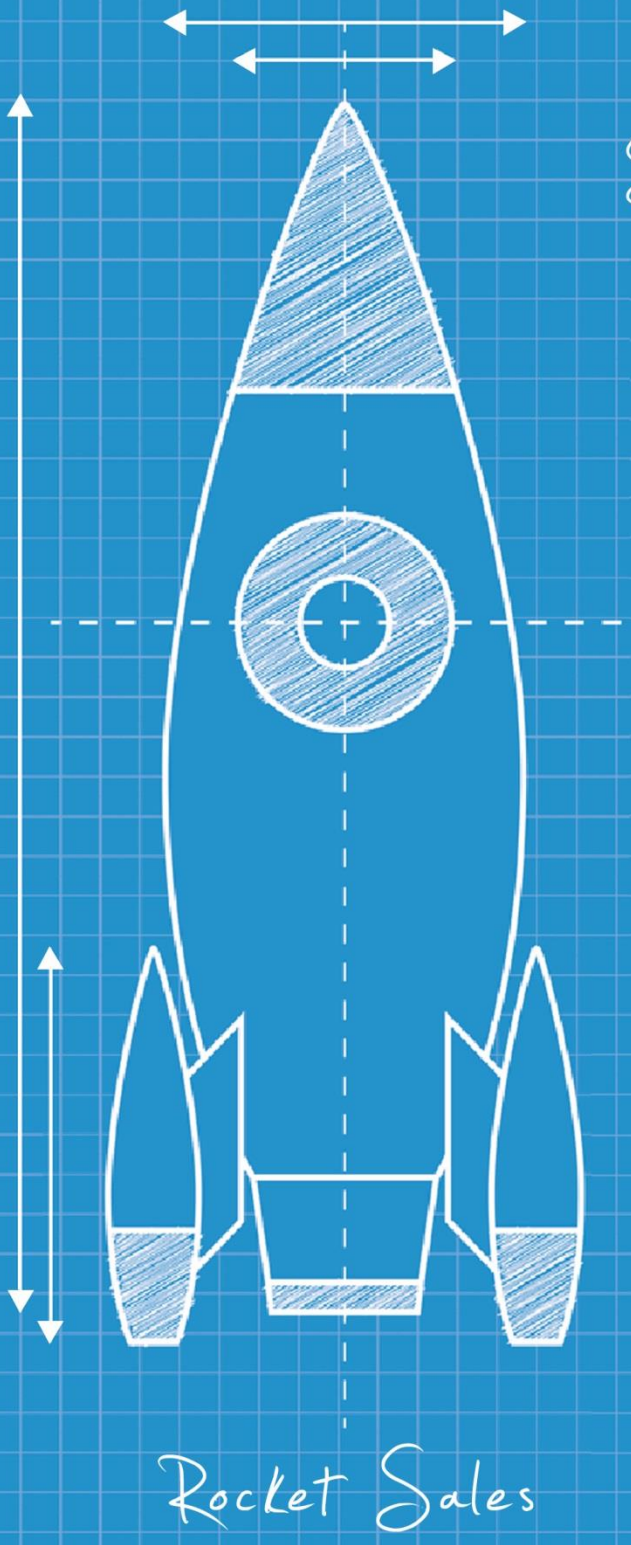


A Blueprint for Success 2014/15

How our clients are building a loyal fan base of teachers through Inbound marketing.

