The Inbound Education Marketing Blueprint for Long-Term Success

(How to Grow Your Education Business)

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REMARKABLE MARKETING TO SCHOOLS & TEACHERS

Transform your whole **education marketing**

strategy into one powerful selling machine.
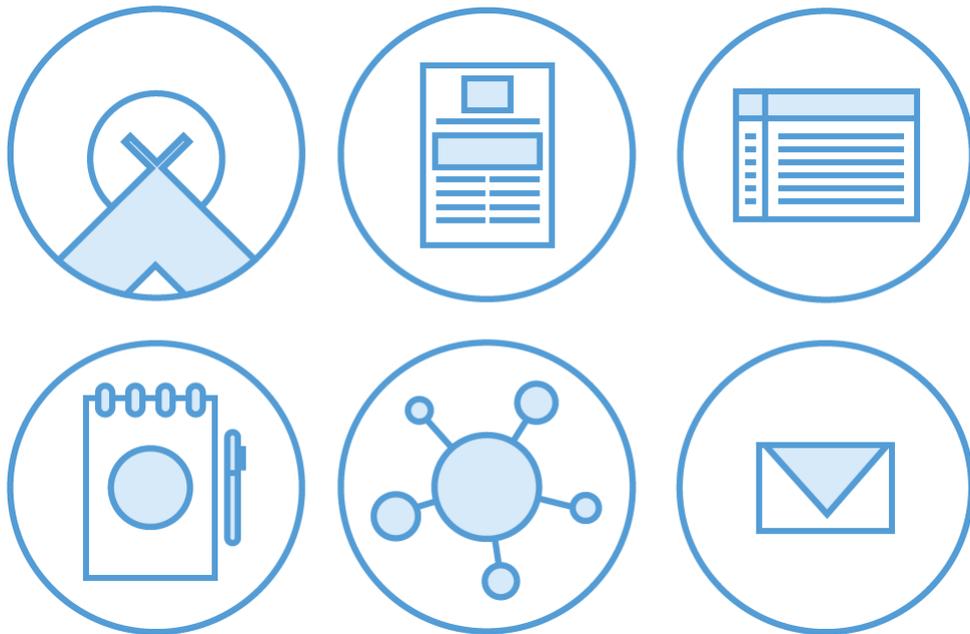
✓ Digital marketing strategies to teachers

✓ Education marketing + sales software

✓ UK Education Database – 30k schools + 270k school staff

The Blueprint for Long-Term Success

By Ben Lewis

He's managed over 7,000 marketing campaigns to the UK education sector on behalf of Sprint Education's clients. No one is more suited to help rocket your sales to UK schools and teachers.

Get in touch: ben@sprint-education.co.uk

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It's 2 years since we published the original Blueprint for Success...

20,000 downloads later...

Two years ago we published what has since gone on to become the most downloaded education marketing report in history (recently clocking up over 20,000 downloads).

That report, 'The Blueprint for Success', completely transformed our industry by encouraging education businesses to adopt a more strategic approach to their marketing. To this day, it continues to deliver remarkable results for our clients, with response rates at their highest in our history.

So why am I not content with that?

Let me explain. 'The Blueprint for Success' remains the most powerful report available for businesses that want to generate a flood of instant sales enquiries through a series of 3 email campaigns.

But in my experience that's not what 99.9% of education business are looking for. They don't want to be inundated with hundreds of sales enquiries one month and then wondering why the phone isn't ringing the next. That kind of approach just isn't sustainable for a growing business.

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Instead, what every growing business really wants is a marketing plan that is affordable, generates high-quality leads, and enables them to grow in a way that is sustainable. That's why I'm writing this report today.

A blueprint for sustainable business growth? Really?

Yes, really. Two years ago Sprint Education embarked on the most ambitious project in marketing to schools history, and it all came about because of The Blueprint for Success.

The trouble with the Blueprint for Success was that it was often too successful! We'd generate a volume of leads that many of our clients simply weren't equipped to deal with effectively.

Consequently, many of the leads we were generating were simply being allowed to fizzle away into oblivion because our clients didn't have the knowledge, manpower, or software in place to nurture these leads and convert them into long-term customers.

So, we realised that we were only solving half a problem; helping clients to generate unprecedented levels of leads without being able to help them with what comes next.

Well, now we can.

In 2015 we released Campus; revolutionary marketing and sales software designed specifically for education businesses.

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Campus provides its users with:

- CRM System Module to manage their customer relationships
- Email Marketing Platform and Lead Generation Form Builder
- Automated Sales Funnel (inc. Quote, Invoice, Sales Performance Modules)
- Integrated Database of 30,000+ education establishments & 250,000+ staff names/job roles

This report follows the story of one of the first Campus users to underpin one of our outbound email marketing strategies with Campus. The results are truly astonishing and will make the original Blueprint for Success little more than a footnote in education marketing history.

