



*“Campus has revolutionised the way I attract and interact with teachers. I am delighted with the visible growth in my customer base, even within a few weeks of using Campus.”*

Sally Weatherly - Founder - Guzled



**2015**

Year Established

**250**

Live Sales Leads

**32**

Opportunities Generated

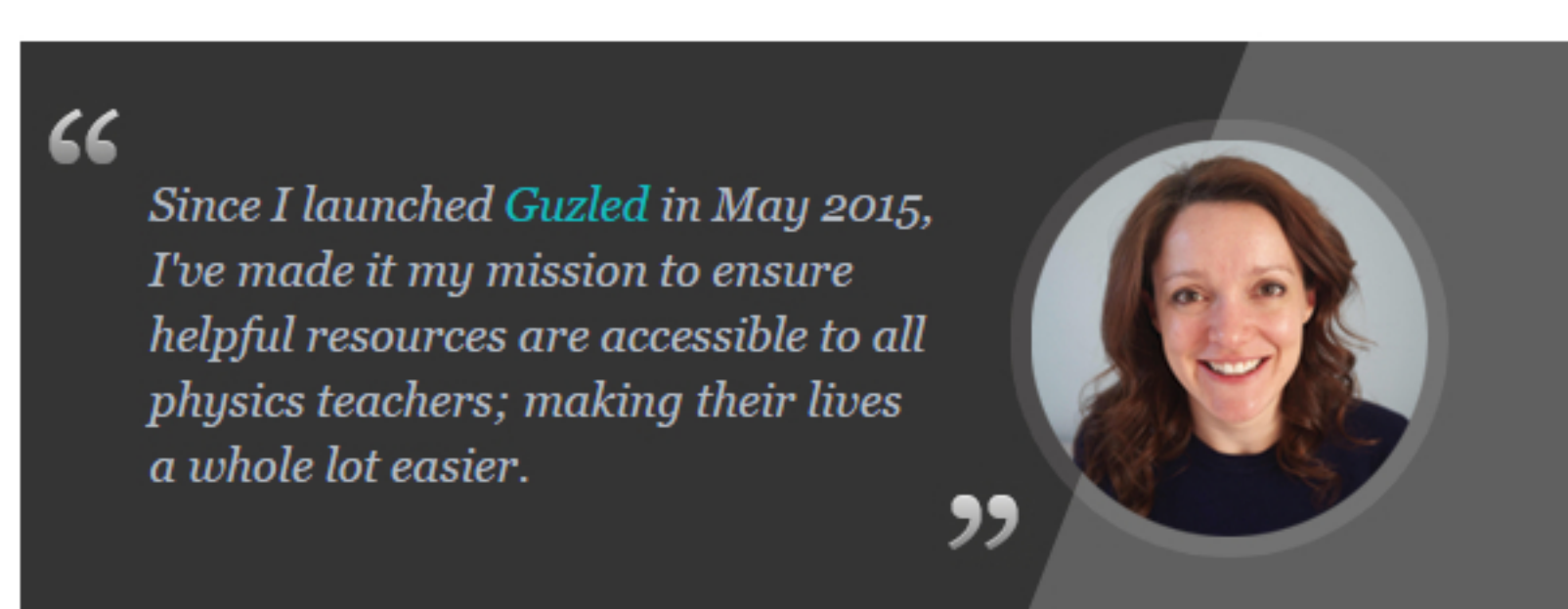
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Member of Staff

## How, with just one employee, Guzled went from an idea to a Bett Award Nominee in under 2 years!

### THE BACKGROUND

“Guzled is just me; I write the resources, develop the website, do the marketing, manage the accounts, everything! It all started with an idea in my head back in January 2014. The next 18 months were spent developing the resources that I was ultimately going to sell, before officially launching Guzled in May 2015.



### THE CHALLENGE

When I launched Guzled in May this year, I pretty much instantly had 5 physics teachers sign up and I thought, “Wow, this is great!”. However, from there on things got really tough. I quickly realised that the reason those teachers had signed up was because I’d taken the time to build up a personal relationship with them by visiting them at their school.

Now, Guzled is just me so I simply couldn’t drive round every school in the UK. I desperately needed a way of building those personal relationships with teachers that was less demanding on my time.

Initially I looked into using Salesforce CRM system however it was too complicated and just didn’t feel like a good fit; either for Guzled or for the types of people I was looking to reach out to – namely teachers. I spent the summer of 2015 completely re-thinking how I wanted to market my company.

