



13x Edu-Marketing Blueprints for Success

The Ultimate How-To Guide for Education Businesses

Sprint Education...

is an award-winning digital agency that has pioneered digital 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 Ben.

"I'm Ben, Co-Founder of Sprint Education. Since 2007 I have managed over 4,000 digital strategies for Sprint Education's clients, and over this time my team and I have built the most advanced arsenal of edu-marketing services available to any education business. This now includes eduSEO – the world's first education focused SEO service."



Ben Lewis

Sprint Education

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Let's cut straight to the chase.

This guide details 13 marketing blueprints for education businesses to use for their next education marketing strategy. Whether you are looking to generate more face-to-face meeting requests or you want to encourage more teachers to sign up for a free trial of your education software, this guide will give you a take-away blueprint to make it happen.

The Ultimate How-To Guide for Education Businesses' has been created by Sprint Education, the world's leading experts on education marketing. If you would like help with your next education marketing please get in touch [here](#).



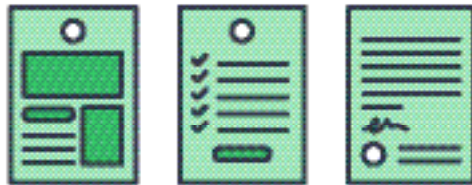
So, what is your edu-marketing goal?

- | | | |
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| 1. | I want teachers to sign up to my free trial. | Page 5 |
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1. I want teachers to sign up to my free trial.

Method

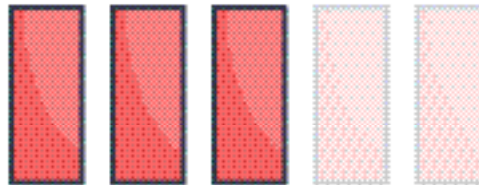
Landing Page Content, Form & Email



Content check/edits to landing page and multiple email strategy to teachers' inboxes.

Price

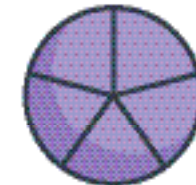
3/5



Landing page content editing is cheap and quick. costs mainly cover email promotions.

Timeframe

5/5



On-going stream of edu-marketing to keep trail requests flowing.

If you're not currently getting the volume of free trial sign-ups that you hoped for then there are probably 2 key reasons for this:

a) It sounds wishy-washy and teachers don't know what they're getting

b) It doesn't give teachers enough functionality to actually get any benefit

The trouble is that the words 'free trial' are now so ubiquitous that they've become almost meaningless. I can't tell you how many times I've seen clients emailing teachers proclaiming something along the lines of:

"Sign up for a 14 day free trial of our online PSHE study solution and see how it can help you meet all Ofsted requirements at your school".

How exactly is it going to do that? If you don't make that clear then it just won't feel tangible for teachers who hear this every single day of their lives. Instead of promoting it as just a free trial, the campaigns that achieve by far and away the most sign-ups are those that show teachers that what they're actually signing up for is a free 14 day solution to a very specific challenge they face in their classrooms. So, instead of the wishy-washy description above, try something like:

"By signing up for a free trial, your school will be able to implement a complete solution to educating pupils about the dangers of cyberbullying; including assessing their current knowledge, implementing tailored learning pathways based on each pupil's results, and culminating in a final assessment that enables you to demonstrate evidence of pupil progress to Ofsted."

Do you see how much more tangible your free trial just got?

There are two types of free trial; those that give teachers access to the full scope of content but only a portion of the functionality, and those that provide access to a small portion of the content but full functionality.

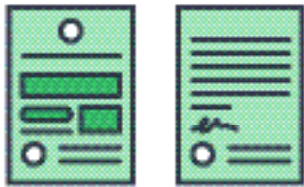
Without a doubt, my preference is for the latter. Sure it's tempting to show teachers the full range of content on your platform; however it's not worth diddly squat unless you also give them access to the functionality to get some tangible benefit from it during their free trial period.

Teachers haven't got time to have a casual look around at how your software could help them in the future; they want some pay-off right now! So, restrict their access to just a small portion of your content (pick a topic that really gets teachers' pulses racing) and then give them all the functionality they need to get tangible outcomes in their school by the end of their trial period.

