

TOP TRENDS

Refresh

your marketing
to education
strategy with this
season's email
marketing trends

*The best time to
send your email*
exposed

We reveal all the
tricks of the trade to help
you enhance your marketing
campaigns, increase your
brand awareness and
grow your education
connections.



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Plan Your Marketing Calendar *Day*

Be clear on your marketing objectives before choosing your send day. Then pick the day that best supports your goals.

MONDAY

Great open rates

TUESDAY

Highest click through rate

WEDNESDAY

Highest open rate

THURSDAY

Best overall engagement rates

FRIDAY

Good open rates

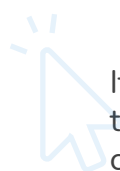
Can't decide what day to go for? *Take our expert advice...*



If you're looking to raise your brand awareness and familiarise teachers with your products and services, **Wednesday's a fantastic option.**



Fancy something in the middle? **Go with Thursday.** It's the best for overall engagement. You'll get brilliant open and click through rates.



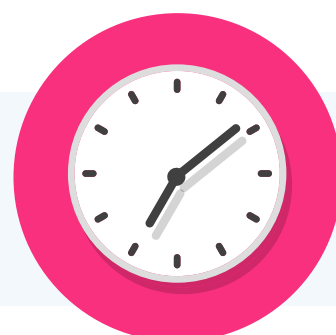
If you've already reached out to teachers with an email marketing campaign and you're keen to increase clicks and conversions, **choose Tuesday.**



Mondays and Fridays are generally quieter days, so they're a great day to help you stand out from the crowd.

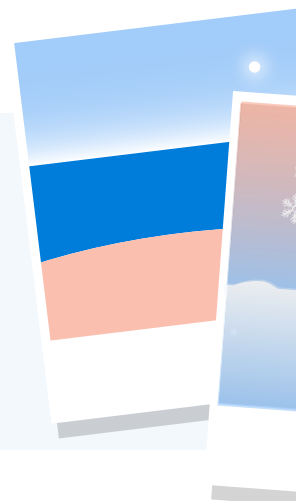
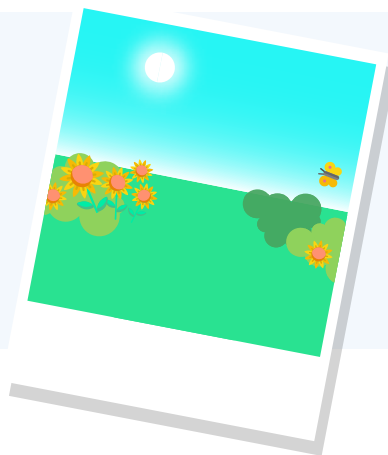
Pssst ...

Remember to book in advance to get your preferred send slot.



Month

'Tis the season!



Each month has its own unique opportunities for education suppliers and **the stats show that you can successfully market to schools all year round**. Take a look at the timeline below to find out what's happening in schools during the different months and how this impacts email engagement rates.

January, February, March

These months get *amazing* overall engagement rates.

April, May, June

Brilliant open rates and click through rates.

JAN

FEB

MAR

APR

MAY

JUN

Schools are developing their spending plans.

80% of schools start budget planning at least 3 months before the start of the new financial year.

6th April

Start of the new financial year.



Schools are starting to put their spending plans into action.



July, August

Consistently good

click through rates.

September, October

Best

engagement rates.

November, December

High

open rates.

JUL

AUG

SEP

OCT

NOV

DEC

School staff are starting to plan for the next academic year.

88% of teachers check their emails during the school holidays.

1st September

Start of the financial year for academy schools.

Schools reopen for the new academic year. Teachers are looking for new ideas to enhance their pupils' learning.



70% of schools do most of their spending between August and December.

School spending plans are in full flow and schools are preparing for the spring term.

Marketing O'Clock *Time*



What time's best? We analysed the best times to send email marketing campaigns to teachers.

Here's what we found:

Morning 8am - 9am

Great overall engagement rates. 92% of teachers check their emails before school starts.