Access all areas: A glimpse behind the curtain.

Thanks to Campus, we'll be able to give you the full facts and figures about this ground-breaking strategy; not only the leads it generated, but also what happened with those leads, and crucially how many sales were made in the days and weeks that followed.

Our client was happy to invite us to log into their Campus account and take screenshots throughout the course of the strategy. We'll be using these to tell the story; not just the story of how our email campaigns performed, but how our client used Campus to nurture those crucial relationships with teachers and ultimately make more sales.

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How to Grow Your Education Business: the revolutionary new blueprint for success...

What's involved in the new blueprint for success?

The new blueprint is not a flash-in-the-pan strategy for generating a sudden influx of sales leads. Instead, it's the foundation for growing your education business for years to come, and gives you absolutely everything you need to sustainably grow your business through inbound marketing techniques.

The new blueprint comprises 2 key elements:

1.   **Campus**

At the centre of the strategy is Campus, our marketing & sales software. This is what our client used to capture leads, analyse and track their interactions, and nurture relationships so these leads ultimately became paying customers.

2.   **Outbound Email Campaigns**

In order to generate those initial leads, Sprint designed 2 outbound email campaigns and broadcast these direct to the inboxes of the key teacher types within our education database.

These emails promoted a free whitepaper that our client had written which provided teachers with 5 cracking tips for overcoming a particular challenge in their classroom. Teachers were directed to a

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Campus lead generation form, hosted on the client's website, where they provided their details in exchange for downloading their free whitepaper.

So, without further ado, let's jump in and give you a step-by-step walkthrough of how the blueprint unfolded in the days and weeks that followed...

Day 1

Lead generation form goes live on client's website

First up, our client created a lead generation form in their Campus account and hosted this on their website. Here it is...

This is where teachers would provide their details in return for downloading the client's free whitepaper. Crucially, instead of just asking for the basics (name, job role, email address, school name etc), the client made sure that the form captured some really useful 'buyer persona data'.

"What we mean by 'buyer persona data' is those little insights into an individual teacher that enable you to better understand their specific needs. It could be the biggest challenge they face in their classroom, or the size of their ICT budget; whatever nuggets of information you need in order to ensure any future marketing you send them blows them away with its relevance and usefulness!" (Jen – Sprint Education)

In this case, the client wanted to capture 3 key pieces of information:

1. The area(s) of their school they wanted to improve (multiple choice)
2. The way staff were currently trained at their school (drop-down selection)
3. Estimated annual spend on staff training (drop-down selection)

Day 2

First outbound email sent direct to teacher inboxes

Next, Sprint Education sent out the first of the two outbound emails.

These were written in such a way as to generate maximum interest in the free whitepaper and encourage teachers to click through to the client's website where they would complete the lead generation form and download the whitepaper.

Let's take a look at how that performed shall we…
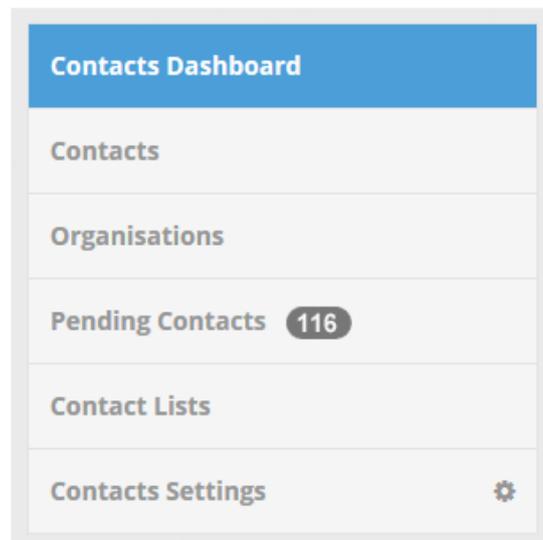
That's 116 teachers that completed the client's lead generation form, and that Campus was now telling our client could be converted into a contact in their Campus CRM Module.

Campus starts to award these new teachers 'funnel points'

As soon as these teachers had been converted into Contacts in the client's Campus CRM Module (which was done with a single click), Campus set to work automatically tracking their interactions with the client's website.

Here's just a tiny snapshot of what was happening…

View Tracked Website Visits

This is a list of all your tracked website page visits. It shows you the contacts who have filled out one of your lead generation forms and then gone on to interact with your website.