Sprint Education

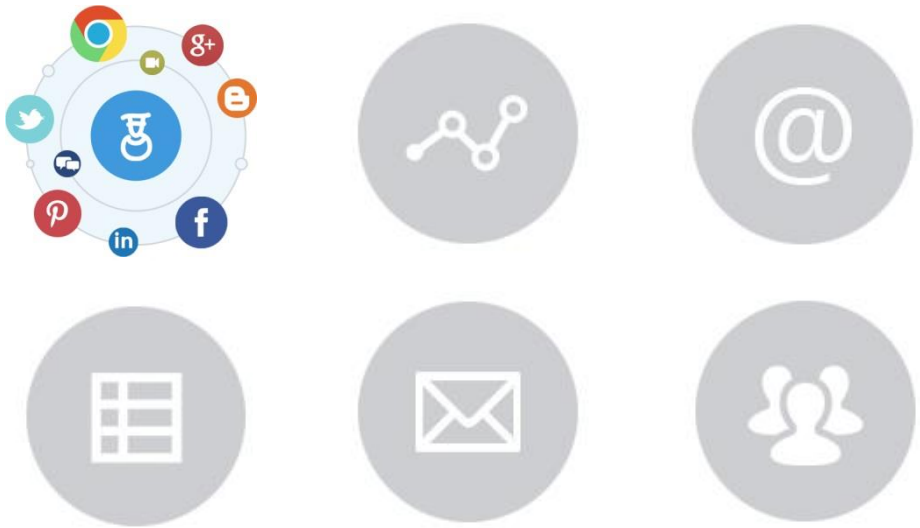
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REMARKABLE MARKETING TO SCHOOLS & TEACHERS

Transform your whole **education marketing** strategy into one powerful selling machine.



✓ **Direct** contact with teachers

✓ **Foster** inbound leads and drive conversions

✓ **Analyse,** measure, and improve

A Blueprint... for success 2014/15...

By Ben Lewis



He's managed over 6,000 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**

The original blueprint for success

It's been 12 months since…

Sprint published the original 'Blueprint for Success'. In that time it has become the most talked about whitepaper in schools' marketing history and radically transformed the way our clients approach their email marketing.

That blueprint encouraged companies to take a more strategic approach to their marketing by highlighting an example of how a series of 3 outbound email campaigns can complement each other to trigger a flood of instant sales enquiries.

With so many of our clients having now achieved unprecedented success by executing their own blueprint, we're increasingly being asked the question, *"so what's next?"*

The evolution of the blueprint

The original Blueprint for Success remains the definitive document for showcasing how to generate instant sales enquiries through a

short series of outbound emails. However, by adopting a solely outbound marketing strategy you will fail to convert these one-off sales into regular, loyal customers that follow, trust, appreciate and love you.

What follows is an account of how Sprint helped one client take their schools' marketing to the next level.

The background

Having used the original Blueprint for Success to record their most profitable autumn ever, this client wanted a strategy that would enable them to build upon that success during the spring term which was typically the quietest part of their year.

In summary, the client wanted a strategy that would:

1. Grow a stronger, happier, more loyal client base
2. Lay the foundations for even greater sales later in the year
3. Generate a steady, sustainable flow of sales enquiries

So we got to work…

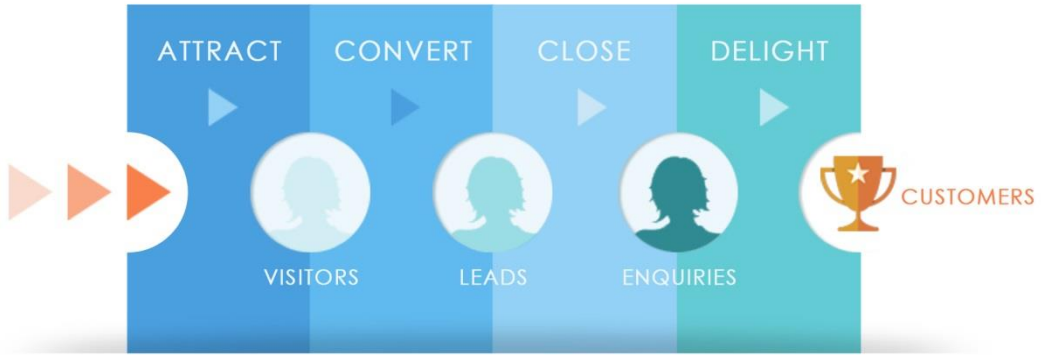
The Inbound Blueprint for Sustainable Success

To deliver these requirements, Sprint devised an inbound strategy designed to attract and delight teachers by providing them with a free resource that helped them to solve a significant classroom problem aligned with the client's services.

A series of 3 outbound emails would be used to attract teachers to a specific landing page where they could complete a short form in order to download this resource.

The data captured would include valuable buyer persona data which could be fed into the client's in-house CRM and used to drive future campaigns' personalisation and segmentation. This would enable the client to create increasingly targeted content that would nurture each teacher through the sales funnel.

