

# YEAR ZERO

FOR SELLING TO SCHOOLS & HOW CAMPUS  
WILL SHAPE EDUCATION MARKETING

*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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# Year Zero!

This year it's all change for education businesses. Are you going to be ahead of the competition?

Since Campus (education data, marketing and sales software) was launched it has transformed the way its users interact with school staff, how these relationships are nurtured, how impactful their education marketing is, and ultimately how much more they can sell to schools. This report covers 9 key areas where Campus can be used to make this year really count for your education business – it's time to start over!

# #1

## BE GENEROUS WITH YOUR CONTENT

This is where it all begins. Delighting teachers with quality content that helps them overcome their daily challenges is now the accepted base camp for launching a successful marketing to schools strategy.

Attract teachers to your website by offering them free lesson plans and resources, and thought-leading **eBooks and whitepapers** that demonstrate your expertise, build trust, and above all offer superb solutions to real-life problems they face.

# #2

## START CORRESPONDING ON THEIR TERMS

Teachers have become experts at blocking out marketing and are instead increasingly choosing to interact with suppliers that communicate with them on their own terms. Therefore, it's crucial that you're using your free resources to get teachers opting in to your marketing.

Using Campus, broadcast outreach campaigns to live education marketing lists and push traffic to **lead generation forms**, (which you can set up in seconds through Campus) where teachers opt-in to your marketing in return for downloading their free resource. Then, with the click of a button, add these teachers to Campus' Subscriber module where you can nurture them through your sales funnel.

# #3

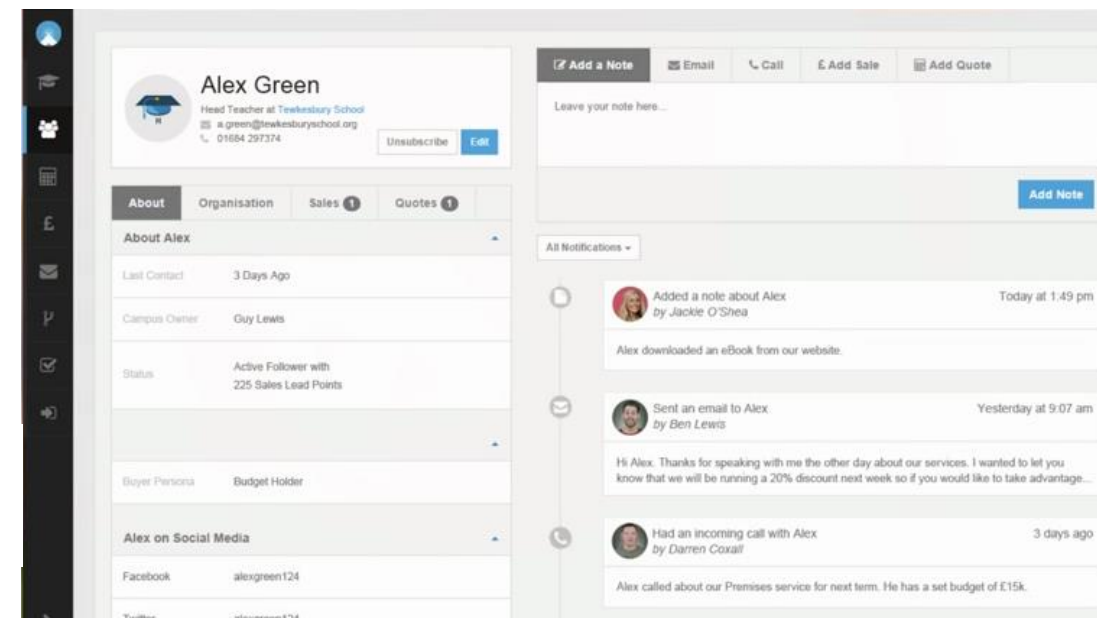
## FIND OUT WHAT'S IMPORTANT TO THEM

To help you to go on delighting subscribers and provide them with highly relevant content that is going to capture their heart, you're going to need to find out a little bit more about them.

Instead of simply using your lead generation forms to capture teachers' names and email addresses, make sure you capture crucial **buyer persona data** such as their biggest teaching challenge or

the size of their departmental budget.

Then use this to create **detailed subscriber profiles** in Campus.



