



# 5 CRUCIAL Q'S

WHEN EMAILING TEACHERS & THE TOP  
30 TIPS TO HELP YOU ANSWER THEM

*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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# 5 Questions

## Your email MUST answer!

The next time you receive an email from somebody not in your contact list; have a think about your thought processes and the questions you ask yourself before deciding whether to respond. The likelihood is that you will ask yourself 5 questions.

Success in your email marketing to schools depends on you being able to successfully navigate your audience of potential customers through these 5 questions. You'll lose some of your audience at each of the 5 stages but by listening to our advice you can maximise the number you manage to convert into qualified leads.

# Tips for Success...

## 30 OF THEM TO BE PRECISE

At every stage I'll give you 6 sure-fire ways of maximising the number of teachers that you manage to guide successfully through each question; that's 30 top tips in all to improve your email marketing! Try to think back to a previous marketing campaign you've carried out and see how many of these ideas you could incorporate should you carry out a similar campaign in the future...

# Question 1

## WHY SHOULD I OPEN THIS EMAIL?

Tricky one first up. Statistically this is the stage where you will lose the largest share of your potential customers, and yet it's also the area that most companies give little or no thought to!

You simply cannot afford to take it for granted that your email is going to be opened. Teachers are one of the most marketed to demographics in our society and have become experts at dealing swiftly and mercilessly with all forms of marketing. You absolutely cannot afford to make it easy for them to delete your email without even reading it.

It's tricky because you only have a handful of words at your disposal so you must select each one super carefully in order to stimulate some sort of response.

# Increase Opens

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**S**chool focused: Focus on the school and its pupils.

**P**ersonalised: With the recipient's name and/or the school name.

**R**elevant benefit: Imply one **relevant and quantifiable** benefit to the school and its pupils.

**I**ntriguing: Arouse their curiosity and make them want to find out more.

**N**ot to junk: Avoid words, characters or images that are going to fall foul of schools' filters.

**T**ime restricted: Phrases such as *'5 days left'* or *'only 2 remaining'* inject urgency.

# Question 2

## WHY ARE YOU SENDING THIS EMAIL?

Not because you are trying to drum up some much needed business that's for sure! Things are going pretty well thank you very much... in fact business is booming!

People will make up their minds almost instantly about what your motivations are for sending your email to them. Think about it in terms of why you have chosen this day of all the days in the year to send your email. If you have a good reason why your email couldn't have been sent at any other time then your audience will be much less inclined to dismiss it as just another sales pitch from a faceless sales company looking to make a fast buck.

We live in a very cynical age. Overcoming that cynicism is essential if you are to engage your audience and a vital way of doing this is to ensure you have a great reason for getting in touch.

# A Reason to Email

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**S**mall number of bookings still available and you didn't want them to miss out.

**P**romotion running in support of a National Awareness Day/Week.

**R**egulation or assessment criteria changes mean that there is a need for your offer.

**I**n the local area over the next few weeks and would they like you to call in for a meeting?

**N**ew range of products or a new service that you are launching.

**T**opical news or industry reports have highlighted the need for your product or services.



# Question 3

## WHY AM I RECEIVING THIS EMAIL?

Another big one. Phew, they keep coming thick and fast don't they? You may not even realise it but every time you open an email from somebody not on your contact list you answer this question and that answer informs how likely you are to respond.

It's not an easy task but you need to ensure that as many of your audience as possible believe that you are speaking to them as an individual and not just indiscriminately emailing every single teacher and dinner lady in the UK! Use personalisation and localisation as below:

*"Hi **John**, I wanted to get in touch with you as we are going to be in the **Gloucestershire** area in the next few weeks and I wondered if **Sprint School** would be interested in getting a free site survey?"*

# Speak Directly to Teachers

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**S**egment to the micro level. Use dynamic content to tweak your message to the purchase influencer and the purchase decision maker.

**P**ersonalise your email with the teacher's name and the name of their school.

**R**egion specific. Reference their local area to make them feel a bit more special.

**I**dentify with your audience. Show them you know and understand the challenges they face.

**N**o irrelevant content! It will shatter the illusion that you are speaking to them directly.

**T**ailor your language to suit the teacher type that you are targeting.

# Question 4

## WHY SHOULD I CARE?

Now we're getting to the business end. You've spent the last 25 years of your life developing your product or service, slaving away night after night to realise your dreams... your dedication has cost you more than a few grey hairs and a string of broken marriages. Now you've developed something that is going to change the face of education, the last thing you want to do is not communicate those benefits to your audience!

By this stage you've done most of the hard work and you should have your audience in the palm of your hand. You know that what you're offering is going to improve their lives; it's just a matter of making sure you communicate this to them.

# Benefits

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**S**tand out: Don't hide your benefits in the email body. Use bullet points to draw the eye.

**P**unchy: Benefits need to have impact, keep them short and snappy.

**R**elevant: Your benefit is not a benefit unless it is relevant to the teacher and the school.

**I**rrefutable: Again a benefit is not a benefit if it isn't true. Include testimonies as proof.

**N**ot a feature: Just because your product has a feature, it doesn't make it a benefit.

**T**angible: Give them something they can hold on to (£/time saving, improve grades by %).

# QUESTION 5

## WHAT DO I NEED TO DO?

If you've come this far then you should basically be shooting into an open goal. It would be a crying shame to fall at the final hurdle, but that's what I see time and time again when fulfilling campaigns on clients' behalf. If you want to avoid a similar fate then you must ensure that your email has a clear call to action so your potential customer knows exactly what he needs to do to express his interest in what you have to offer.

You can't expect your busy audience to spend valuable seconds searching your email for the call to action; it needs to be immediately obvious what you are asking them to do. Make it stand out and don't embed it in the email text.

# Great Calls to Action

## THE 6 POINT SPRINT GUIDE

**S**imple and easy: As little effort as possible required on their part.

**P**lain text emails are often the best for encouraging people to get in touch.

**R**emain focused: Decide what outcome you want from your audience as a result of this email (visit a website, email you, download a sample) then channel your audience towards this end.

**I**nject some urgency: Don't let them put you on the backburner!

**N**oticeable: Make your call to action stand out and draw the eye.

**T**ake the onus off your audience to get in touch. Give them the option to request a call back.

# Learn from the bad...

emails you receive. Next time you go to delete such an email stop and think what thought processes you went through and what could have stopped you hitting delete.

Learning to pre-empt these questions is the sure-fire way to maximise your campaign's success and ensure you manage to navigate as many of your audience as possible all the way to becoming a customer.

Good luck!

A handwritten signature in white ink that reads "Guy Lewis". The signature is written in a cursive, slightly slanted style.

*Guy Lewis*

*Co-Founder - Sprint Education*