Mid-morning 10am - 12pm

Sky-high open rates.

Lunch 12pm - 1pm

Brilliant click through rates. 77% of teachers check their emails at lunchtime.

Mid-afternoon 2pm - 4pm

Fab overall engagement rates. 82% of teachers check their emails after school and 68% check their emails in the evening.



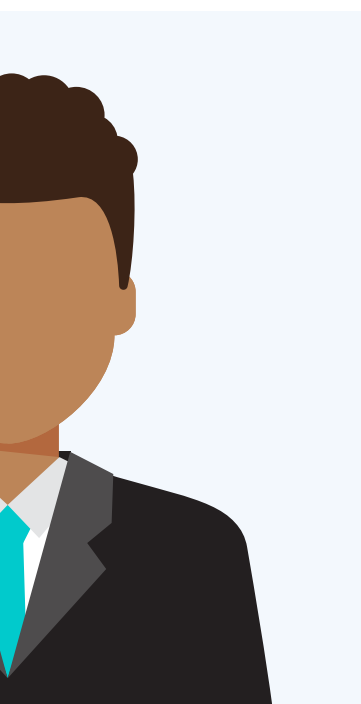
“We find that email campaigns sent earlier in the day perform best, specifically when teachers are catching up on work. With this in mind, aim for your email to land in their inbox either before school, during their mid-morning break or at lunchtime.

Charlotte Calvert

Customer Campaign Strategist

Choose Your Targets

Who?



Senior Leadership Team (SLT)

When it comes to school spending, the senior leadership team are the main decision makers. Our stats show that marketing campaigns sent to them get the best overall engagement rates.

The SLT includes:

Head Teachers

84% have the final say in large purchasing decisions, which would usually be anything over £5,000.

They're involved in decisions about specific products or services that affect the whole school.

Deputy Heads

They're the most engaged senior leader so email campaigns sent to this target group achieve great opens and clicks.

Assistant Heads

Governors

Business Managers

63% are required to approve all school spending.

They have a big influence in advising what budget allowances certain developments receive.



Heads of Departments and Teachers

Other school staff influence school spending too. In fact, our data reveals that clients who email a range of contacts within one school achieve the highest engagement rates.

So be sure to reach out to:

Primary School Teachers

Secondary School Teachers

80% of teachers have a budget of up to £5,000 to manage.

Subject Teachers

67% of teachers have a small budget to cover day-to-day resources, equipment and materials for their classroom.

They identify what resources will work well in their classroom.

Heads of Department

71% manage their own departmental budget.

They work with other department staff to identify what resources are required.

Heads of Sixth Form

Heads of Careers

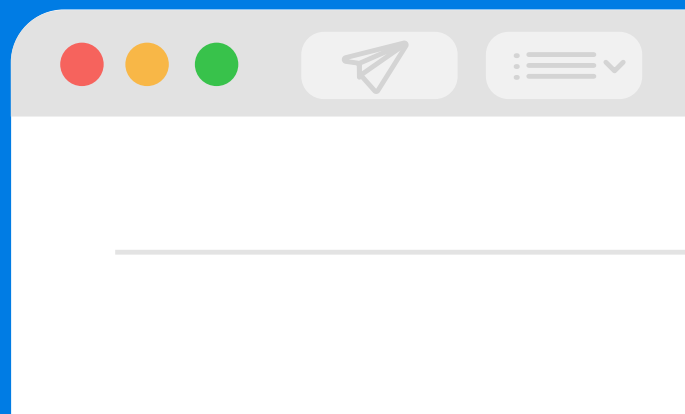


“We advise sending email campaigns to a range of contacts in a school, rather than just one specific target. This is because school spending is influenced by the end-user, the decision maker, and the budget holder.

Sophie Williams

Customer Campaign Strategist

Which inbox should I send to?



Direct email address

It's always better to send to the personal inboxes of education staff if you can. It'll help you get higher open and click through rates.



