

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

Set a clear objective

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."

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

Teachers and Decision Makers

Senior Leadership Team
Heads of Year
Heads of Department
Subject Teachers
Support Staff

Need help choosing? Check out our [UK Education Guide](#).

Explore all the [available job roles](#).

STEP 3

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

Buzz education

[buzz-education.com](#)

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 [insights](#) and [blog](#) 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.

Start planning your campaign today:

Download your Campaign Planning Outline

STEP 6

Measure your campaign performance

It's important to review how well your campaigns have performed, identify any areas for further development and plan your future marketing activity.

Use the targets you set at the start of the process to identify what information to look for. For example, if you wanted to drive traffic to a particular webpage, look at the analytics for that page.

Here's what you should review:

- Email open rates
- Email click rates
- Website analytics
- Enquiry numbers
- ROI (return on investment)
- Sales figures

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

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