Contact	Organisation	Page	Actions
Debra Thornton	Yeadon Westfield Junior School	Free Sample Thanks	🗑
Debra Thornton	Yeadon Westfield Junior School	Sample - Key Documents & Policies Pack	🗑
Debra Thornton	Yeadon Westfield Junior School	Key Documents & Policies Pack	🗑
Debra Thornton	Yeadon Westfield Junior School	Sample - Key Documents & Policies Pack	🗑
Megan Harris	Gonesbrook School	Free Sample Thanks	🗑
Megan Harris	Gonesbrook School	Sample - The Prevent Duty Pack	🗑
Bernadette Wood	St Oswalds Catholic Primary School	Free Sample Thanks	🗑
Bernadette Wood	St Oswalds Catholic Primary School	Sample - Complete Outstanding Teaching Pack	🗑
Bernadette Wood	St Oswalds Catholic Primary School	Complete Outstanding Teaching Pack	🗑
Bernadette Wood	St Oswalds Catholic Primary School	Training Pack Overview	🗑

But that's not all, not by a long shot! Crucially, the client had set up funnel point scoring in their Campus CRM Module, thus enabling Campus to award points to each teacher based upon how they interacted with the client from this point on.

"Every business's sales funnel will be different. For some businesses a teacher that visits the pricing page of their website might be a red-hot sales opportunity, while for others this action may simply be an early step on a much more complex journey. That's why Campus puts you in control of determining how many points you want to award a teacher for any given interaction." (Guy – Sprint Education)

Let's take a look at a snapshot of the funnel points scoring that our client had set up (see below). In all they had set up nearly 30 different rules which allowed them to award teachers with specific points for visiting various web pages, clicking on links in marketing emails,

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completing web forms, and corresponding through email or telephone.

Funnel Point Scoring
Campus Points are used to move your Contacts through your Sales Funnel. The rules you set below will determine a Contact's position in the Sales Funnel. More about Campus Points.

Award and Deduct Points
Assign points to people who meet all of these requirements.

Email Activity	▾	Has Opened	▾	Any Marketing Email	▾	Add ▾	5
Email Activity	▾	Has Clicked a Link	▾	Any Marketing Email	▾	Add ▾	10
Received a Quote	▾					Add ▾	50
Form Submissions	▾	Has Filled Out		Default Free Sample Form	▾	Add ▾	30
Form Submissions	▾	Has Filled Out		Contact Form	▾	Add ▾	20
Form Submissions	▾	Has Filled Out		Resources Sample Form - Key ...	▾	Add ▾	30
Form Submissions	▾	Has Filled Out		Resources Sample Form - No ...	▾	Add ▾	30
Form Submissions	▾	Has Filled Out		Resources Sample Form - Tool...	▾	Add ▾	30
Form Submissions	▾	Has Filled Out		Training Pack Samples Form	▾	Add ▾	30
Form Submissions	▾	Has Filled Out		Resources Sample Form - Risk ...	▾	Add ▾	30
Correspondence	▾	Has Been in Touch		By Email	▾	Add ▾	20
Correspondence	▾	Has Been in Touch		By Phone	▾	Add ▾	20
Website Visits	▾	Has Visited		Any Website Page	▾	Add ▾	2
Website Visits	▾	Has Visited		Checkout	▾	Add ▾	20
Website Visits	▾	Has Visited		Complete Outstanding Leader...	▾	Add ▾	7
Website Visits	▾	Has Visited		Complete Outstanding Safegu...	▾	Add ▾	6

And it doesn't stop there. The client had also set up funnel point thresholds so that Campus could move these teachers through the client's sales funnel based upon how many points they accumulated. Here are the point thresholds that our client had plugged into Campus...

Funnel Point Thresholds
Your contacts' movement through your sales funnel is monitored by their accumulation of Campus points. Learn about Contact types and Campus Points.

Followers have points over	Leads have points over	Opportunities have points over
0	→ 75	→ 115

Save

Day 4

The client follows-up the leads using the buyer persona data

The eagle-eyed amongst you will have noticed that we've skipped day 3. Don't worry, that's when the client gave the teachers a chance to get to grips with the whitepaper and have a good mooch round their website (accumulating funnel points as they went).

On day 4 the client sent out an email campaign through Campus to the teachers that had downloaded their free whitepaper. This time, encouraging teachers to register for a free trial and start downloading some additional resources.


"The fantastic thing about the follow-up email that our client sent was that it included personalisation that incorporated the buyer persona data they'd collected with the outbound email on day 2. This hyper-personalisation can be added to your emails with just one click in Campus and ensures that you send highly relevant content to your contacts that instantly grabs their attention!" (Ben – Sprint Education)

The engagement from this follow-up email was off the scale as it felt so relevant to every teacher that received it (referencing the specific area within their school that they were most intent on improving). Consequently, our client managed to encourage several leads to sign

up for a free trial – which in turn meant that they accumulated more points, and progressed further through the client's sales funnel.