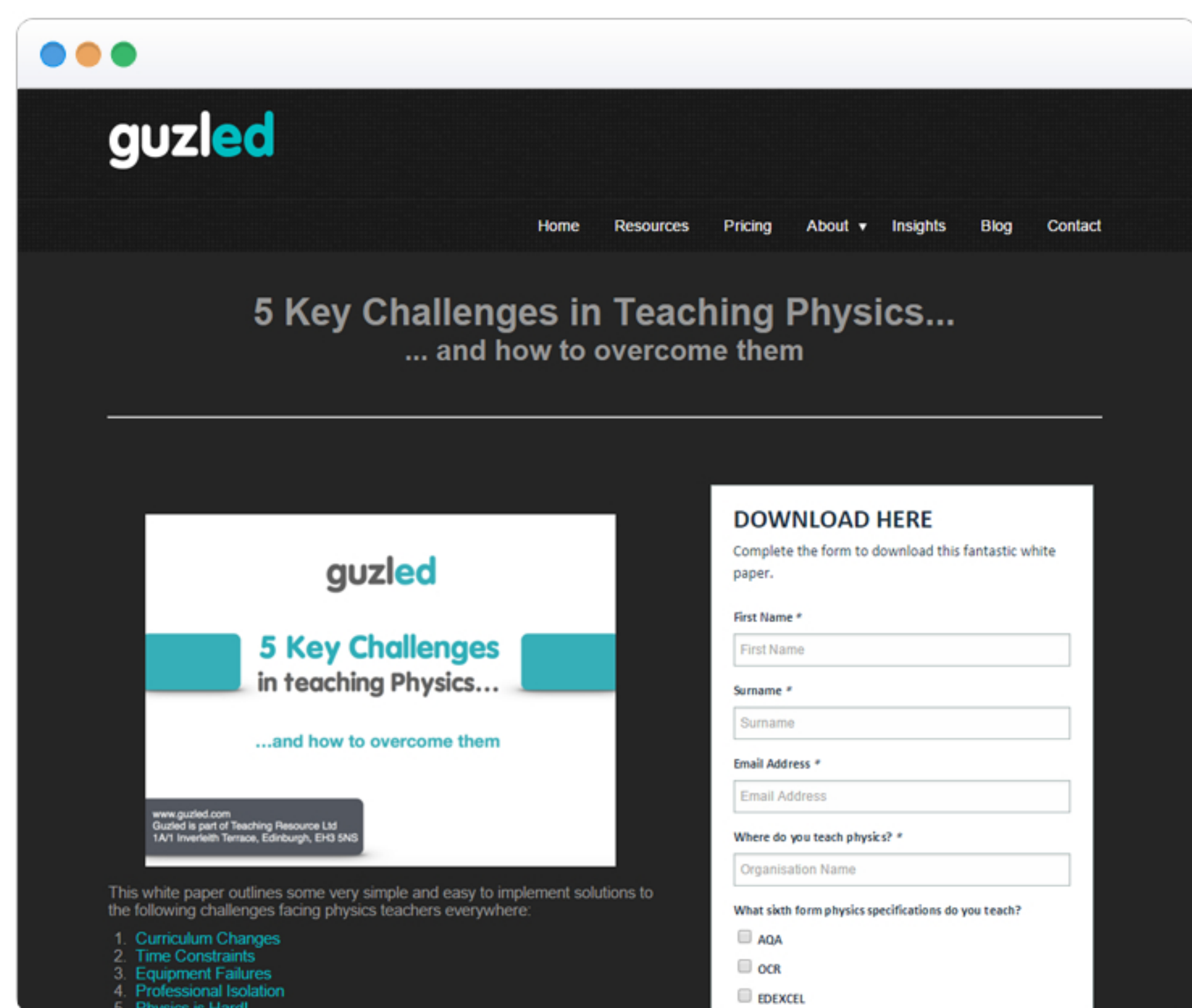
### THE SOLUTION: CAMPUS + LAUNCH PLAN (Campus + 2 Direct Email Campaigns to Teachers)

The lightbulb moment came when a friend told me I needed to find a company who could email all the Science Teachers in the UK for me. I googled ‘email teachers’, found Sprint, and knew straight away that I desperately wanted to use their direct emailing service.