The Sales Funnel:



3 Campaign ground-rules

The strategy was built around 3 core campaign rules:

1. Knowledge, not self-promotion

   To only provide free knowledge that helped teachers overcome classroom problems so that the client's marketing remained a delightful addition to the recipient's inbox.

2. Individual personalities before corporate image

   In order to nurture followers into becoming brand advocates, team individuals would be promoted as 'guardian angels' that were passionate about looking after the teachers' best interests.

3. Allow teachers to go at their own pace

   To successfully nurture teachers through the client's sales funnel, it would be crucial that every teacher was provided with content aligned with their needs as determined by their position in the sales funnel.

Outbound email 1: Free ebook

Key Campaign Aims:

1. Excite teachers and attract visits to the landing page
2. Convert visitors into leads by capturing buyer persona data
3. Delight teachers and position the client as a thought-leader

Campaign Overview:

Email 1 was designed to highlight a serious challenge that teachers face in their daily teaching lives. It invited them to click-through to the client's landing page and download a free ebook that would give them 10 practical tips for overcoming this issue in their classroom.

Key Campaign Stats:

- Total teacher visitors attracted: 412
- Free ebook downloads: 372
- Visits to other web & social media pages: 40
- Total enquiries: 0



John's Campaign Analysis:



"Campaign 1 certainly generated a buzz, attracting 412 teachers to the client's landing page, 372 of whom went on to fill out the form and download the free ebook. That's a cracking conversion rate!

Upon downloading the form each teacher provided 2 pieces of information about their buyer persona. This gave the client a valuable insight into his target market's purchasing criteria which could be used to optimise future campaigns.

The campaign was heavily focused on the needs of the teacher, and as such it was not surprising that there were relatively few visits to other pages of the client's website. We were not yet asking the teacher to make the connection between their challenges and our client's services – that would come later.

Although, as expected, no sales enquiries were generated at this stage, the client did receive several emails from delighted teachers thanking him for the free ebook – we know this because the client actually got in touch to ask us what he should do with these responses as he had never had anyone thank him for sending them marketing before! Mission accomplished."

Outbound email 2: Free lesson plan

Key Campaign Aims:

1. Generate more leads through downloading the ebook
2. Nurture existing leads further through the sales funnel
3. Delight teachers and continue building trust with a lesson plan

Campaign Overview:

Email 2 highlighted a particularly challenging lesson that teachers would be familiar with having to deliver in their classroom and provided them with a free lesson plan showing how our client used their expertise to deliver this lesson in a fun and engaging manner. It also gave teachers another opportunity to download the free ebook if they hadn't already done so.

Key Campaign Stats:

- Total teacher visitors attracted: 498
- New ebook (189) and lesson plan downloads (204): 393
- Visits to other web & social media pages: 105
- Email Enquiries: 5



Kelly's Campaign Analysis:



"Campaign 2 captured a further 393 leads, with 204 of those teachers viewing the client's exemplar lesson plan and inching further through the sales funnel.

The free lesson resource was ideal for this campaign as it started pushing the client further into the foreground and helped teachers

make the connection between their challenges and our client's services. This worked a treat – take a look at the big increase in activity across the client's website and social media accounts. Clearly more teachers were starting to visualise involving the client in their daily lives.

Although not a primary aim of this email, the client received 5 emails looking to find out more about their services available to schools; these were hot leads that the client could follow-up."

Outbound email 3: Call to action

Key Campaign Aims:

1. Nurture existing leads further through the sales funnel
2. Generate sales enquiries and other contact requests

Campaign Overview:

Email 3 needed to satisfy teachers at every stage of the sales funnel; therefore it took the form of a simple plain text follow-up, giving teachers a final opportunity to download the ebook, view the lesson plan, or (for those teachers further through the sales funnel) book a meeting with the client to discuss their requirements in more detail.