Total Open Rate Find out about untraceable opens	50%
Total Opens	50%
Unique Opens	35.71%

Click To Open Rate	14.29%
Total Clicks	14.29%
Unique Clicks	14.29%
Total Clicks to Sent Rate	7.14%
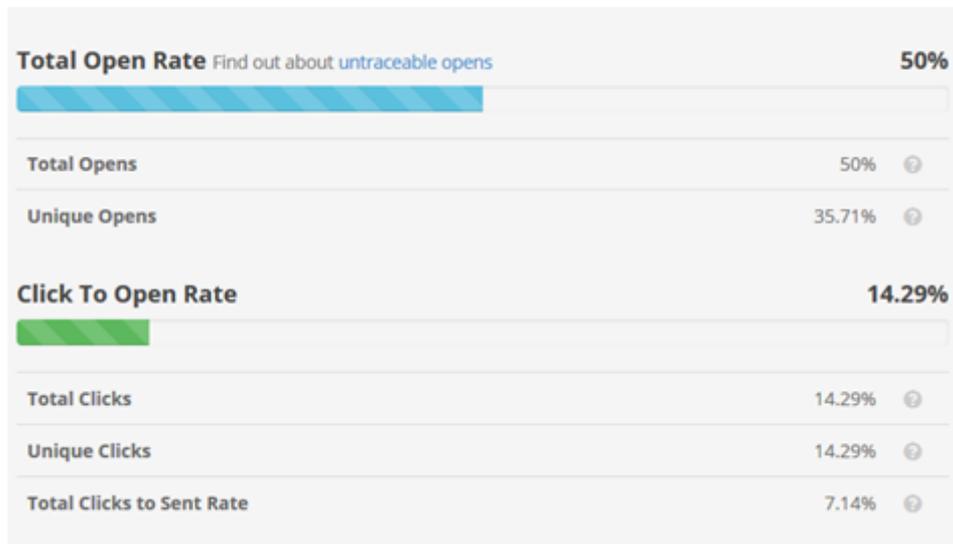
Day 5

The client focuses on those teachers expressing the most interest

The client's marketing on day 4 had really started to move many of the contacts through their sales funnel. So it was at this point that the client wanted to concentrate on developing their relationships with those teachers that had expressed the most interest.

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My Sales Funnel

92		17		7
Followers		Leads		Opportunities
Contacts that have not shown an interest in purchasing yet		Contacts who are considering purchasing e.g. requested a quote		Contacts that are ready to buy and convert to a sale
View		View		View

This is where the funnel point scoring and funnel point thresholds that the client set up on day 2 really started to come into play. A quick glance at the client's sales funnel (above) shows that by this time they had 7 teachers who had already accumulated enough funnel points to indicate that they were 'ready to buy'.

"What these 7 teachers didn't want to receive at this point was another marketing email from our client – the relationship had developed beyond that level now. So instead, the client sent them a much more personal day-to-day email (which they could do directly from Campus) highlighting a limited-time offer on the products that they'd already expressed interest in." (John – Sprint Education)

Remember how we said that one of the biggest problems with the original Blueprint for Success was that it often generated a volume of enquiries that was simply unmanageable? Well, this time the client was able to focus their energy on just those teachers that were actually in a position to make a purchase.

This not only saved them so much time, it also vastly improved their conversion rate. In fact 4 of these 7 teachers went on to become paying customers following this simple follow-up:

Day 6

Second outbound email sent direct to teacher inboxes

Now it was time to start generating some more leads for our client. So, Sprint Education launched the second of the client's outbound email campaigns promoting the free whitepaper. This email was sent to all the teachers that had received outbound email 1 but had not gone on to download the whitepaper. Let's take a look at how many additional contacts were generated for the client's Campus CRM Module on the day it was sent...
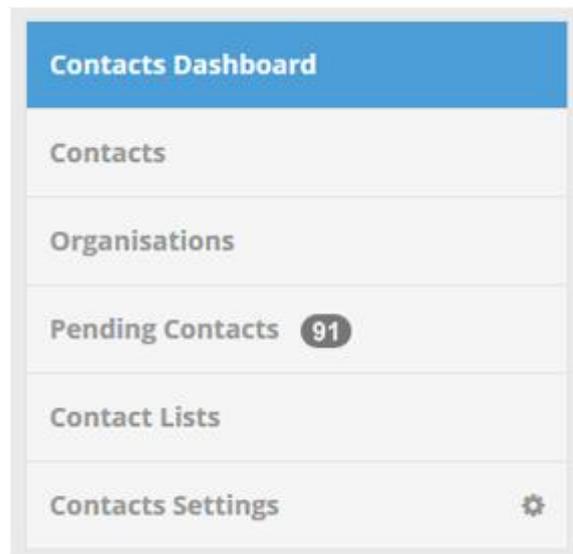
Day 7-12

