

## Testimonials

"I have used Scott Marketing for many years now and I have always found them to be efficient and good value."

- Marketing Manager,  
Belfast Metropolitan  
College.

"Good clean data provided,  
flexible and provided  
however you want it.  
Thanks."

- Marketing Manager,  
Greenwich Community  
College.

"Derek's company,  
Scott Marketing, has  
consistently provided  
me with an efficient and  
effective service, currently  
to the University of  
Cumbria, and prior to that  
to Cumbria Institute of the  
Arts. His customer service  
particularly deserves  
mention - it's excellent."

- Marketing Manager,  
University of Cumbria.



## The Importance of Parents

Some of our customers are cleverly using our database lists of parents of young people to target the 'parents' themselves for information evenings on behalf of their children.

This recognises the fact that most parents are still the major influence on where a young person will choose to study, so should be seen as a vital target for Colleges and Universities.

It is a fact that any parent's priority in the selection of a College or University for their child or children is different to those of the children themselves. A targeted direct mail message should always take each of the parent's priorities such as reputation of College or University, examination performance records and of course security within the campus into account. The quality of social life matters less to them than it does to the young person.

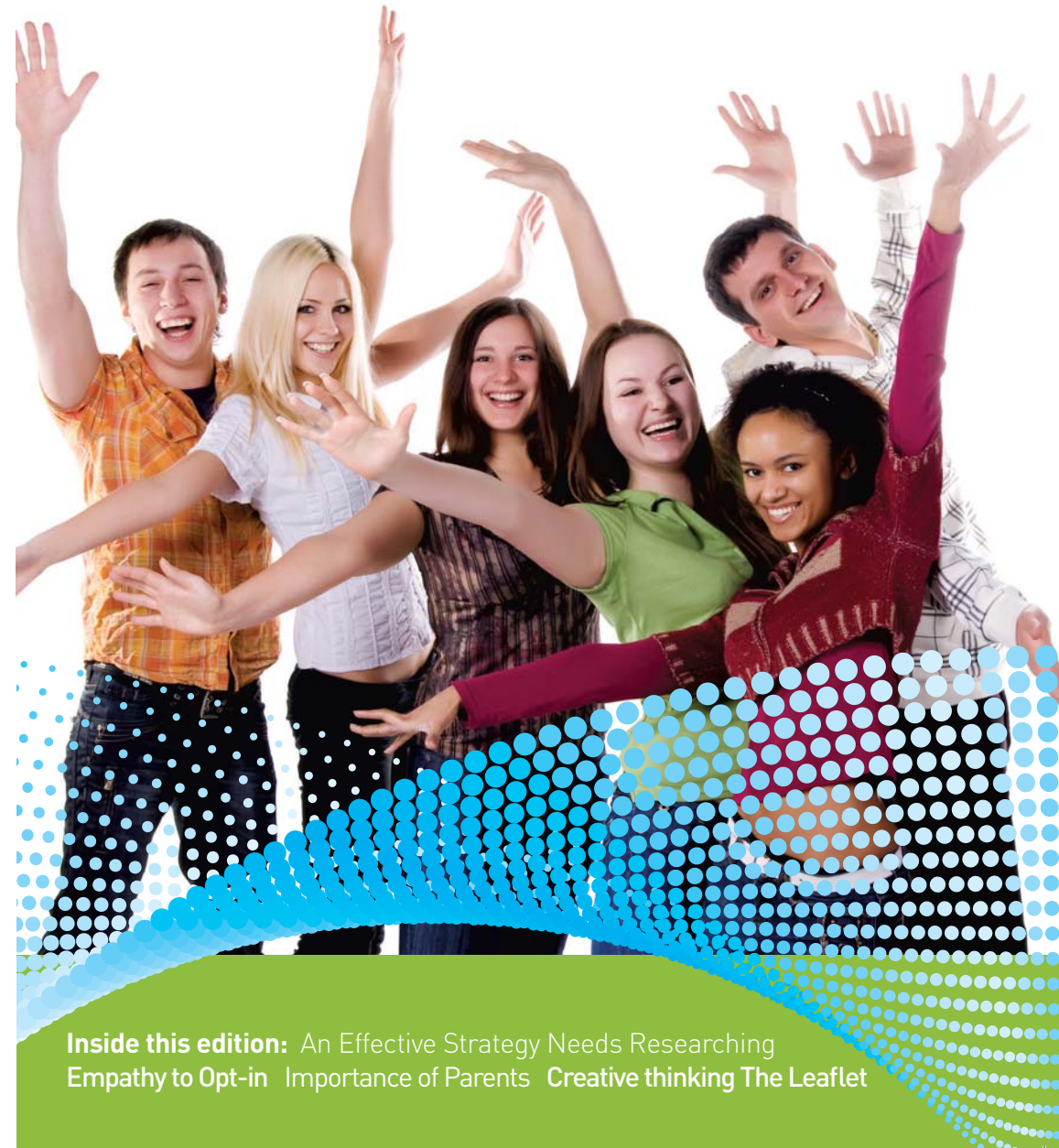
You can open up new ideas for attracting this audience to an event that would differ in style from those targeting the young people directly - a different slant on a wine and cheese event perhaps!