Then I discovered Campus and it felt like absolutely everything I needed to nurture those teacher relationships which I knew were so crucial to my business. From Lead Generation Forms and a CRM system, through to an emailing platform and a quoting & invoicing module – Campus had everything that I knew I would need in order to grow Guzled, all linked together seamlessly. It was an absolute no-brainer.

*“Campus had everything that I knew I would need in order to grow Guzled.”*

The Campus Launch Plan enabled me to take advantage of both Campus and the direct emailing service. With the two email campaigns I could generate leads by promoting a free whitepaper I had written, ‘The 5 Key Challenges of Teaching Physics and How to Overcome Them’, and then I could use Campus to nurture relationships with the teachers who downloaded it and ultimately convert them into subscribers.

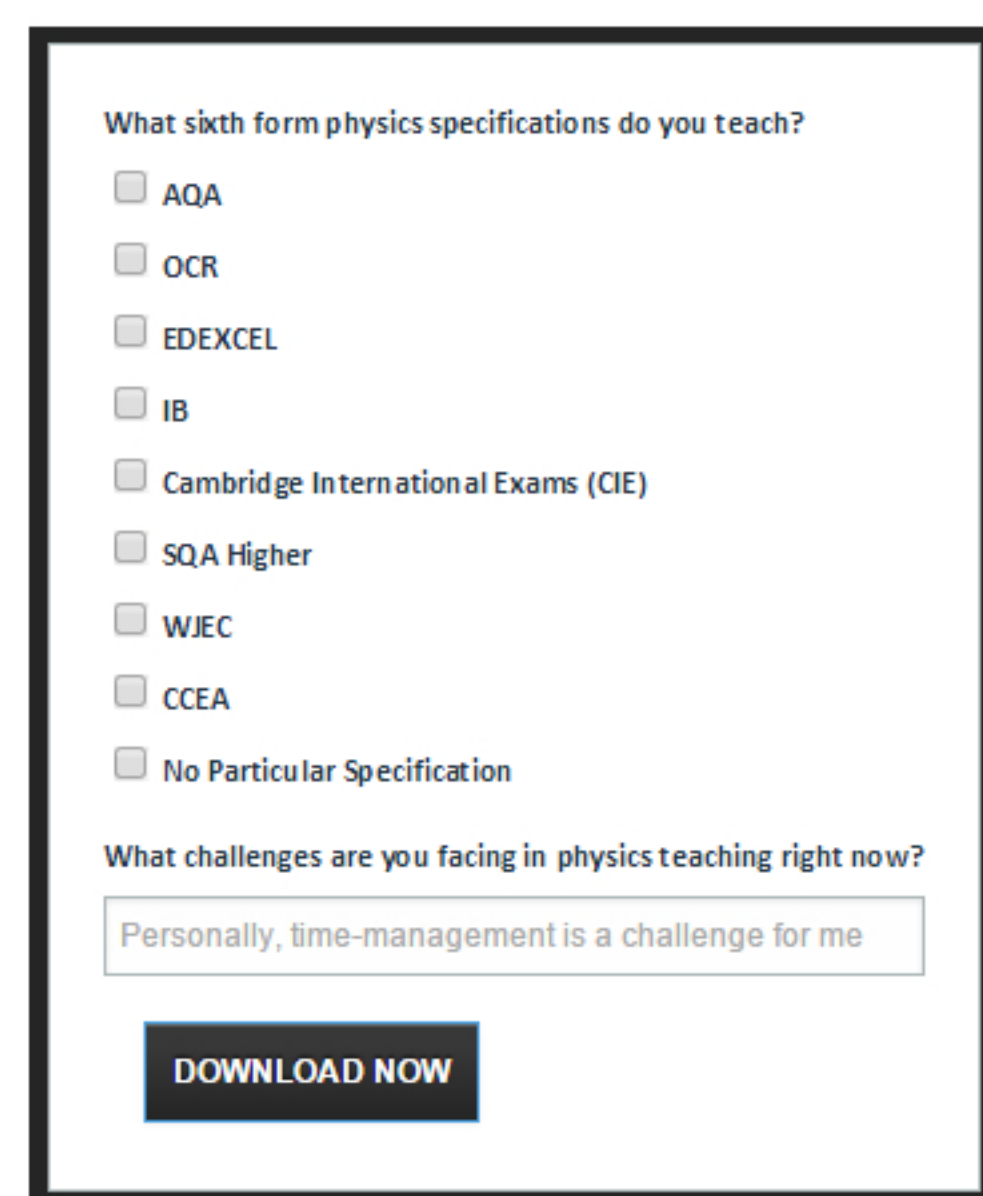


### THE RESULTS

In the 6 months prior to working with Sprint I had only managed to generate 5 good leads. Now, following the two Sprint campaigns, I have generated nearly 250 quality leads in just a couple of weeks. They have instantly transformed the number of leads for my business. Crucially though, Campus has then helped me to nurture my relationships with these 250 teachers without having to drive round the country meeting them all!