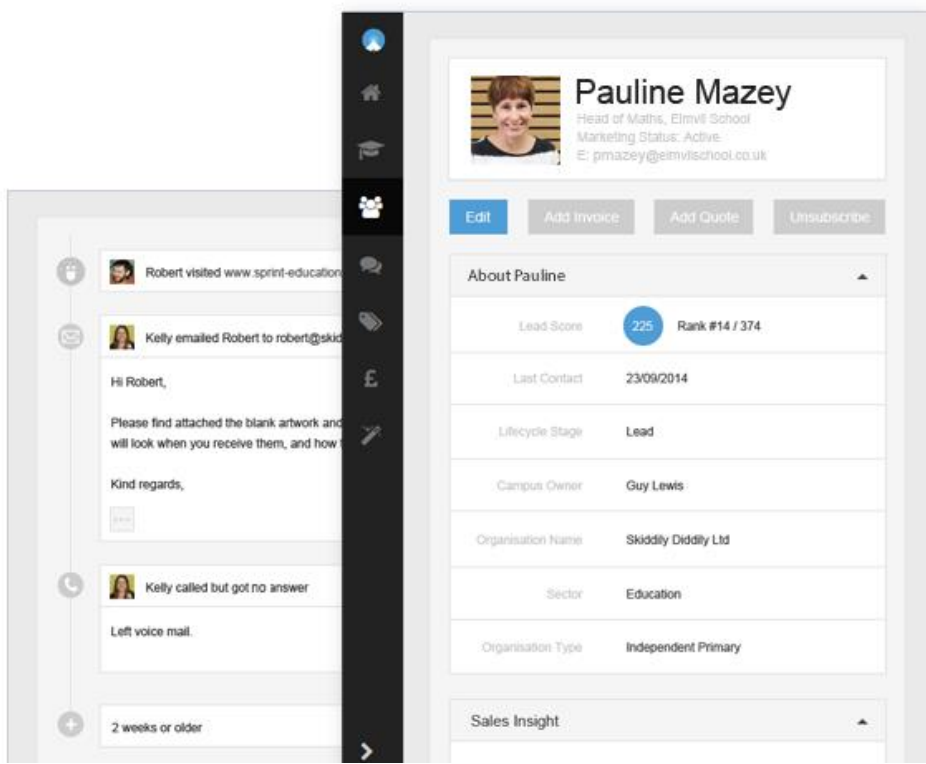
# #4

## LET THEM DICTATE THE PACE

Over the past few years we've talked a lot about the sales funnel, and the need to tailor your interactions based upon teachers' position in the funnel. However, until now it's always been a rather abstract and hard to visualise

Campus will make the sales funnel tangible. Its **Touchpoints feature** allows you to track and record every single subscriber interaction in real-time; every web visit, every click, every email, automatically!

It will then use **lead-scoring** to rank each individual teachers' position in your sales funnel so you can hone in on those subscribers that are on the verge of buying from you.



# #5

## SHOW THEM YOU ARE LISTENING

Imagine telling your sales team that from now on they can go into every sales call, and every meeting, armed with a complete picture of how that individual teacher has interacted with you in the past; which web pages they've visited, which marketing campaigns they showed an interest in, everything!

Campus' **subscriber timeline** will make you a hero in the eyes of your sales team, enabling them to enter every single conversation at the teacher's point of interest and where their needs lie.

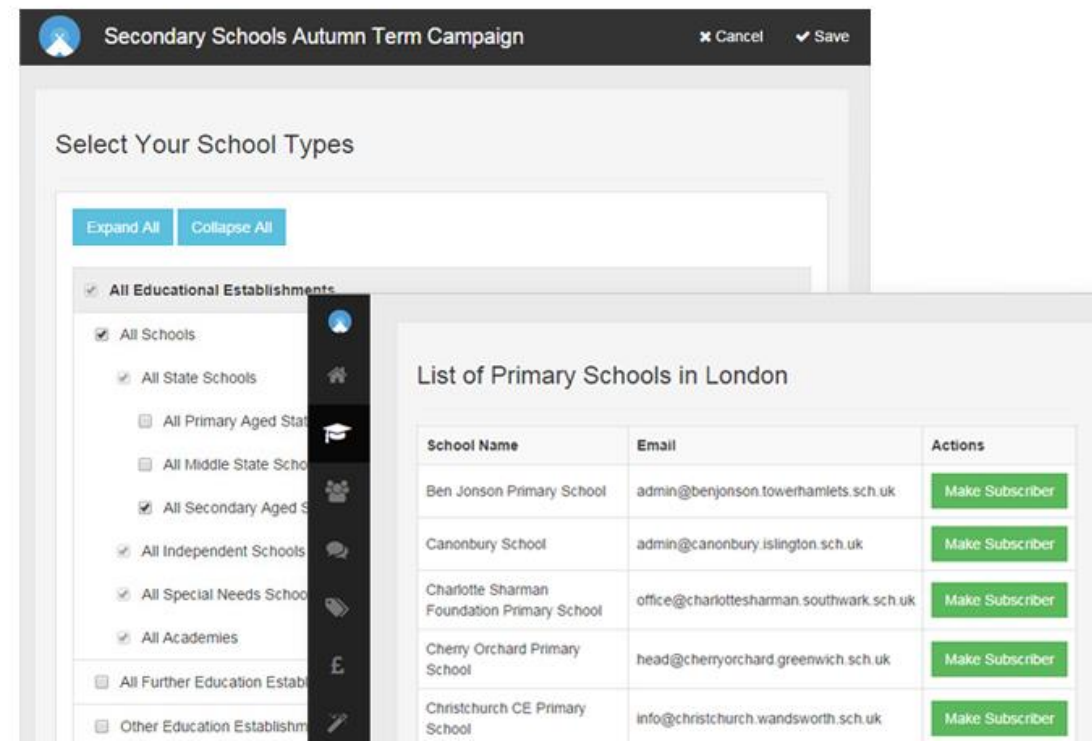


# #6

## TREAT THEM AS AN INDIVIDUAL

Email personalisation is nothing new. However, Campus will go to a whole new level, giving you the data and tools you need to create truly **teacher-centric marketing content**.

