





Marketing to Education Checklist



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Our handy 6-step checklist includes everything you need to think about to plan your marketing to education.

From setting your campaign objectives and deciding your target education contacts, to planning your follow up strategy, we cover it all.

STEP 1



It's important to know exactly what the purpose of your marketing campaign is.

For example, do you want to promote an educational event, share a new teaching resource or boost school group bookings?

Once you've decided on the main purpose of your campaign, create some specific, targeted, and measurable goals.

"Boost school group bookings by 10% in the summer term." "Generate 5 warm leads for a new technology solution." "Achieve 1,000 downloads of a free learning resource."

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STEP 2

) Identify your target audience

Next, you should think about who your campaign is relevant to and choose a suitable target audience. Reaching the right decision makers is key to boosting engagement and generating leads. **You can segment your mailing list by:**

Phase of Education

Nurseries

Primary Schools

Secondary Schools

Sixth Forms / Colleges

Universities

Type of Education Establishment

Academy Schools

Multi-Academy Trusts

Independent / Private Schools

Special Schools

State / Local Authority Maintained Schools

(i) Need help choosing? Check out our <u>UK Education Guide</u>.

Teachers and Decision Makers

Senior Leadership Team

Heads of Year

Heads of Department

Subject Teachers

Support Staff

(i) Explore all the <u>available job roles</u>.

STEP 3

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Plan your marketing schedule

A well-timed campaign can help to boost your engagement rates.

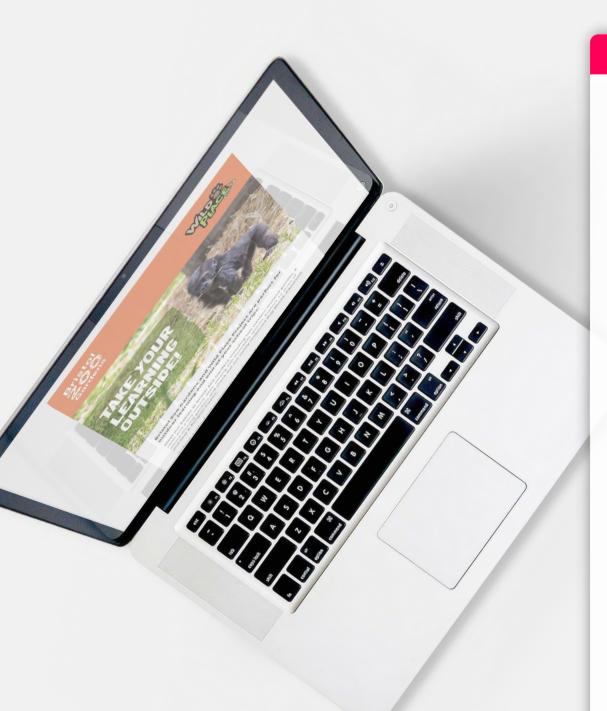
Here are our top tips:

 Plan your marketing around key events in the school calendar to showcase your knowledge and relevance to education.

> For example, at the start of the new academic year or the new financial year. Or focus on events such as World Book Day or Children's Mental Health Week.

 Plan your marketing around your own business requirements such as event dates, awareness weeks, and course dates. The UK Term Dates Guide 2024-25

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STEP 4

Create your campaign content

First impressions count! Plan and create your campaign content in a way that will catch teachers' attention, engage decision makers and prompt them to take action.

Look back at your objectives to decide what information to include and what you want teachers to do.

You can look at our <u>insights</u> and <u>blog</u> for lots of useful advice about how to write engaging content, develop your CTAs and write a subject line that works.

Need any help?

Our experienced creative team can develop your marketing content for you. They'll use their marketing knowledge and education insights to develop campaigns that stand out in teachers' inboxes.