Not only is this going to seem far more enticing to teachers and improve the number of sign-ups to your free trial, it's also going to mean that you get a much higher percentage of trial users converting into paid subscribers - because they've seen tangible evidence of the impact it can have in their school.

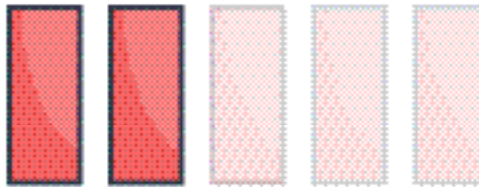
2. I want more teachers to view my brochure.

Method Design & Email



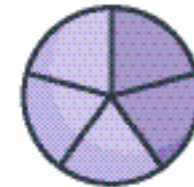
Digital brochure design and 2-3 phase email strategy to teachers' inboxes.

Price 2/5



Significantly cheaper than printing and posting a brochure, yet as effective.

Timeframe 2/5



Design 1 month, plus 1 month to promote it.

I'm going to be blunt. Unless you're a multi-million pound company that can spend thousands of pounds on postal campaigns, or has a huge product portfolio like Argos, then the age of the brochure is, frankly, dead. They're too generic, too dull, and much too focused on you!

Instead, create an eBook (or downloadable free report) that gives teachers some great advice about how to overcome common challenges in their school. You can still link these tips back to your key products or services (and even showcase a selection of them), but you'll also be enabling teachers to benefit from your expertise and take away some really useful advice that they can implement in their school straight away.

So, instead of a brochure about your library products, create a free eBook called '9 Ways to Inspire a Reading for Pleasure Culture at Your School'. Instead of a brochure about your canopies and outdoor classrooms, create an eBook called, '10 Inventive Ways to Maximise Space at Your School'. And instead of a brochure about your online study platform, create an eBook called, '11 Simple Ways to Transform Students' Revision Success'.

The beauty of this approach is that because your eBook will be much more focused on offering solutions (rather than your brochure which will be focused purely on products) you'll not only dramatically increase the number of downloads you generate, but you'll also be able to reinforce the reasons why they need your products and the positive impact they can have in their school.

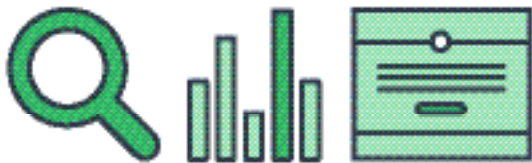
Finally, instead of spending thousands of pounds on a budget-sapping postal campaign, promote your free eBook direct to teachers' inboxes through a digital marketing strategy. Unlike a postal campaign, you'll even be able to generate sales leads by using a lead generation form on your website to capture the details of teachers that view your eBook.

If you've never created an eBook before then don't worry, it's really simple. Just take a look at an eBook we created called, '[How to Create a Fanbase of Teachers](#)' which will talk you through this process step-by-step. You'll find that the process of creating your eBook is also a great opportunity for you to remember exactly what problems your product is solving for teachers and refocus your mind on how you need to market it to them in the future.

3. I want more teachers to visit my website.

Method

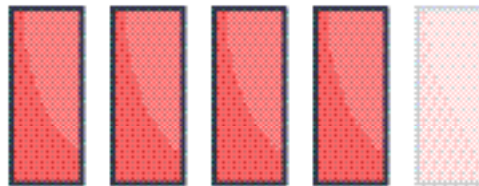
SEO, AdWords & Website Optimisation



Regular strategy implemented to focus on target keywords.

Price

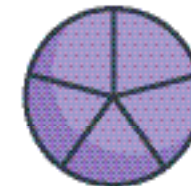
4/5



AdWords cost is flexible depending on how much you wish to invest in this option.

Timeframe

5/5



An on-going task that is never complete.

Search engine optimisation is the most important factor when it comes to increasing the number of teachers visiting your website. Search engine optimisation is the process of making your website more visible to teachers who are typing keywords associated with your products or services into their search boxes (basically that means ensuring it's returned in the first page of results when searching in Google).

The first thing you need to do is make a list of between 5-10 key topics based on your knowledge of what your business offers. So, in the example of Sprint Education, this might be: email marketing, marketing software, education data, postal marketing, and marketing strategies.