So that's a fresh batch of leads for our client to start encouraging through their sales funnel in the next few days, using a similar set of methods that they used following outbound email 1. On day 12, the client's sales funnel looked like this...
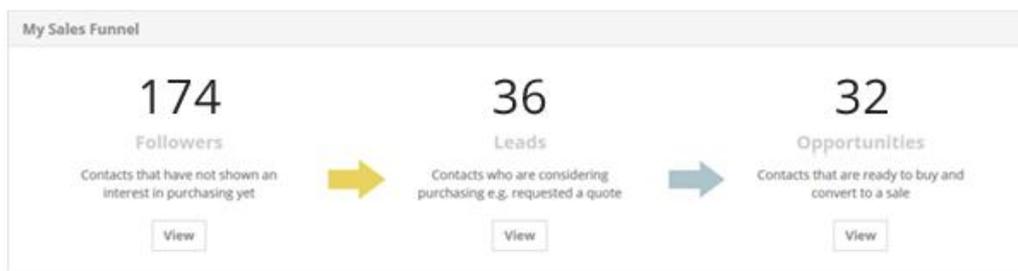
And how about sales? How many of the leads from the two emails had the client managed to convert into paying customers by this point? The answer is 17, with a total sales value at this stage of £8,900+vat.

This Year's Key Stats		Day | Week | Month | Year
£8.9k	**19**	**259**
This Year's Sales	Quotes Created	Contact Churn
The amount of sales you've made this year	The number of quotes you've created this year	The number of contacts added/removed this year

"You might not think that 17 sales at a value of £8.9k is mind-blowing at this stage but just look at all the teachers that are now at the 'opportunity' stage in the client's sales funnel! That's 32 additional teachers that the client has managed to nurse through their sales funnel and can now focus on converting into paying customers!" (Sophie – Sprint Education)

This is the brilliance of Campus for any business. Instead of trying to spread your energy across 250+ teachers that have expressed an interest in your products, it enables you to focus on just those teachers that are actually in a position to buy. The result is almost like a ripple effect, with the number of enquiries steadily building over time instead of dying away to nothing.

Day 13-19

Client sends their own outbound email through Campus

During this week, although the client continued to do all the things that have been working so well in the last 12 days (namely sending highly segmented marketing to mid-funnel prospects and day-to-day

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relationship building emails to opportunities), they also introduced another factor into this already juicy mix.

"Another feature of Campus is the Education Data Module which gave our client access to the contact details of over 30,000 UK education establishments, the names of over a quarter of a million teachers, and invaluable context data such as Ofsted results, exam performance, and budgets. This gave our client an incredible opportunity to locate new leads and keep their sales funnel topped up!" (Darren – Sprint Education)

So, having got the client off to a flyer with our two direct teacher email campaigns, Sprint Education now took a backseat and let Campus take over! Let's take a look at the key stats at the end of day 19. First up, here's what the sales funnel looked like...

My Sales Funnel

160	60	62
Followers	Leads	Opportunities
Contacts that have not shown an interest in purchasing yet	Contacts who are considering purchasing e.g. requested a quote	Contacts that are ready to buy and convert to a sale
View	View	View
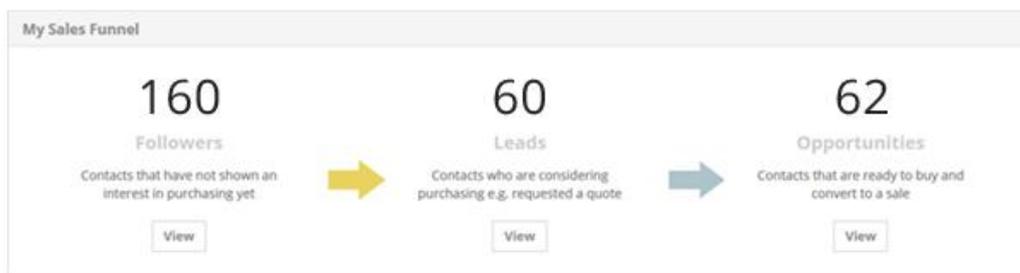
And those all-important sales stats...

This Year's Key Stats		Day | Week | Month | Year
£15.7k	**41**	**312**
This Year's Sales	Quotes Created	Contact Churn
The amount of sales you've made this year	The number of quotes you've created this year	The number of contacts added/removed this year

Day 20-26

The sales continue to roll in while the number of opportunities steadily grows

We're deep into the fourth week now and there's no sign of the leads drying up; in fact they continue to roll in at a steady, yet sustainable rate. And what's even more important is that the number of actual sales opportunities is continuing to grow week-on-week.