Just make sure you've got permission and that it's in line with GDPR.

With one of our expertly crafted campaigns, you can send your emails directly to teachers' inboxes.

General school email address

When sending to a general school email address, if you can, personalise your email subject line with your target's name e.g. 'FAO Mrs Sarah Bradley'.

84% of school secretaries will forward this to the intended target.

If you don't know the name of your target, personalise your subject line with the subject title 'FAO Maths Teachers'.

75% of school secretaries will forward this to the relevant targets.



Only target relevant teachers and decision makers. This will keep your unsubscribe rate down and make sure you reach education staff who are more likely to convert.

Vanessa Peace
Client Account Manager

Your Email Content

Subject line

- What to include:

- The first 4 words are key, so choose them carefully.
- Don't beat around the bush, tell teachers what you're offering straight away.

- — Include offers or discounts.

- 'Free resources' 'Free workshop'

- — Create a sense of urgency.

- 'Book now' 'Limited time only'

- — Using personalisation such as the teacher or school name in the subject line can increase engagement rates by 46%.

- **FAO: Sarah Andrews: GCSE revision workshops'**

- — Include clear benefits.

- 'Improve your pupils' learning experience'





Length

We find that shorter subject lines perform well.

We recommend aiming for
6-8 words.

A/B testing

If you want to learn what your target teachers respond to best e.g. a short subject line vs. a longer one or a question vs. a statement, why not try 2?



We can run an A/B test to see which subject line performs better.
It's a great way to see what copy works best for your unique service.



A



B

Email *focus*

To get the most out of your email marketing, make sure each campaign has a clear focus.

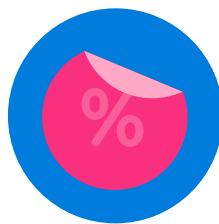
Emails focused on raising awareness of brands, products or services get the top overall engagement rates.

Check out some of the different types of campaigns you could run:



AWARENESS

Raise awareness of something e.g. an event, service or product.



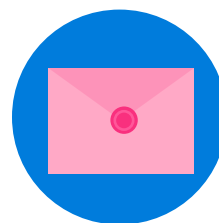
PROMOTION

Offer teachers a discount or deal e.g. '10% off'.



SALES

Include a direct sales related message e.g. 'Now's the best time to buy your ...'.



INVITATION

Feature an invitation e.g. 'Join our webinar event'.

Top Tips

Make your content topical

If there's an awareness week coming up and it's relevant to what you offer, let schools know!

Can you offer a **discount** on your products or services?

It's a great way to boost sales and generate leads.

When selling your product or service, **don't be too pushy**. And remember to keep the focus on how your service will benefit teachers.

If inviting teachers to an event, **create a sense of community** e.g. 'Join over 5,000 teachers this October ...'

Email length

Aim for your email content to be

**between
250-350
words.**

Design vs. text only



“A designed email can boost your click through rates by 60% and increase your overall engagement rates by 17%.

Dan Gilmartin
Digital Content Designer

Email body copy

Do:

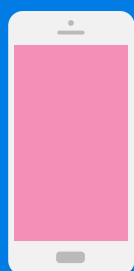
- ✓ Keep it short and sweet and focused.
- ✓ **Bold** the important bits so your email's easy to skim read 'e.g. free to download'.
- ✓ Position call to action buttons high up e.g. [Get in touch](#)

Don't:

- ✗ Overdilute your email with too much information.
- ✗ Add too many call to action buttons e.g. 'Book now', 'Call us today', 'Schedule an appointment', 'Find out more'.
- ✗ Overuse adjectives e.g. 'our fantastic resources', 'amazing price', as this can come across as too sales-driven and ingenuine.

Device

Teachers access their emails on multiple devices. So make sure you create responsive emails that they can access and view on all devices.



Take a look at what devices teachers access their emails on:

SMARTPHONE

47%

TABLET

20%

PC

45%

LAPTOP

72%



Open rates

36.49% of emails are opened on PCs or laptops (desktop).