Then for each of these topics, you need to make a list of keyword phrases that you think are important to rank highly for in Google (because it's what teachers will be typing into their search boxes when they have a problem that you can help them solve). So, for the topic of education data, Sprint Education might choose to focus on: list of UK schools, education database, database of UK schools, schools database, list of UK primary schools, list of UK secondary schools, teacher email addresses.

Pro Tip #1

You need to make sure this list contains a mix of 'head terms' and 'long-tail keywords'. A head term is a keyword phrase that is short (one or two words long) and generic – such as schools database. A head term will be searched for more frequently (because it's more generic) but will typically yield less qualified leads. A long-tail keyword is longer (three words or more) and, although will be searched for less frequently, will usually generate the most qualified leads.

Pro Tip #2

Set up an AdWords account (there's no charge for just setting up an account) and use the Keyword Planner tool to search volume and traffic estimates for keywords you're considering focusing on.

When you've made a list of keywords for each of your 5-10 topics, the next step is to do some research to see where you rank in comparison to your competitors. So, search for each of these keywords in Google and make a note of where you rank in comparison to your competitors.

The final step is to implement a blogging strategy to ensure you rank higher for those keywords where you're currently not as visible as you'd like to be. Blogging is your most effective tool here because Google rates results based upon the relevancy of content and the frequency with which it's updated - your website is great for the former but not very good at all at the latter.

Write blogs that each focus on one of your keywords. Have a read of our blog, ['How to Write a Killer Blog Post'](#) to find out more about how to make sure your blog posts really hit the spot, both in terms of their ranking and their usefulness to potential clients.

4. I want teachers to visit my stand at an education trade show.

Method

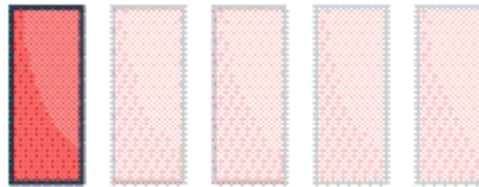
Email



1-2 emails advertising your attendance at a trade show.

Price

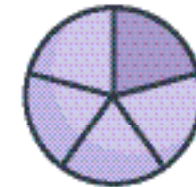
1/5



Excluding any trade show/stand costs.

Timeframe

1/5



A quick-fire launch in the run up to the trade show.

Lots of our clients use their email campaigns to promote their appearance at an education trade show, and I have to tell you that the vast majority of these campaigns are pretty dull and uninspiring. If you really want to hear the pitter-patter of footsteps in front of your stand then it's time to get a little bit more creative!

For example, what about creating a 'golden ticket' that teachers can download from your email campaign? The golden ticket will include all of the details of your stand and how to find you, and teachers just need to fill in their details and bring it to your stand in order to be entered into a prize draw to win a great prize for their school. (Rather than choosing an arbitrary prize, put together an exclusive bundle of your products and services that will inspire teachers to dig deeper into what you can offer.)

Not only will this create an air of excitement around your stand, it also ensures that teachers print off something tangible that reminds them to visit your stand (and importantly tells them how to find you!). It will also help you to build up a list of red hot leads that you can follow up after the show.

Pro Tip

In addition to simply asking teachers to fill out their contact details on the golden ticket, why not request a piece of buyer persona data that helps you to hone in on where their unique needs lie?

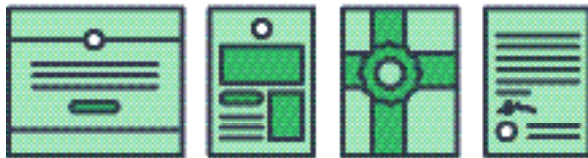
For example, if you're showcasing your online study platform, ask teachers to tell you what their biggest challenge is when preparing students for their exams. This will provide you with some invaluable information about what the most important aspect of your software is in the eyes of each specific teacher.

If you're offering a one-to-one demo of the software at your stand, you can then use this information to ensure that you focus most heavily on the areas of the software that will be most useful to them. Not only that, you'll also be able to ensure that any marketing you send to them post-event focuses on how you can help them overcome their main pain point.

5. I want teachers to answer a survey/questionnaire.

Method

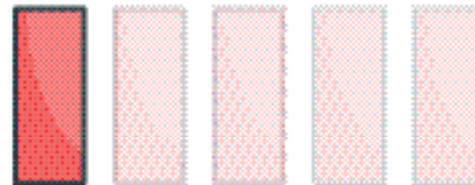
Web Form, Landing Page, Incentive & Email



Concise easy to complete survey, with strong incentive, promoted via emails to teachers.