"Most education marketing strategies would be beginning to fizzle away at this point. However, with our client continuing to encourage leads through their sales funnel with highly relevant marketing, the number of sales opportunities is actually still growing. It's like a snowball effect where the strategy gathers momentum in the weeks following the client's outbound emails, instead of losing momentum as would normally be the case." (Kelly – Sprint Education)

My Sales Funnel

149		**80**		**79**
Followers		Leads		Opportunities
Contacts that have not shown an interest in purchasing yet	➡	Contacts who are considering purchasing e.g. requested a quote	➡	Contacts that are ready to buy and convert to a sale
View		View		View
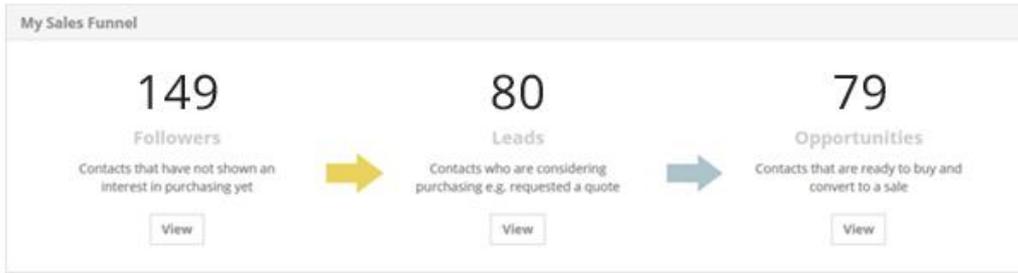
And importantly, the sales continue to roll in…

This Year's Key Stats   Day | Week | Month | Year

£27.1k	**51**	**338**
This Year's Sales	Quotes Created	Contact Churn
The amount of sales you've made this year	The number of quotes you've created this year	The number of contacts added/removed this year
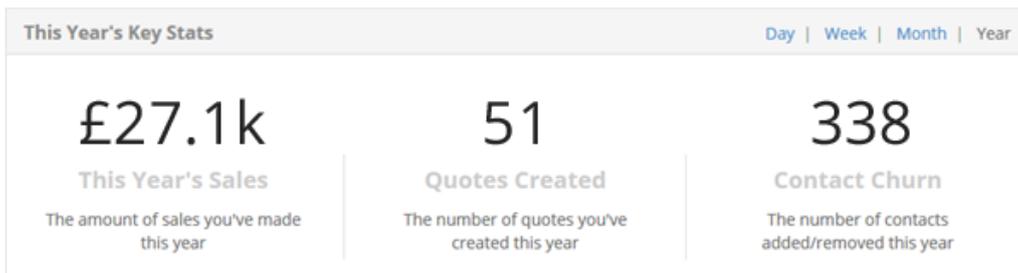
Day 27-33

The client's biggest sales week so far

The client has been nurturing relationships with many of the teachers in their sales funnel for nearly 5 weeks now. And when we say 'nurturing relationships' we don't mean bombarding them with sales messages, we mean drip-feeding them highly relevant, useful information and resources that build trust while encouraging them to see the client's products and services as a solution to their teaching challenges.


"We've always said that the majority of your sales (around 85%) will be made between the 5th and 12th contact with a teacher and this strategy proves that

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beyond doubt. At this point many teachers in the client's sales funnel had received between 5-7 touches from the client and more and more of them were beginning to feel ready to take that next step and become a paying customer." (Jackie – Sprint Education)

Let's have a look at those all-important stats at the end of day 33...
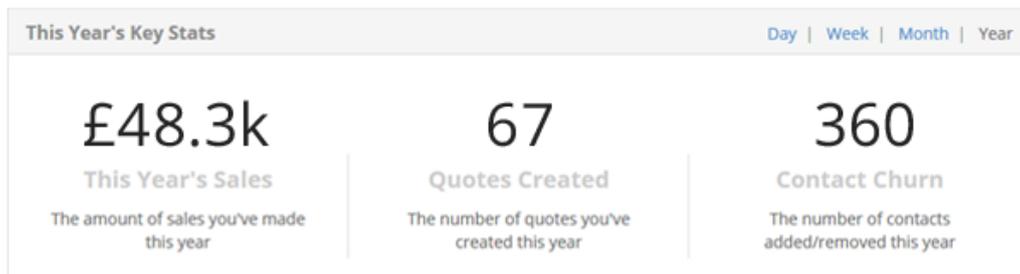
As you can see, the client's sales stats have suddenly shot up, while their sales funnel (see below) continues to provide them with a really healthy number of leads to focus on in the weeks and months ahead.
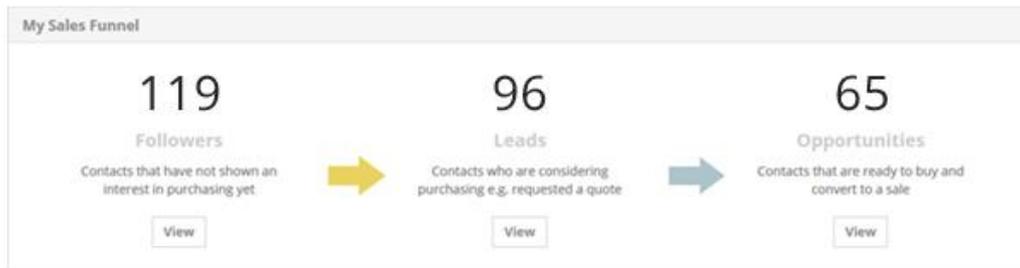
Day 34 and beyond!