Key Campaign Stats:

- Total teacher visitors attracted: 475
- New ebook (145) and lesson plan downloads (118): 263
- Visits to other web & social media pages: 170
- Email Enquiries: 42
- New customers: 20



Jen's Campaign Analysis:



"Campaign 3 saw the number of teachers downloading the client's free ebook and providing their valuable buyer persona data to reach a grand total of 1,028. This was a huge number of new followers that were happy to receive further information from our client, and whom our client could now tempt through the sales funnel with increasingly targeted value adding content – the key to sustainable success.

The free lesson plan had also started to nurture a large number of these leads towards becoming paying customers. The evidence for this is the huge spike in the number of teachers emailing the client to request a meeting at their school, and also the 20 new customers the campaign generated for the client. Happy days!"

Post-campaign meeting results

Crucially, our client was able to use the buyer persona data that they had captured earlier in the campaign to prepare for each meeting.

By already knowing what each teacher's pain points and purchasing criteria were, our client was able to prepare bespoke solutions that would satisfy each teacher's specific requirements.

Those teachers for whom nurturing their gifted and talented pupils was their biggest challenge could receive a solution tailored to this end. Those teachers for whom price was their number 1 pain point could have a solution achievable with their limited budget.

Post Meeting Blueprint Results:

- Total number of visitors generated: 1,385
- Total number of new leads generated: 1,028
- Total teacher contact and buyer persona profiles added to client's CRM for future marketing: 1,028
- Total number of meetings with teachers: 42
- Teachers converted into customers: 20
- Teachers who would soon be converted into customers: 11

My Post-Campaign Analysis:



"I spoke to the client a month later and asked him how these meetings had gone. He told me that while the number of meeting requests from the campaign was smaller than the number he had generated in the autumn term, the conversion rate was actually far higher.

This he attributed not only to being able to prepare better for each meeting (by referring to the buyer persona data), but also to the fact that these teachers seemed to be far more ready to buy from him. This was surely down to the trust that was built during campaigns 1 and 2."

The final strategy analysis

It's useful to go back to the client's original requirements in order to judge just how successful this strategy was. These 3 main aims are, I suspect, what every seller to schools is looking to achieve with their marketing:

1. Grow a stronger, happier, more loyal client base

   Teachers increasingly prefer to interact with those suppliers that communicate with them on their own terms. This is precisely what the strategy facilitated by encouraging 1,028 teachers to provide the client with, not only permission to market to them, but also the data to help make this a more enjoyable and mutually rewarding experience.

2. Lay the foundations for even greater sales later in the year

   The buyer-persona data provided by these 1,028 teachers gave the client a greater understanding of the needs of his target market so that he could continue to drip-feed increasingly relevant content to them. This meant that when the autumn term rolled around, these teachers would be eager to get in touch!

3. Generate a steady, sustainable flow of sales enquiries

   Not only did the client receive high quality leads and new customers in the short term, but they also gained both a large number of mid-funnel leads to work on closing, and the means of attracting more leads via their free resource. The 20 new customers were also far more likely to become repeat customers. Their marketing had moved from a series of stand-alone campaigns to one cyclical, self-replenishing process.

Sophie's Strategy Analysis:



"The whole ethos of inbound marketing is to go on providing remarkable experiences so that customers grow to love you. Success becomes self-sustaining as you continue to engage with your customers, gradually nurturing them into champions of your brand using increasingly personalised content and on-going killer customer service."

The recipe for sustainable success

Every marketing strategy is different. However, this case study and many others just like it are showing the way forward for companies looking to transform one-off sales into a sustainable, profitable future.

It is still possible to achieve success through a purely outbound approach to your marketing; however it can be a short term boost, not long term security.

By launching an inbound strategy to support your outbound marketing you will begin the journey towards a future where leads are generated organically and nurtured smoothly and effortlessly towards becoming paying customers.

Not only is it a happier experience for teachers, but it's also a less exhausting and stressful life for you as you're not constantly having to ask yourself the question, *'where is my next sale coming from?'*

What next?

I'd love to invite you down to our offices here in sunny Tewkesbury to discuss your inbound marketing requirements, or I can give you a call for a chat – whatever suits you! If you have any questions about inbound marketing to the education sector call me on 01684 297374 or email me at ben@sprint-education.co.uk.

Wishing you sustainable success and happy, stress-free marketing,

Ben Lewis



Sprint Education



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