Price

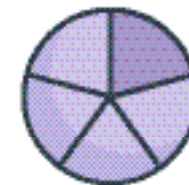
1/5



Will vary depending on what you choose as an incentive.

Timeframe

1/5



2 weeks.

The first thing to say is that teachers are naturally helpful people. If you have a good reason for wanting their assistance with a research project then their natural inclination is to dive in and help you out.

Is your survey about improving the quality of education?

Teachers are understandably eager to voice their opinion on the state of education in this country and how it can be improved. They want to be heard. So, if your survey is a platform for them to have their say, then make this clear; show them that this is a unique opportunity for them to impact the direction of teaching and learning in this country.

Is your survey about helping to refine your offer to schools?

If, on the other hand, your survey is more of a market research project then you'll need to take a slightly different tack. In this scenario you can't simply rely on teachers' willingness to help; you need to provide an incentive that will justify the time it's going to take to complete the survey.

a) A reward for the teacher: Our clients have got some incredible results when offering teachers a simple token of appreciation such as a £5 Amazon voucher. Okay, it's not subtle but it works brilliantly.

b) A reward for the school: We've also seen huge responses for clients that offer to enter the teacher's school into a prize draw to, for example, win a whole classroom's supply of laptop computers.

With the above options, there is no right or wrong answer as to which one you opt for. Choose the one that suits your brand best. But also remember these golden rules:

- **It shouldn't really take any longer than 5 minutes to complete**
- **Stick to multiple choice where possible rather than requesting detailed responses**
- **Ensure the time it takes to complete is proportionate to the size of the incentive**

Follow this advice and you'll be inundated with completed surveys. However, ignore it and don't be surprised if your campaign disappears without a trace.

6. I want to arrange more demonstrations of my product within schools.

Method

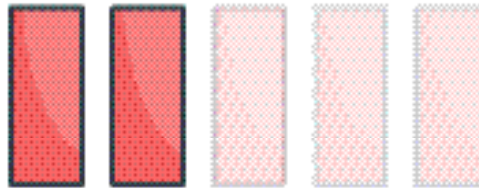
Email



3 phase email strategy.

Price

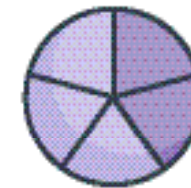
2/5



Affordable strategy to generate a flood of high-value meetings.

Timeframe

2/5



4-5 weeks.

Most software companies find that the best way to sell their product is to get it in front of the decision makers, and the best way to achieve this is through a series of three email campaigns sent over the course of a 4-5 week period. We call these campaigns: The Beacon, The Map, and The Guide.

Email 1: The Beacon

With email 1 your job is to sell the dream and to provide a beacon of hope. Create a free eBook that gives teachers 5-10 tips on how to overcome a particular challenge related to what you offer. Don't sell your software; just give them enough free advice that they can start implementing some of your advice into their classrooms straight away.

Email 2: The Map

Once you've set up your beacon, the next job is to help teachers get there and for that you need to send them a roadmap. This is where you'll detail step-by-step just how your software is going to help

them achieve the dream you sold to them in email 1. Think about utilising a short video that gets under the bonnet of your software or a detailed case study that showcases exactly how another school has used your software to overcome their challenges.

Email 3: The Guide

Now that you've sold the dream and provided the roadmap, all you need to do is offer teachers a chaperone or guide to take them on the journey. Don't send another image-led email; ditch the graphics and send a really personalised plain text email that feels like a one-to-one message from one of your team, offering to stop by their school to provide a short demo.

Don't be surprised if you don't get many responses from emails 1 and 2; their job is simply to encourage teachers to see you as the undisputed thought-leader in your sector and get them engaging with your marketing. If they achieve this then the third email will ensure that your sales team's diaries will be chock-a-block for weeks to come!

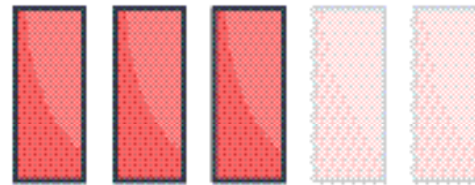
7. I want to sell more 'off-the-shelf' type products.