Growing their business in the long-term

We've cut the report short here, however this is by no means the end of the strategy. As you can see from the screenshot of the client's sales funnel at the end of day 33, there are still a really healthy number of

teachers that are now showing as an opportunity and whom the client can focus on converting into paying customers.

"The client still promotes the free whitepaper on their website today which, when coupled with the Campus lead generation forms and a successful SEO strategy, will ensure they continue to capture a steady flow of high-quality sales leads every single day. This keeps their Campus sales funnel nicely topped up and reduces their reliance on outbound email campaigns." (Jen – Sprint Education)

With the client continuing to nurture these leads through their sales funnel with relevant and lovable marketing, there is absolutely no reason why they shouldn't be able to keep making sales to this ever-widening pool of teachers for months to come.

However, if at any point the client does feel that the number of leads needs topping up, they can promote another free resource through an outbound email sent through Campus to the quarter of a million teachers in the education data module.

This will ensure that the number of contacts in the client's Campus CRM Module continues to grow. Plus, with the Sprint Education team making an average 20,000 updates to the Education Database on a monthly basis, there will always be plenty of newly added teachers for the client to reach with their marketing.

***But it's not just new sales that Campus will help the client to make***

The real beauty of Campus, and what makes it such an incredible system for growing your business in the long-term, is that it gives you all the tools you need to keep paying customers coming back for more.

"Since we started using Campus in-house, we've seen our repeat purchaser spend increase by a mammoth 42%. This is because Campus allows us to see a complete 360 degree picture of how our clients are interacting with us; not just the web pages they're visiting, and the links they're clicking, but also every email and telephone correspondence they've had with any member of the Sprint team – all of which are automatically logged by Campus." (John – Sprint Education)

Using these incredible insights, our client will be able to ensure that every new sale is just the starting point on the way to nurturing that teacher into becoming a brand champion, and a loyal customer.

Any member of the client's sales team can instantly view a complete history of all interactions against a contact (via their live feed – see below), enabling them to go into every conversation with a detailed understanding of where that individual teacher's needs lie.
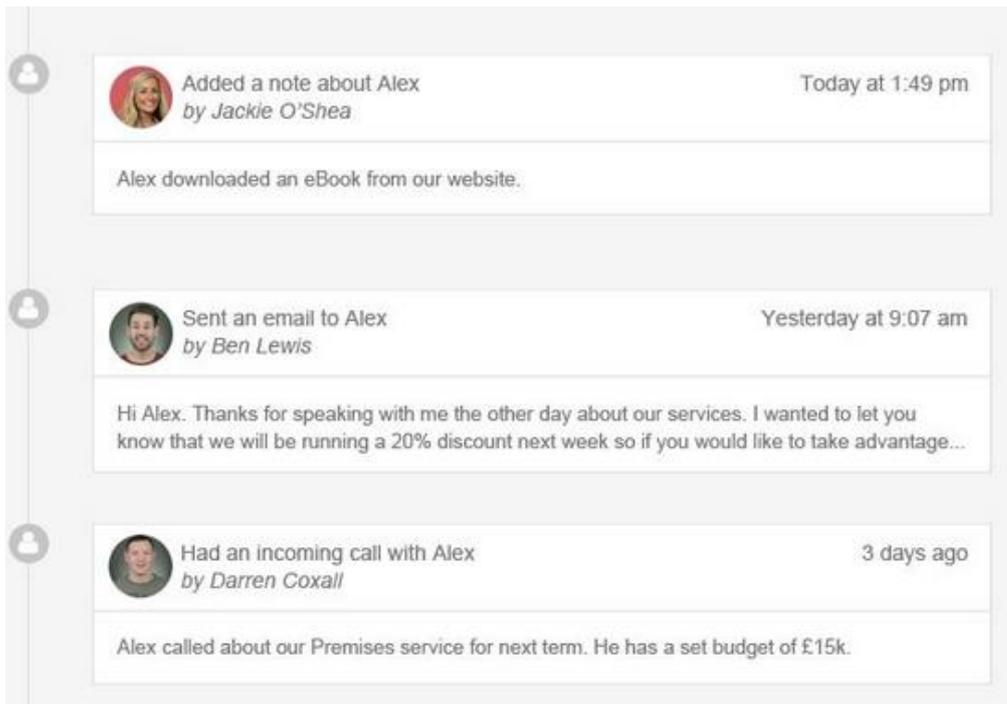
This not only enables the client to provide a supreme customer experience and ensure teachers become repeat purchasers, it also highlights opportunities for upselling and cross-selling by providing their sales team with a rich understanding of where each teacher's specific interests lie.