*“Campus has then helped me to nurture my relationships with these 250 teachers.”*

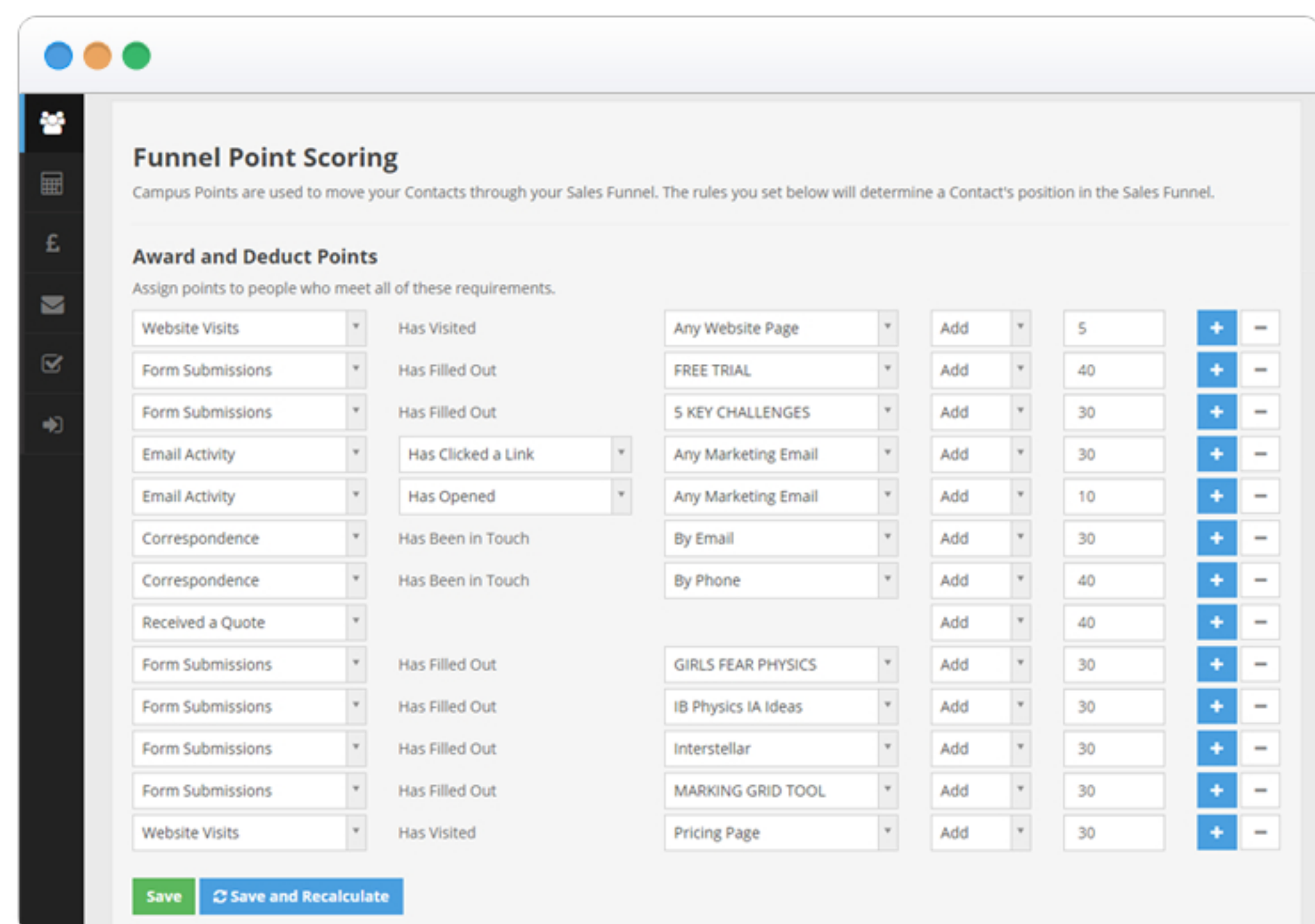
What has been absolutely crucial in building these relationships is the fact that I used a Campus Lead Generation form to capture some really useful insights into these 250 teachers when they downloaded my free whitepaper. This included what specification they teach and what they find most challenging about teaching physics.