Take a look at our portfolio

STEP 5

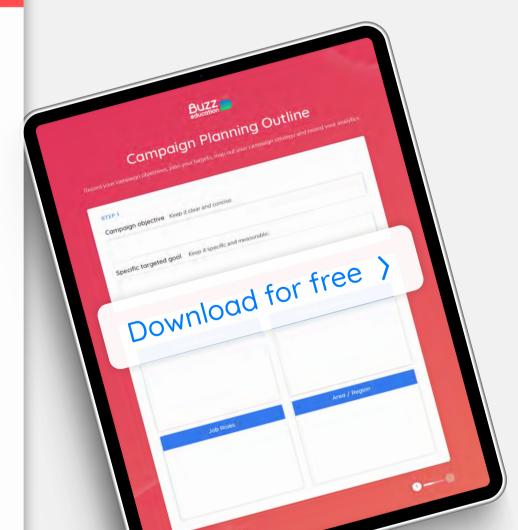
Plan your follow-up strategy

Get the most out of your marketing by sending follow-up campaigns to the teachers and education staff who engaged with your campaign.

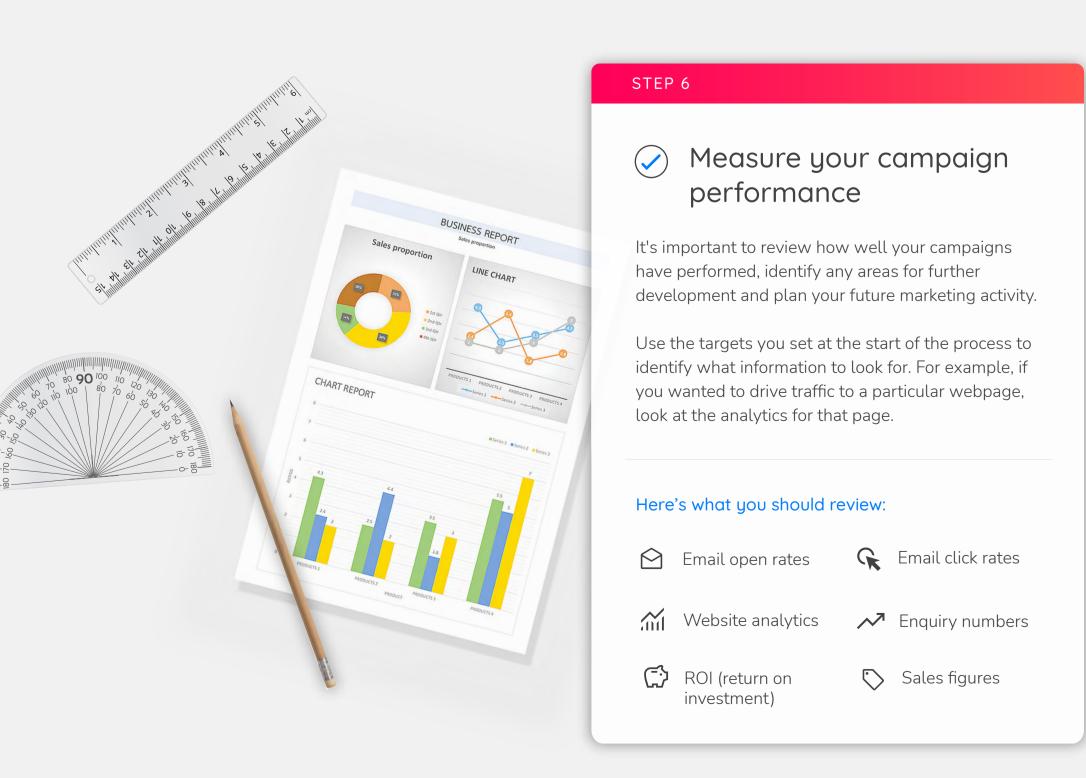
Remember that not all sales and bookings are made immediately, especially if your product requires a high investment or a longer decision-making process.

That's why it's important to keep your brand visible, nurture your warm leads and inspire them to take action.

You should also have a clear plan for how you will manage any enquiries and bookings that your campaigns generate.



Download your Campaign Planning Outline





Get in touch now to book your next marketing to education campaign.

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