

# Email Marketing to Schools



## Contents

About Schools Marketing Company .....	Page 2
Why the Education Sector .....	Page 3
Key benefits of emailing teachers directly .....	Page 3
What we offer .....	Page 4
How we work with you .....	Page 4
Sending your email .....	Page 5
Timings .....	Page 5
Largest UK education email coverage .....	Page 5
GDPR and PECR .....	Page 6
Contact Us .....	Page 6





## About Schools Marketing Company

**Established in 2005, the Schools Marketing Company has been helping businesses and organisations, large and small, get their marketing messages directly in front of key named decision makers in schools for almost two decades.**

We work with clients across all business sectors including charities and fundraising, FMCG, publishing, sportswear and sports equipment, school trips and travel, classroom furniture, outdoor play equipment, CPD and training, Corporate ESG messaging, conservation, recycling and many more.

Our clients range from large multinationals with multiple marketing teams - where we help schedule and manage their school email campaigns throughout the year - to small companies and individual business owners who want straightforward and cost-effective help sending their marketing emails to schools.

We see how emails perform. We see what is being opened and clicked on. We see the subject lines that are working harder than others; the offers that are catching the eye; and the resources being downloaded. When you send your content to us, we'll let you know if we think something might need a little re-wording, or if might you need an additional CTA (call to Action). We check it's mobile responsive and how it looks across major email clients (such as Outlook, Gmail and Apple mail etc).

We hold over 750,000 named contacts and conduct our own research and data updating in-house. We're cleansing, managing and checking our data every single working day, giving you the best breadth, depth and quality of UK schools and teachers marketing data available anywhere in the UK. This adds huge value to your email marketing campaigns, when sent out through us.

We are a tight-knit team of knowledgeable people, both directors have worked in marketing to schools (direct mail and email) since 1990. They know their stuff. The reputation of SMC goes before us, and we work to keep it that way.





## Why the Education Sector

The education sector is an excellent marketing opportunity for many businesses and organisations. It represents the second largest public sector spend (after health) and budgets are large and consistent. Education spending is on the rise and schools are given a great deal of independence as to where their budgets are spent.

## Key benefits of emailing teachers directly

Email marketing to teachers, school leaders and school management staff on their direct school email addresses, enables you to target these school influencers and key decision-makers directly to their own inboxes.

Emailing teachers actively pushes your message directly to them (unlike a passive website, or social media post, where people have to come and find your message).

Teachers can also read your email when they have time. It doesn't interrupt their job, it doesn't disappear when they are scrolling, and they can save an email to read again later (which they very often do) and share your email with other colleagues and other schools too.

The reach for email is huge. Most teachers and school staff have a direct school email address and teachers love talking to other teachers (probably more than any other industry) sharing ideas about suppliers and resources with their peers and research shows they hold on to useful emails for some time too.

The response curve from an email campaign can be long-lasting and wide-reaching. Especially when shared between colleagues and schools.





## What we offer

Our managed email service enables you to reach named staff in schools on their direct school email addresses (i.e. [jan.smith@school.sch.uk](mailto:jan.smith@school.sch.uk)). Our direct school email database covers c.80% of the teaching, management and support staff in UK schools. That's over 750,000 named teachers, managers and support staff on their personal, direct school email addresses – that we can send your marketing email to.

Or, you can target the generic school email addresses if you prefer (i.e. [admin@school.co.uk](mailto:admin@school.co.uk)) which is often monitored by key administrative staff in the school office, and/or the headteacher's PA.

You can send your email-ready HTML content to us to send out for you, or at additional cost, we can build a fully mobile responsive HTML email for you, using your content and images.

## Working with us is easy.

If you know who you want to send your email to in schools, simply let us know the contacts you want to reach and the schools you want to reach them in (primary or secondary, academy, state or independent/private etc). We then let you know how many we have available on their direct, personal school email address, and how much it will be for us to send your marketing email to them.

Or, if you don't know who you want to target – or you just want some advice - simply call or email us, and let us know about your product or service and what your email offering is about. We will come back to you with audience ideas and suggestions, together with timings and costs to send your marketing email out to them for you.

We hold over 30,000 unique job titles, which we have categorised into c. 250 main job function areas, across UK schools and nurseries, so you can select the contacts you want us to send your emails to with great precision.

Why not ask us for our latest breakdown of staff available across the key job function areas, in UK primary and secondary schools.





## Sending your email

Once you are happy with our proposal and quote, you book your email send in with us and send us your HTML email content to send out for you, or at additional cost, we can build your mobile responsive HTML email for you.

We set your HTML content up and send a sample of the email to you so you can check it through, and once you are happy with it, you sign-it-off. We then schedule it to send on the agreed send date and time for you.






Four working days after the send date, we report back to you on the trackable opens and clicks in your send, together with benchmarking and commentary related to your email send.

**It's as simple as that.**

## Timings

For most offerings, it's important to avoid emailing schools during the school holidays, so do feel free to talk to us about timings – and you can also take a look at our School Term Dates chart on our website too.

## When you send emails out through Schools Marketing Company you can reach...

-  The largest schools data and direct, named, personal school email coverage available anywhere in the UK education market
-  Named contacts for teachers and senior leadership teams – and many more roles
-  High-quality, GDPR and PECR-compliant data
-  A flexible and friendly service
-  Meaningful results to build your business





## GDPR & PECR

Email marketing is governed by the GDPR and the PECR (Privacy and Electronic Communications Regulations).

Schools Marketing Company, a division of Family Marketing Ltd, registered in England no. 5491020. Registered with the Information Commissioner's Office, registration number: Z9153578. We hold email data for corporate bodies and corporate staff. Our data is managed in accordance with both GDPR and PECR.



## Contact Us

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