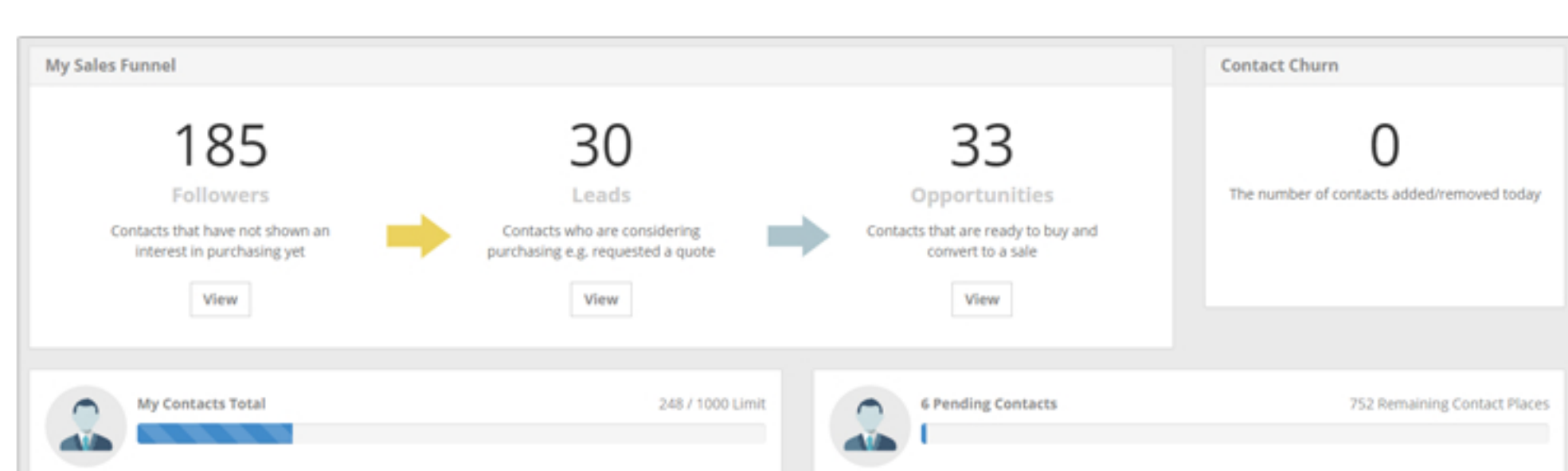
These insights have enabled me to send highly personalised follow-up emails to these teachers through Campus; because I knew what they were struggling with, I could promote resources that I knew would help them overcome those challenges. I encouraged them to register for a free trial of Guzled where they could download £15 worth of free resources on that specific topic.

What I really love about Campus is the live notifications that pop up on my screen every time a teacher visits a page of my website or completes a lead generation form. As Guzled is just me it’s

so nice to have that visibility of how teachers are engaging with my business. I also have Lead Scoring set up in my Campus account so that teachers are awarded points every time they do either of these things and I can see where each teacher sits in my sales funnel.



It’s only a couple of days after my second launch campaign but already I have 32 teachers that have accrued enough points to become an ‘Opportunity’ in my Campus sales funnel, which is great! I’m now talking to these 32 teachers via day-to-day emails (that I also send through Campus) so that I can develop a much more personal relationship with them and eventually convert them into subscribers.



I’m certain Campus is the right tool for me to grow my business. I’ve also recently learned that Guzled has been nominated for Best Whole Course Subject Curriculum at the 2016 Bett Awards so the future is looking really exciting!”



**Company:**  
Guzled provides a bank of physics resources that allow teachers to deliver dynamic physics lessons, and save time on planning and marking.

**Location:**  
Edinburgh

**Achievements:**  
Nominated for Best Whole Course Subject Curriculum at the 2016 Bett Show Awards

### Services Used:



**Campus + Launch Plan**  
Campus account set-up and supported with the Campus Launch Plan targeting Science Teachers in Secondary Schools, with HTML email designs and reporting.

[Learn More >](#)