To give you an idea of the power of this aspect of Campus, here's an overview of how Campus transformed the value of our customer relationships at Sprint Education in the first 12 months of using Campus:


24% more sales   42% increased repeat   88% more referral leads
                        purchaser spend

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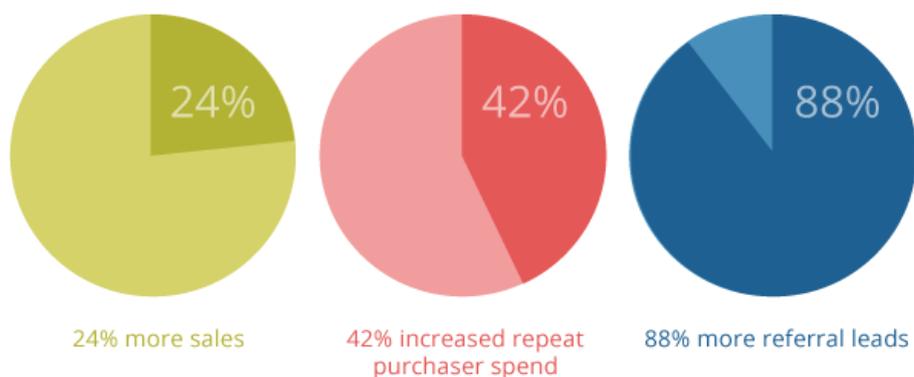
Thank you for reading this report...

Why don't you listen to what our current users think of Campus?

The great news is that Campus hasn't been developed with only the most cash-rich sellers to schools in mind. It's been designed for everybody; from the large corporations right down to the start-ups and sole traders who are just setting out on their journey. In fact, in the vast majority of cases, Campus will actually save your business money by making a whole host of other disparate IT systems obsolete.

You can listen to what some of our current users say about Campus by watching this short video:

Watch the video at:

https://sprint-education.wistia.com/medias/xiydjryx17

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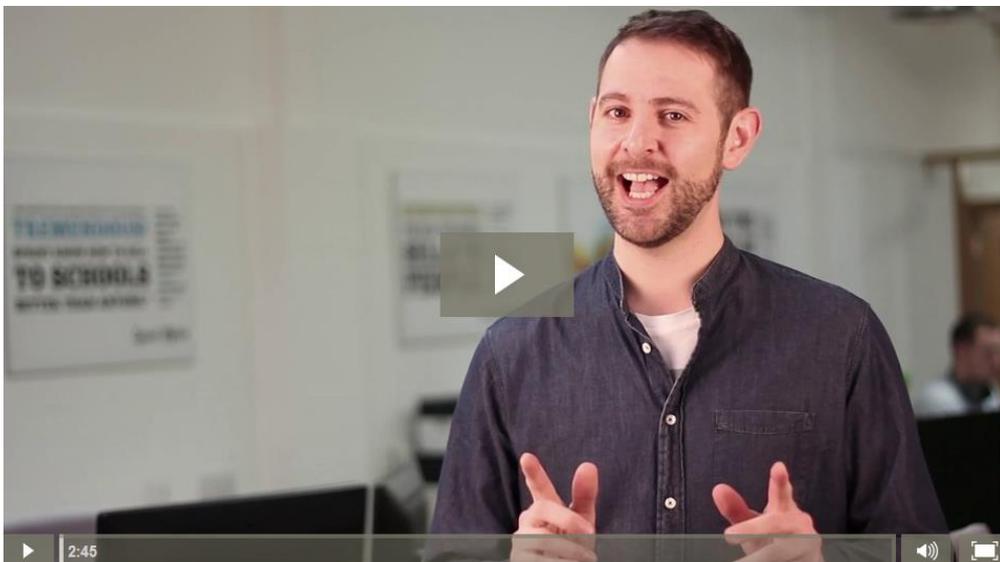
Do you want to take the most important step to growing your education business?

Visit our offices for a free guided walkthrough of Campus and bolt-on strategy fizz

Nothing compares to seeing Campus live so why don't you visit our offices for a free guided walkthrough of the software and a chat about how we can help you grow your business, not just this year but in the years to come.

You can book your Live User Experience by visiting https://www.sprint-campus.co.uk/user-experience. Alternatively, get in touch using the details below, and I'll be very happy to arrange it for you.

Thank you for reading this report, I really appreciate it.

Ben Lewis

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