

## **Marketing to schools without a budget**

**By Tony Attwood**

It is not unknown for companies to give me a call and say that product development costs have eaten up all the budget. They want to sell to schools but don't have any money allocated for the marketing – what can I do?

Given that we, like everyone else, have to make money somehow, such calls are a bit of a challenge. Historically Hamilton House has always given away information and ideas (just take a look at the free “How To” guides on the Hamilton House site at <http://www.hamilton-house.com/howto.html>) but we have tended to charge for our services.

But I do like a challenge, and so I wondered: is it possible to market products and services to schools without a budget?

The strict answer to this must be “no” because everything costs something – even a website has to be held on someone's server. But on looking at the issue it did become clear that it is possible to market to schools on an incredibly small budget – a sort of 21<sup>st</sup> century equivalent to the American tour guide, “Europe on a Dollar a Day” (if you remember that far back).

So here are the very low cost services and opportunities that I have found or have been able to introduce. The closest I can get to “Marketing to schools without a budget”. None of them is totally free (although a couple at the end are free, providing you buy something else!) – but they are all very low cost.

### **1: List of school email addresses for unlimited use. £49.95 (under 0.2p each address)**

School generic email addresses (that is to say, those that start office@ or info@) can be effective for testing the water in terms of advertising copy, trying out new products, and collecting the email addresses of teachers who express an interest in specific topics.

Indeed in a recent study we were able to get a response rate of just under 5% from teachers we mailed using our generic list – which proves that teachers can get these emails and do read them.

We're now making our complete generic email list available on CD for just £49.99 plus VAT. What you get is the email address of virtually every local authority, private and state-funded school in the UK, plus the Isle of Man and Channel Isles, supplied as a spreadsheet.

You just drop the spreadsheet into your email transmission program and send it out. However we have found a few bulk transmission systems (Dot Mailer is

one but there are others) that don't like office@ type addresses, and treat these as bounces – even though they are perfectly good email addresses.

An alternative is for us to dispatch the mailing for you for £65 each time (minimum once a month).

The total number of schools listed is around 27,000. We have removed from the list schools that block or otherwise reject all emails to their generic address, or have stopped using the generic address totally.

Details: <http://www.blog.educationmarketing.org.uk/2011/06/20/all-school-email-addresses-for-under-50-00/>

We also have a similar list of special schools. There are approx 1200 of these, and the price is £20.

## **2: UK Education news. £25 (approx 1p per hit)**

UK Education News is a rolling news service, used by thousands of teachers and managers in schools as a way of keeping up with the news.

[www.ukeducationnews.co.uk](http://www.ukeducationnews.co.uk)

Advertisements are mixed with news, and the average advert lasts as a headline on the service for about five working days.

The actual text of the advert also appears on [www.blog.schools.co.uk](http://www.blog.schools.co.uk) and this stays on line for at least a year. Overall we get about 30,000 text hits each month through both sites.

## **3: Personal email lists**

Personal and subscription email lists go to the teacher by name (rather than to the administrator, with the use of a generic title such as The Head of Maths). They are more responsive than the generic list mentioned in point 1 – but they cost more because the cost of researching the list is so much greater.

However there are three ways to get these lists at a discount with the price coming down to as little as 5p each.

### **3.1 First time user discounts (from 7p each email)**

If you have not used the personal or subscription lists before and you let us know this at the time of getting a quote or booking, we can apply the discount to your email campaign. The discount is 30%, taking prices down to 7p each where you email a complete list.

### **3.2 School holiday discounts (from 5p each email)**

These apply to emails that are transmitted during the school holidays (including half term holidays) and are 50% - which means you can have emails sent to these high performing lists for as little as 5p each.

There is a discussion on the virtues of sending emails during the school holidays on <http://www.emails.gs/Secondarynamedlist.html>

### **3.3 Stand By (from 7p each email)**

Stand by rates apply to bookings made for term-time transmission without a specific date booked. They will be sent out in the first available slot during term time, with a guaranteed transmission within six weeks from the date of booking. Payment and text of the advertisement are required with order. The discount is 30%, taking prices down to 7p each.

Where to find details of our personal and subscription lists

Secondary Personal lists are on: [www.emails.gs/Secondarynamedlist.html](http://www.emails.gs/Secondarynamedlist.html)

Primary Personal lists are on: <http://www.emails.gs/Primarynamedlist.html>

Subscription lists are on: <http://www.emails.gs/emailteachersdirect.html>

### **4: Build and maintain a website (from £15 per month all inclusive)**

We will purchase the web address, build the site, host it for one year, and set up email forwarding to your address. We'll also give you the instructions on how you can then send emails from the address you have chosen, all for under £15 a month.

Because of the level of work for us at the start you do have to commit to and pay for one year's supply at the start – a total of £175 plus VAT for everything listed above.

If you want more than two pages you can have that – with each extra page charged at £50 plus VAT. Although we don't limit how much you can put on a page, the fact is that we don't recommend going much beyond two screens worth, as people won't read everything. We do limit the number of pictures per page to four.

Details are at <http://www.hamilton-house.com/webdesign.html>

### **5: Shared email – email teachers by name for £99 (under 1p each)**

Hamilton House shared email services to schools enable you to send out your message via 10,000 emails during the course of one year for £99.

In these emails you can choose who you want to reach – we email heads of department in secondary schools and heads/deputy heads in primary schools. There's a standard format for each email (described on our website – see the link below) but the information includes your address, phone, fax, email and website link, plus up to 100 words about your company.

Details are at: <http://www.emails.gs/Email10000.html>

### **6: Shared postal mail – reach 5000 teachers for £375, (or 10,000 teachers for £472 - 4.6p per teacher)**

In a postal shared mailing your leaflet travels to the school along with a small number of other leaflets. The leaflets normally carry a message top right to indicate which teacher the leaflet is aimed at (eg Head of Maths) and the administrator will pass this on.

There are details of our shared postal campaigns on [www.shared.org.uk](http://www.shared.org.uk)

### **7: Free postal shared mailing campaign.**

If you undertake a single email campaign using any of our personal or subscription lists, to the value of £375 or more, you can then participate in a shared postal mailing campaign for free at any time within the next three months. Terms and conditions apply to this offer – please call for details.

### **8: Free email campaign**

You can have an email campaign undertaken on any of our personal list selections when you undertake either a solo mailing for 4000 or more items, or you undertake a shared postal mailing to secondary schools on one of our nominated dates.

There are details of our shared postal campaigns on [www.shared.org.uk](http://www.shared.org.uk) and of our email lists on [www.emails.gs](http://www.emails.gs)