Method
Lesson Resource Design/Competition & Email



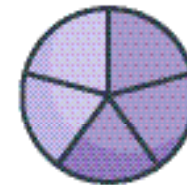
A 3-6 phase email strategy to promote this over a school term.

Price
3/5



Time/design costs involved with resource/competition.

Timeframe
3/5



A term long strategy as part of the wider on-going strategy.

As a consumer, the marketing emails that I generally prefer to receive are those that showcase a selection of products I'm interested in, and allow me to place an order quickly and easily via the website.

So, if your business sells off-the-shelf products, it's tempting to assume that teachers will want you to market these to them in a very similar way. However, you'd be making a fatal mistake. In fact, this scenario highlights what is perhaps the single biggest difference between marketing to consumers and marketing to teachers.

For a consumer, ordering a product and having it delivered to your door is likely to be the end of the journey. However, for a teacher this is only the beginning; they then have to be able to use that product to enrich teaching and learning in their school. And this is where they need you to turn your product into a solution.

Of course, this doesn't mean fundamentally changing your business model; it simply means thinking about how your product could potentially be used to overcome teachers' challenges, and then going the extra mile to help make that a reality.

So, if you promote off-the-shelf products to schools, remember that your product is a means to an end, not an end in itself. In order for your marketing to resonate with teachers you need to ensure that

it gives them a clear roadmap for how they can use your product to achieve a positive outcome in their school. So, how can you do this?

Free Lesson Resources

There are a variety of great ways that you can add value to your off-the-shelf products. One of the very best ways is to create a set of free lesson resources that give teachers inspiration as to how to get the very best from your products. So, if you sell something simple like vegetable seeds, create a free resource that teaches children about eating healthily or gives them ideas on how to establish a vegetable garden at their school.

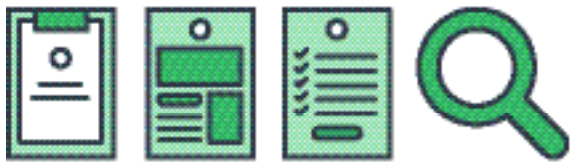
Inter-School Competition

Alternatively, why not create a fun, curriculum aligned competition that schools can get involved in? So, if you sell science laboratory consumables, set up a competition for students to design, execute, and film an experiment that proves a scientific theory. Cash-strapped teachers will jump at the chance to win a free supply of equipment for their school, plus you'll be helping them to inject a sense of real excitement into their lessons. You'll also ensure your business is at the front of teachers' minds when it comes to ordering their consumables.

8. I want to collect my own list of teacher email addresses.

Method

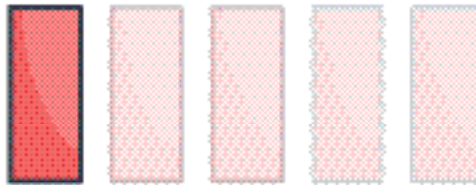
Resource, Landing Page, Web Form & SEO



An automated strategy generating a steady flow of teacher leads.

Price

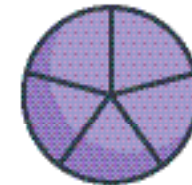
1/5



Cheap and highly impactful on future sales to teachers.

Timeframe

5/5



On-going. Set up and leave to run, with monthly checks/tweaks if required.

I'll let you into a little secret: there are 17,500 education business contacts in Sprint Education's CRM and all of them have opted into our marketing. Here's how you can do exactly the same to grow your own database of schools and teachers...

Step 1: Create a free resource that teachers will love

This should be either a set of free lesson plans or a free eBook that helps teachers overcome a particular challenge in their classrooms.

Here's a really helpful eBook we published a few months ago which walks you through the process of creating a free resource that's going to have teachers scrambling over each other to get their hands on it. Alternatively, if you haven't already, you can visit our website, download our free marketing to schools toolkit, and get inspired about how you can create something similar to help you grow your database of schools and teachers.

Step 2: Create a page on your website specifically for this resource

Once you've got your free resource nailed you need to set up a page on your website where teachers can complete a lead generation form (and give you their direct contact details) in return for downloading it. This page needs to be solely focused on the free resource so don't be tempted to crowbar it onto another page of your website. Take a look at the page we've got set up for our marketing toolkit; see how clear it is about what you're getting when you complete the form?