Campus includes school data such as exam results, finances, pupil demographics, and latest Ofsted ratings, enabling you to segment and personalise your marketing lists to a degree you've only been able to dream of until now.



The screenshot displays the 'Secondary Schools Autumn Term Campaign' interface. It features a 'Select Your School Types' section with a tree view of school categories. A sidebar on the right contains navigation icons. A modal window titled 'List of Primary Schools in London' is open, showing a table with school names, email addresses, and 'Make Subscriber' buttons.

School Name	Email	Actions
Ben Jonson Primary School	admin@benjonson.towerhamlets.sch.uk	Make Subscriber
Canonbury School	admin@canonbury.islington.sch.uk	Make Subscriber
Charlotte Sharman Foundation Primary School	office@charlottesharman.southwark.sch.uk	Make Subscriber
Cherry Orchard Primary School	head@cherryorchard.greenwich.sch.uk	Make Subscriber
Christchurch CE Primary School	info@christchurch.wandsworth.sch.uk	Make Subscriber

# #7

## BE IN HARMONY WITH THEIR LIFESTYLE

With an estimated 40% of education emails now being opened on mobile devices, the simple truth is that teachers are increasingly consuming your marketing while they're on the move, so they need you to make it easy for them to digest.

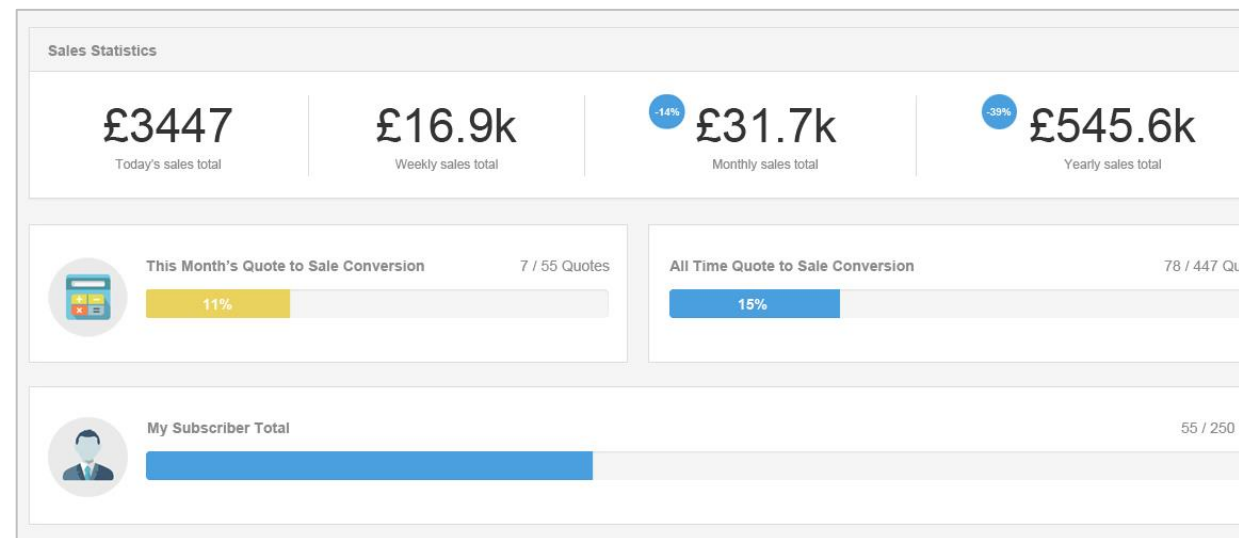
We all know a picture is worth a thousand words. Well, according to Forrester Research, a one-minute video is worth a whopping 1.8 million words! Give lengthy email copy the heave-ho and use **snackable infographics** and **bite-size videos** to tell your story.

# #8

## DON'T TAKE THEM FOR GRANTED

For too many businesses, making the sale is seen as the end of the process, when in reality it should be just the starting point for nurturing teachers into brand champions.

When we used Campus it enabled Sprint to **increase referral leads by 88%** and **repeat purchaser spend by 42%**, by giving us the data we need to target our clients more precisely. *It can do the same for you!*



# #9

## INTEGRATE YOUR PROCESSES

There's just no way you can achieve the personalised experiences we've spoken about in the previous 9 points while trying to knit together processes from multiple systems.

External data providers, email broadcasting platforms, CRM's, invoicing and quoting systems; with Campus you don't need any of these. It simply brings all your needs into **one super-cool application** so you and your team are working from one single point.

