



MARKET RESEARCH

Have you ever wondered what your customer data is really telling you?

Do you have the analytical skills in-house to interpret the data properly?

What questions, does it leave unanswered?

What is your typical customer profile?

Can you conduct the research necessary to give you those answers?

You may not be able to answer 'yes' to one or all of these. Scott Marketing is recognised as a leading provider for potential customer data for use in direct marketing recruitment campaigns. What is less known, however, is that through our sister company Research for Results Ltd we have the facility to answer the questions we have just highlighted and many others where external market information is needed.

So the next time that the data you are using or buying in raises questions that you lack the expertise to answer why not give us a call and let Scott Marketing through its sister company get to grips with the issues that you face.

What works in education, **Direct Marketing**



aimed at parents

We would imagine that student targets are still at the forefront of your mind for this year and next. So what can you do differently this year to improve your student intake?

One suggestion might be to consider a direct marketing approach to the **parents**. If you have never done this before the results can be very impressive. If you have carried out direct marketing before then you should consider a planned campaign throughout the year with multiple mailings at strategic times in the student's decision making calendar.

We know that targeting young people through **parents** in their homes works; many of our clients in FE Colleges and Universities will lay testament to this. Whether it be an open day corporate event or even simply raising awareness.

You may ask why direct marketing should be so effective as opposed to other forms of communication medium such as newspapers, radio or leaflet drops. The answer most certainly lies in the fact that direct marketing offers a one to one personalised communication. The data we provide gives the name of the parent of the young person, in their own homes, thereby giving the opportunity for unique personalisation.

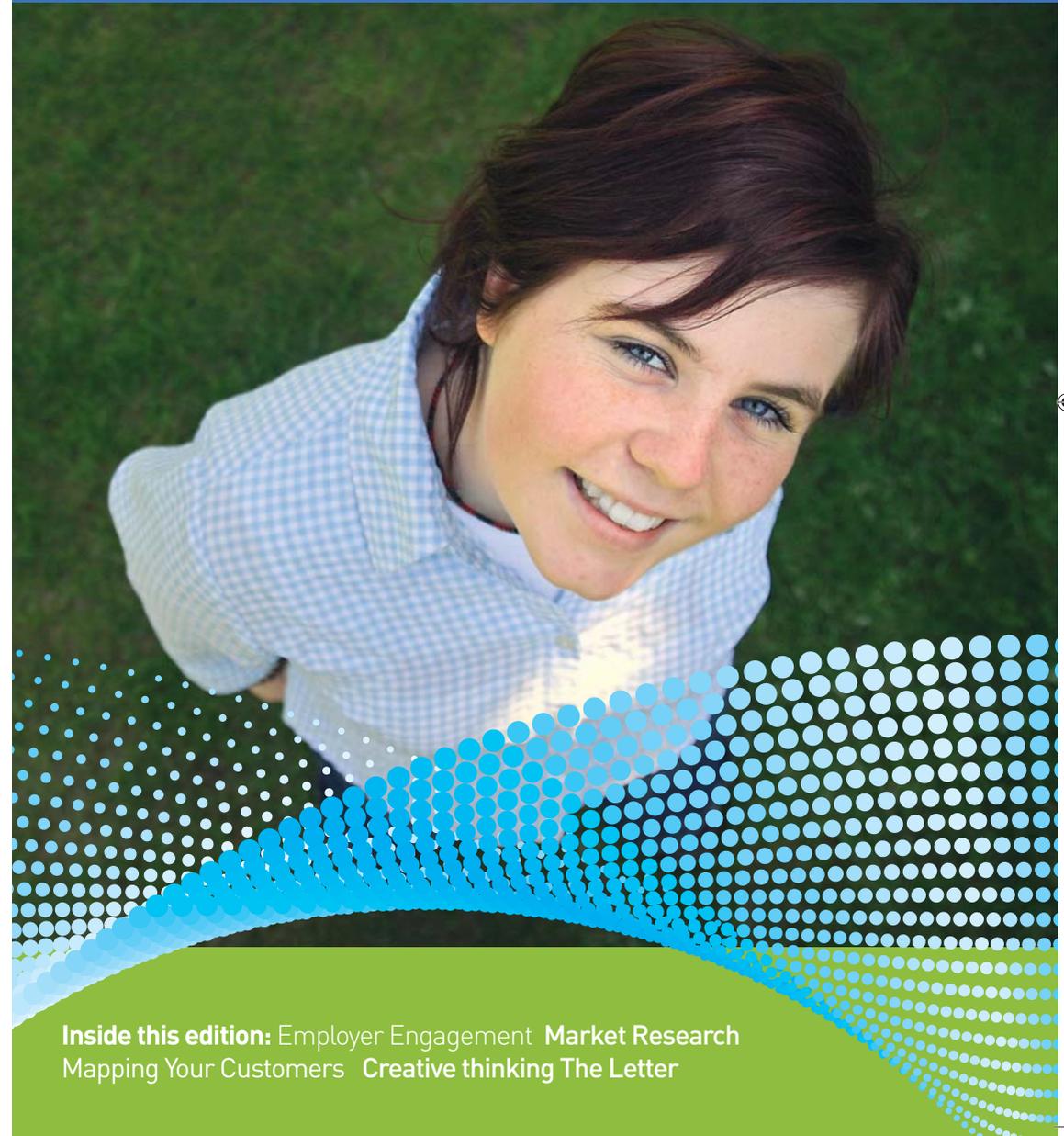
'We used the Scott Marketing database during our summer promotional campaign to promote the college and an Open Day. The day was an outstanding success with a record number of people through the door.'