Step 3: Ensure that every web visitor sees your free resource

You need to make sure that pretty much the first thing teachers see when they land on your website – normally your Home Page – is a call to action to download their free resource. Make sure there is either a prominent button or a pop-up on your Home Page that immediately alerts teachers that they can access a fantastic freebie to take away and use in their classrooms.

Again, take a look at our Home Page for inspiration. You'll notice how your eye is instantly drawn to the free marketing to schools toolkit pop-up banner at the bottom of the page.

Step 4: Implement an SEO strategy to increase web traffic

Type in popular search terms teachers might use when they're googling for your services. Where do you rank in the results? If you're not top then you desperately need to start blogging more regularly.

Now, you might think that writing a regular blog sounds like an awful lot of hard work, but it's a lot easier than you probably think. Have a good read of this blog that John wrote last year which shows you exactly how to write a killer blog post in 9 steps. Not only how to ensure that the content is engaging for teachers, but also how to ensure that it sends your website shooting up Google's natural listings and starts generating more web traffic for you!

9. I want to confirm more face-to-face meetings with schools.

Method

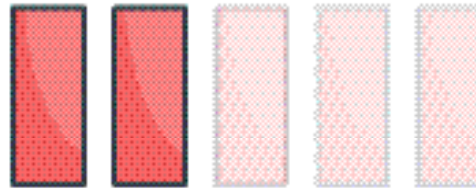
Email



Personal plan text styles work best.

Price

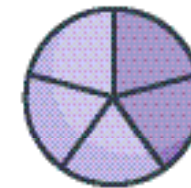
2/5



Excluding meeting/travel costs.

Timeframe

2/5



A half term period.

What's the best way for you to sell your product or service? Is it to sit down opposite the key decision maker at a school and establish a relationship with them? If so, then you're in luck; of all the campaigns we send out for our clients, the offer of a face-to-face meeting generates by far and away the best response!

The key to generating a flood of meeting requests is to focus your email almost entirely on the fact that you're looking to arrange a suitable time to stop by their school. That means no lengthy explanations as to why your product or service is better than your competitors' and no deep-diving into the nuts and bolts of your product. Just focus on making it as easy as possible for teachers to set up that initial face-to-face appointment. Sell the appointment, not the product, in your emails to teachers (and then sell the product during the appointment).

So, the next question is how do you sell a meeting to a teacher? Well, put simply, you take away all of the reasons why they might be reluctant to agree to such an appointment. I've listed these below:

1. They don't know who they are meeting

Make sure your emails feel like an introduction to you (the person who will be visiting them). If your email takes the first step in establishing the relationship between you and the teacher, then you'll take away one reason for your offer of a meeting to be refused.

2. It feels like too much of a commitment

This is really important. You don't want teachers to think that by agreeing to a meeting they are in any way committing their school to something. Avoid using words like appointment or consultation which make it sound like there is a level of commitment involved.

3. It feels like it might take up too much time

Instead of calling it a meeting or a site survey, perhaps just offer to pop in for 'a quick chat' about their school's potential requirements. This way you're not going to scare away time-starved teachers who are worried about giving up too much of their precious time.

4. It's easier to refuse than to accept

Try to make it almost easier for teachers to accept your offer of a meeting than to refuse it. If you say that you're visiting local schools over the next couple of weeks and you'd be happy to stop by while you're in the area then it almost feels easier to say yes than to say no!

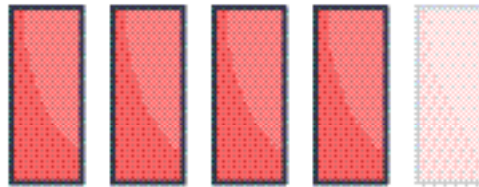
10. I want to sell tickets for my course/event.

Method eBook/Video & Email



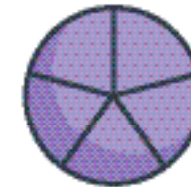
Promote event with a free ebook/video, promoted via email.

Price 4/5



Video time/costs can be expensive but manageable in-house.

Timeframe 5/5



Minimum 6 months in advance of event.