8.46% of emails are opened on smartphones.

0.95% of emails are opened on a tablet.

Click through rates

97.60% of emails are clicked on PCs or laptops.

1.80% of emails are opened on smartphones.

0.08% of emails are opened on a tablet.

Some email engagement can't currently be attributed to a single device.

Next Steps

Now that you're a fully-fledged marketing whizz, let's get planning your email marketing campaign.

If your brain's buzzing with questions, just get in touch. We'd love to help you build connections with teachers and education decision makers all over the UK.

📞 01257 460036

✉ info@buzz-education.com



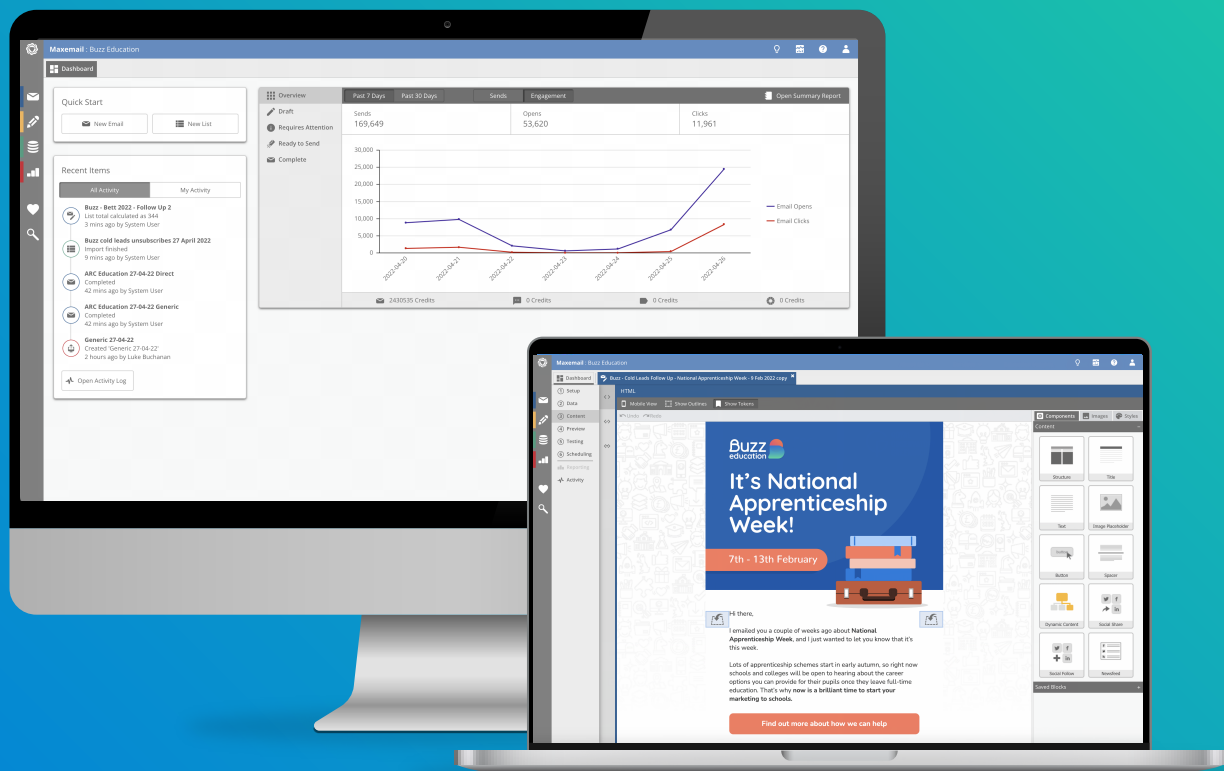
Team Buzz

Sources

- 🔗 Analysis of our clients' 2021 email marketing campaigns
- 🔗 Buzz Education 2021 schools survey

Enquire
today

Create and send your own emails.



Staff-Room

by Buzz Education



buzz-education.com