Cathy Webb
Marketing Manager **Stafford College**

elevate



Scott Marketing are the **one-stop** solution for all your **Direct Marketing**



Inside this edition: Employer Engagement Market Research
Mapping Your Customers Creative thinking The Letter



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For many years Scott Marketing have been a provider of education databases that enable colleges and universities to directly target parents of all age groups in their own homes.

Creative thinking

The Letter

A few things you may have forgotten;

- May be you have not included a letter in the pack. The purpose of a letter in direct marketing is to direct the recipient to the most important elements of the mailing, whether it's the leaflet, action document or response device. It also allows you to highlight main points in the leaflet and to direct the recipient to what you REALLY want them to do.

A letter should follow the creative guidelines that govern all direct marketing namely; AIDA.

A - Attention what is going to grab the attention of the reader.

I - Interest what is going to interest the reader to want to know more by reading on.

D - Desire what is going to make them want to take action.

A - Action what is the simplest way for them to take that action.

- You have laser printed the name and address of the recipient on the letterhead, but have not used a default salutation. As you already have the name it would be in your interest to use it. A person's name is the most personal and valuable thing they possess.

Next time we will look at other things to remember with the letter.



Employer Engagement

As well as the parent's of young people there is an ever growing need for the education sector to engage with businesses in a variety of ways in order to promote relevant courses.

At Scott Marketing we can source B2B databases both for the UK and internationally. Databases can target employers by a range of criteria which include;

- ✓ Business type
- ✓ Company size
- ✓ Head Office location
- ✓ Job Title
- ✓ Specific postcode

We only deal with the highest quality business data available. Whether you wish to target 300 or even up to 3 million businesses!

The latest initiative through the LSC's is 'Train to Gain' - see Data News item in this newsletter. Scott Marketing can provide all your business data needs!

Data News

ORGANISATIONS URGED NOT TO CUT BACK ON DIRECT MAIL BUDGETS

In spite of current reports of economic doom and gloom organisations have been advised to not cut back on their direct marketing efforts over the coming months.

TRAIN TO GAIN

One of its key goals is to make sure that training and skills advice are impartial, flexible, responsive and offered at a time and place to suit business. This marks a cultural shift in the delivery of skills training.

DIRECT MAIL UP OVER 87%

According to a recent report from DMIS a leading source of information on direct mail, volumes of DM have increased by 87% over the past decade in spite of electronic alternatives.

The one-stop solution for all your Direct Marketing

Now we can offer the missing parts of the jigsaw. We have brought on-board a professional team of people, highly experienced in both design and printing solutions with colleges and universities. This enables us to say that we can now offer the 'one-stop' solution from the front-end data, to the mailing design, to the printing and then to the back-end fulfilment.



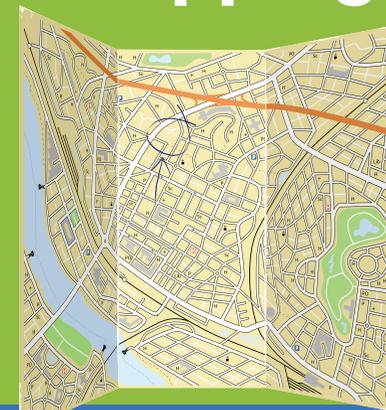
We are very pleased to be working with a design and print team who have a successful history in both designing and printing direct marketing mailers, prospectuses and open day invitations.

So whether you are looking for the first time at the options available for designing and printing your mailing

material, or even if you have existing suppliers in both these areas, please ask us to provide a quotation for either or both of the printing and design elements. We can of course then show you examples of the team's high quality work at competitive prices.

Scott Marketing also offer a fulfilment service to assist colleges putting together a mailing campaign with our data.

Mapping Your Customers



One of many additional services offered by Scott Marketing is an ability to map your customer base and provide a visual representation of it.

We can for example identify 'hotspots' by individual postcode sector of where a college or university has the greatest penetration of customers. We can also overlay this with roadmaps where further interrogation is wanted. We can then even look at customer locations by individual street giving a pin-head focus on a college's penetration.

So next time you are thinking direct marketing...

...think Scott Marketing