Here's the thing; there are hundreds of education specialists, consultants, and thought-leaders setting up conferences, courses, and events these days. With such a crowded space, and tickets usually ranging from £250 - £350, only the very best are going to get bums on seats. Therefore, success in this space is almost completely dependent on your ability to convince teachers that you really are the undisputed experts who can help improve teaching and learning at their school.

The best way to overcome this challenge is to put together a free eBook (or even better, a video tutorial series) aligned with your event. So, if you've got 5 expert speakers at your event, get each of them to share one nugget of solid gold advice that teachers can take away and implement in their school, regardless of whether they sign up to your event or not.

Include a limited time early bird discount code for people that download the report or sign up for the video series. If you can get enough teachers accessing this freebie, and if it succeeds in giving them some superb free value, then the chances are high that

they'll want to hear more. And the only way to do that is to sign up to your event.

If you haven't got a long line of guest speakers at your event and it's based around one or two individuals, then why not set up a free webinar. Perhaps schedule it for near the end of the school day when teachers are more likely to be able to attend and use the webinar to give teachers practical advice on how to overcome a very specific challenge, while also promoting exclusive discounted tickets to your upcoming event.

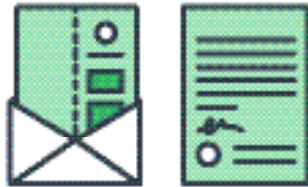
NB: Always offer to send teachers a recorded version of the webinar if for any reason they cannot attend at the time you've scheduled.

Achieving this edu-marketing goal is going to come down to your ability to demonstrate to teachers that you really do have something invaluable to share with them. And the only way to do this is to give them a free glimpse at what your event offers so that you can really whet their appetite!

11. I want schools to visit my attraction/venue.

Method

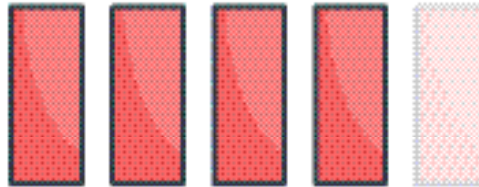
Post & Email



Attractive brochure/leaflet posted to schools, plus email follow-up.

Price

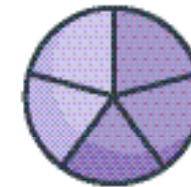
4/5



Printing and postage costs can be high.

Timeframe

3/5



Termly.

Here's the good news; you're one of the few education businesses that are offering something fun! And, after all, there seems to be a distinct shortage of fun in education these days.

However, in this day and age teachers find it hard to justify anything that might seem remotely frivolous, so your job is to prove that any visit will not only be great fun but will also be an educational experience that brings the curriculum to life.

Focus your marketing on the fact that your attraction or venue gives you a unique opportunity to bring learning to life and engage students in powerful ways. Create a set of free curriculum-aligned lesson plans that tie in neatly with the experiences that your venue

offers and promote these with your marketing. Time-starved teachers love free pre-prepared lesson plans so offering them as part of your marketing is going to send engagement rates soaring!

NB: Make sure that these lesson plans are useful to teachers even if they aren't going to bring students to your venue (no teacher likes finding out that the free lesson plans you're giving away aren't really free).

And, most important of all, make them exciting and imaginative! They need to hit all the educational high notes for sure, but they also need to whet teachers' (and students') appetites about the experiences on offer at your venue.

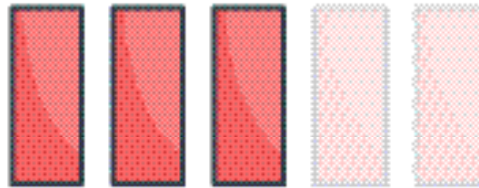
12. I want to sell more to schools consistently over the next year.

Method Marketing & Sales Software



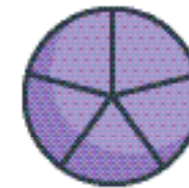
We'd recommend Campus - the world's only dedicated edu-data/marketing/sales software.

Price 3/5



All marketing software offers varying plans and price points to fit your business size.

Timeframe 5/5



On-going.

