click in your marketing emails, and every quote they request... anything!

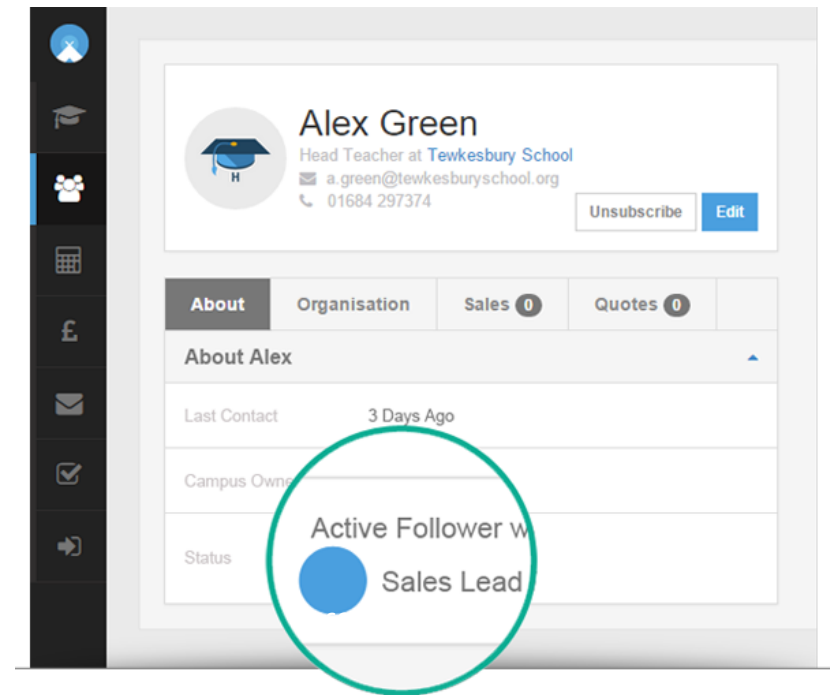
All of this activity is automatically logged against each contact and is visible to any member of your team in an instant.

# Step #3

## LEAD SCORING

Not only will Campus allow you to track every visit, download, and click in real-time; it will also enable you to award 'funnel points' to your leads based on those interactions.

You might want to award 5 points for clicking a link in a marketing email, 10 points for visiting the prices page on your website, and 20 points for requesting a quote. It's completely up to you and there is no limit to the number of rules you can create!

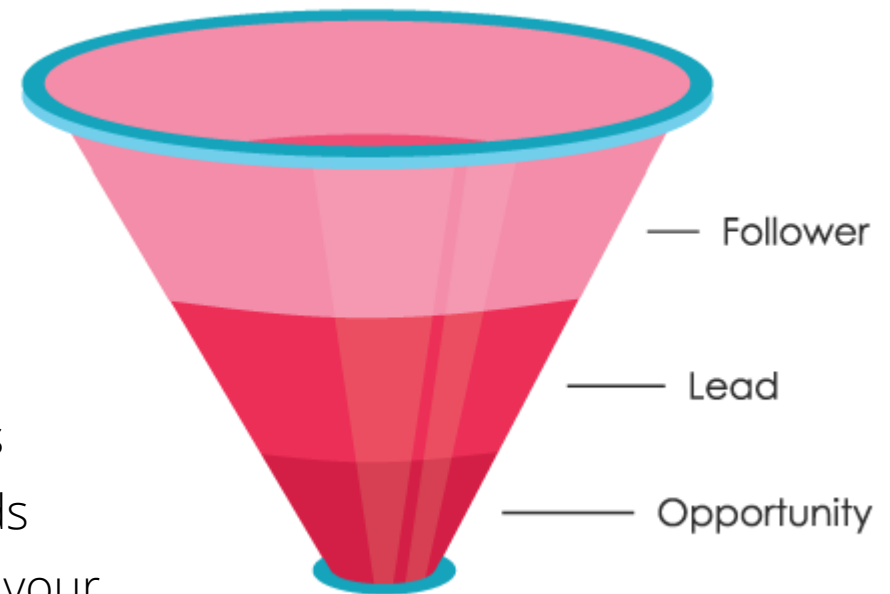


# Step #4

## LEAD QUALIFICATION

Using Campus you can then set up thresholds to determine how many points a contact needs before they move to a more qualified stage in your sales funnel. Again, you decide what these thresholds are based upon how your business works.

So, any contact with 0-49 points may be just a **Follower**, a contact with 50-99 points may become a **Lead**, and a contact with 100 or more points may qualify as an **Opportunity**.

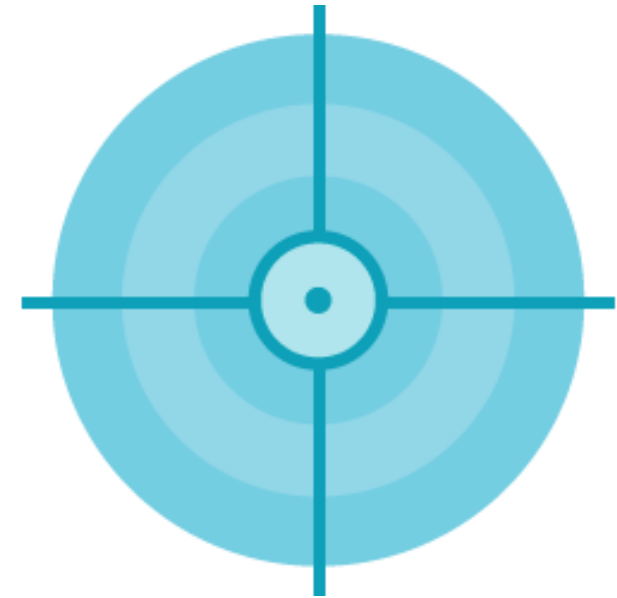


# Step #5

## LEAD TARGETING

Your sales team will never complain about *bad* leads again. By using Campus they can quickly and easily identify those red-hot Opportunities and focus their energy on closing these.

It will also enable your marketing team to focus on encouraging your Followers and Leads to earn more points and progress through your sales funnel; therefore providing the sales team with a steady flow of high-quality Opportunities to close!





# Work smarter...

## and close more of your sales leads!

There are two key things holding your sales team back when it comes to closing leads; lack of time, and lack of insight into the needs of each lead.

Campus solves both of these issues. It allows your sales team to focus their energy on the leads that are actually in a position to make a purchase and, crucially, it enables them to go into each email or call at the lead's point of interest, knowing where their needs lie.

# WHAT NEXT?

Why don't you stop by Campus HQ for a Live User Experience and see how Campus will enable you to close more leads than ever before? Our sales rocketed by 24% in the first year of using Campus and I'm sure it could do the same for you.

You can book your Live User Experience using the link below, or just give us a call and we'll be happy to arrange it for you.

Book Your Live User Experience: [www.sprint-education.co.uk/campus/user-experience](http://www.sprint-education.co.uk/campus/user-experience)

I look forward to meeting you!

**John Smith**

*Lead Strategist*

*Sprint Education*