If you would like more information,  
please don't hesitate to call us on 01425 477951  
or email [angela.albury@scottmarketing.com](mailto:angela.albury@scottmarketing.com).

# elevate

SCOTT  
Marketing

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



Inside this edition: An Effective Strategy Needs Researching  
Empathy to Opt-in Importance of Parents Creative thinking The Leaflet

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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 Leaflet

Handy hints when putting together an educational direct mail pack;

Essential items should be;

- the outer envelope
- relevant to the pack
- the letter
- personalised including salutation
- the college brochure mailer

Test pieces should be considered including;

- a testimonial leaflet from a successful/past student
- a 'lift' piece to test for increased response
- an inventive or special offer leaflet
- optional; is a reply envelope



## Direct Marketing - Still The Right Choice!

Traditional direct marketing (DM) is still proving to be the right choice for College and University recruitment say many professionals publishing their views on the Institute of Direct Marketing LinkedIn blog.

Experts believe that individuals are being saturated with online and email communications, their view is that email is far less effective than DM when targeting new customers. While email marketing has its place traditional DM out performs it when measuring on the basis of recruiting new customers. To quote a DM industry expert "traditional DM works better as target audiences get bombarded with emails that just end up getting deleted or put in the bin without being read.

Post something to them because it's more personal and much more easily remembered when it is followed up". To add to this point with the saturation growth of emails, receiving something in the post encourages you to open it up and read it in the way that emails and online communications just don't.

## Fulfilling your needs!

When you have designed your creative mailing, purchased the data you need (hopefully from us!), there remains the important issue of fulfilling the mailing, ie. 'stuffing' the envelopes and posting.

This can be extremely time consuming when handled internally by a College or University.

Scott Marketing offer a fully comprehensive fulfilment service for clients who need it and many Colleges and Universities take advantage of this. Please call us for a free of charge quotation; any size of mailing and complexity can be handled. All we need to know is;

- What will be mailed, eg. letter/flyer/brochure and how many items per mailing?
- Are the items to be enveloped or directly labelled?
- The weight of the mailer.
- Whether you will require 1st or 2nd class postage.
- Will you require mailsort (above 4000)?
- When do you need the mailing to hit the doorsteps?

## Clean Data

Customers often ask us how our data is cleaned to ensure that the most accurate targeting possible is achieved. The answer is that there are many cross-referencing checks carried out on the database. We thought it would be useful to outline the principal ones.

### Mailing Preference Service (MPS)

The Mailing Preference Service is a compiled list of individuals who prefer not to receive unsolicited direct mail. It is compiled from written requests and names are suppressed at the household level. Suppressed names will remain on the file for 5 years. The Direct Marketing Association (DMA) runs the MPS. Mailing someone who is signed up to the MPS is against the DMA code of conduct.

### Mortascreen

Mortascreen is a database of recently deceased people used as a suppression device on lists. The database is sourced from probate registries based in England, Scotland and Wales. There are currently approximately 3 million people on the database and its updated monthly.

### Bereavement Register

The Bereavement Register is compiled by a free post registry scheme. When someone dies the local government registrar has to be notified within 7 days to officially register the death. At which point the bereaved family has the opportunity to register the death via this scheme. This information is then screened against an UK residence database to ensure integrity of the data.

### Royal Mail National Change of Address (NCOA)

This file comprises new and old addresses and grows at a rate of approximately 100,000 per month. The file is compiled by the Royal Mail from the forms submitted to request the redirection of mail.

### Gone Away Suppression File (GAS)

It was originally compiled by matching addresses on 1992 and 1993 Electoral rolls and where the common address had a different household member, the old name is deemed to be a gone away.

### National Suppression File (NSF)

The National Suppression File brings together a range of data sources, they include;

- Gone aways - people who have moved away.
- Postal returns - a record of returned mail.
- Notifications - from consumers who have moved and from the Royal Mail redirection service.
- The Electoral Roll - flags records that do not match data from previous year.



## Employer Engagement

As well as the parents 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
- Job Title
- Company size
- Specific postcode
- Head Office location

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!



So next time you are thinking direct marketing...

...think Scott Marketing