Do you want a steady but manageable stream of sales enquiries all year round? If so, what you need is a sales funnel that's constantly getting new leads flowing into it at one end and steadily spitting out sales opportunities at the other. Let's take a look at the below example of how to achieve this by sending out three types of marketing and utilising the [sales funnel in our Campus software](#):

#1: Get new teachers opting into your marketing by promoting great free resources through outreach marketing campaigns to teachers that you currently have no relationship with.



#2: Then encourage your new followers to earn more funnel points (Campus awards these for you) by reading your weekly blogs, interacting with your email newsletters, and browsing your website.



#3: Use your knowledge of which web pages your leads have visited (Campus tells you this) to promote relevant products and special offers. This will result in a steady stream of new enquiries.

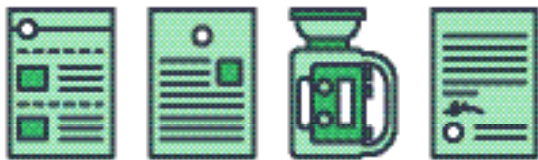


Ensure you're constantly sending out all 3 types of marketing (to teachers in the relevant funnel stage) so that you're keeping all stages of your funnel topped up!

13. I want to launch a new education product/service.

Method

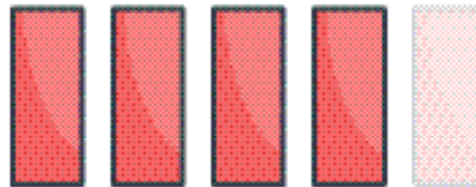
Blogs, Whitepapers, Videos, Emails



A multiple channel approach to building awareness and excitement surrounding your launch.

Price

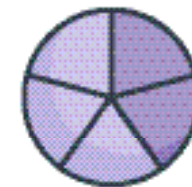
4/5



Cost is mainly down to time required to write blogs/whitepapers and create the videos.

Timeframe

2/5



Half-term.

Why did you decide to create this new product or service?
Presumably it was because, through your ongoing work with schools, you noticed that there was a real need for it. If this is the case then your first step is to educate teachers about just why they have a need for this product and service (because it may not be as obvious to them as it is to you).

The best way to educate and excite teachers about why they need your product is to publish whitepapers, blogs, and videos that expose the common problems that it helps to resolve.

We did this when we launched our education data, marketing, and sales software, Campus. We'd invested £165k into developing the software because we knew (from 7 years of helping clients sell to schools) that what they needed more than anything was an integrated piece of software that provided them with the data and the tools to manage all of their marketing and sales processes.

However, although we knew that our clients desperately needed Campus, we knew that many of our clients didn't yet understand why. So, we got to work creating whitepapers, blog posts and videos that exposed some of the most common obstacles faced by education businesses and how Campus would help them overcome these.

So, before officially launching Campus to the education sector (we tested it in-house for 6 months first) we created an air of

excitement and bubbling anticipation by publishing a series of free resources such as; 'How to Zero in on Your Hottest Leads', 'The 8 Sales Leads Campus Helps You Close', 'Using MailChimp for Your Marketing? You Need Campus!', 'Is Your CRM an Excel Spreadsheet?', and 'How to Replace 10 IT Systems With One Piece of Software'.

All the time these resources were being published, we had a countdown in the background to let businesses know when they'd be able to get their hands on Campus, giving them the opportunity to register their interest in being one of the early adopters. By the time we were finally ready to release Campus we had around 100 education businesses that literally couldn't wait to come to our offices for a live walkthrough of the software.

The last step then was to qualify these leads and initially invite only those businesses we thought were a perfect fit for the software (in a way this is just as important as creating the initial interest as expending your energy on trying to sell your new product to schools/teachers that are not a good fit can sink your launch before it's even had chance to get off the ground).

In our first 2 weeks of carrying out live walkthroughs of Campus we'd seen six businesses and converted all six into new users. That was it, Campus was off and running and we never looked back.

So, what next?

These 13 blueprints are tried-and-tested strategies for achieving your education marketing goals and we hope they'll give you the inspiration you need to dramatically improve your in-house marketing to schools. However, to try and keep the report snackable, we've found it necessary to leave out some of the finer points.

So, if you'd like to really carve out a bespoke strategy for achieving your edu-marketing goals, get in touch with one of our experts and arrange a free strategy meeting at our offices. Call us on 01684 297374 or email us at info@sprint-education.co.uk and let's get the ball rolling for you!



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