



WEBSITE

Look out for our new Scott Marketing website in early 2009!!



Testimonials

'We have seen significant increases in attendance at open days at the College. These improvements have been the result of highly efficient direct marketing campaigns that we have carried out. The household mailing data provided by Scott Marketing has been a key ingredient in the success. We have also found the company very supportive with timely delivery of the data and helpful advice.' - Marketing Manager - Burton College.

'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

The Do's and Don'ts of Targeted Mailings

Do's

- Be very clear of your objectives.
- Use the AIDA (Attention, Interest, Desire, Action) formula in your letter writing.
- Open and finish the letter with the main message.
- Be clear who you are talking to.
- Be clear of what you want to say.
- Ensure that you monitor the source of enquiry eg. entry or exit survey.
- Give a reason to respond, create a dialogue.

Don'ts

- Ignore past campaign results.
- Reveal everything in your mailing.
- Forget to measure response rates.
- Be unrealistic regarding response rates.
- Forget to integrate your customer database for correct targeting.
- Forget to make it simple to respond.



elevate

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



Inside this edition: Marketing Network Success Data within the Law
The Do's and Don'ts of Targeted Mailings 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

More to think about when composing your letters...

- You may not have included a P.S? When someone reads a letter the first thing they do after checking their name is spelled correctly is to glance down the page to discover who has sent it. This means their eyes see the P.S. as one of the first things they read. It is useful to have a repeat of an important piece of information in the P.S. that you cover further in the body of the letter.
- You have just photocopied the letter with no salutation or even a name and address? This leaves a very poor impression of the College in the reader's eyes as it appears you do not care about them as individuals or their teenager. No matter what it costs, we recommend you include a printed letter.

Next time we will look at things to remember in the content of your leaflet /mailer.



How to obtain and use Data within the Law

How to obtain and use Data within the Law

Does Data Protection apply to you as a College's Marketing Manager, it does if;

- You have responsibility for securing additional funding and support in the education sector
- Fundraising
- Alumni Relations
- Business Partnerships
- Communications
- Income Generation through Trading Activities

Most of these activities will mean you are processing personal data under the Data Protection Act 1998

Does Privacy Legislation apply to you?

- If you are 'processing' data on living individuals then you have a requirement to notify the Information Commissioner's Office of your proposed purposes and disclosures of the data. The ICO says that 'it is difficult to envisage any activity involving data which does not amount to processing'
- However, whilst some not for profit organisations may be exempt, the Information Commissioner is tough on the terms of exemption
- As soon as you send marketing communications, conduct research or education programmes you are no longer exempt and should notify with the ICO
- In order to process personal data you need to fulfil one of the fair and lawful processing conditions
- In most cases this will mean gaining the "consent" of individuals (including business contacts)
- If you are processing sensitive data the rules are much tougher
- Sensitive data relate to ethnicity, politics, religion, trade union membership, health, sexual life, criminal offences/record
- Data collected from children must have verifiable parental consent

Summary

- Educational institutions are not exempt from data protection rules; and if you are a fundraiser some rules are tougher
- Donors have the right to expect high standards of compliance and security
- Permission statements and unsubscribe messages need to be carefully worded
- Getting the right permission at the start is vital but you can re-permission old data

Marketing Network Success!

Scott Marketing were very pleased to be running a workshop at the recent Marketing Network Conference for FE Marketing Managers, at the Warwick Hilton in November 2008. It was titled 'How to obtain and use Data within the Law' and the speakers were Derek Scott, MD of Scott Marketing and an associate of the company Rosemary Smith who is also the Chairman of the Direct Marketing Association (DMA).

The workshop was very successful with a number of college marketing manager's attending. Rosemary had also spoken to over 200 delegates at the plenary session prior to the workshop on the subject of 'The Future of Direct Marketing'.

If you have questions on any subject relating to direct marketing or compliance with the Data Protection Act (DPA), please contact Derek Scott on 01425 477951.



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!

Scott Marketing can provide all your business data needs!



So next time you are thinking direct marketing...

...think Scott Marketing