

## Testimonials

'Our targeted direct mailing to parents of year 11 students is an important part of our marketing mix. For a number of years we have purchased our mailing data from Scott Marketing, out of many thousands of addresses this year, less than a handful have been incorrect... so over 95% is a pretty enviable statistic. Well done Scott Marketing!'  
– Marketing Unit,  
Stafford College

'Scott Marketing provide an efficient and effective service – we have used this for postcard mailshots for Open days and Enrolment'  
– Marketing Manager,  
Guildford College

'We have found Scott Marketing provide a fast and efficient service. Direct mailing is a cost-effective means of targeting our customers and the lists provided by Scott Marketing have been spot-on.'  
– Director of Marketing,  
Shipleigh College



## 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 are quite rightly seen as a vital target for colleges.

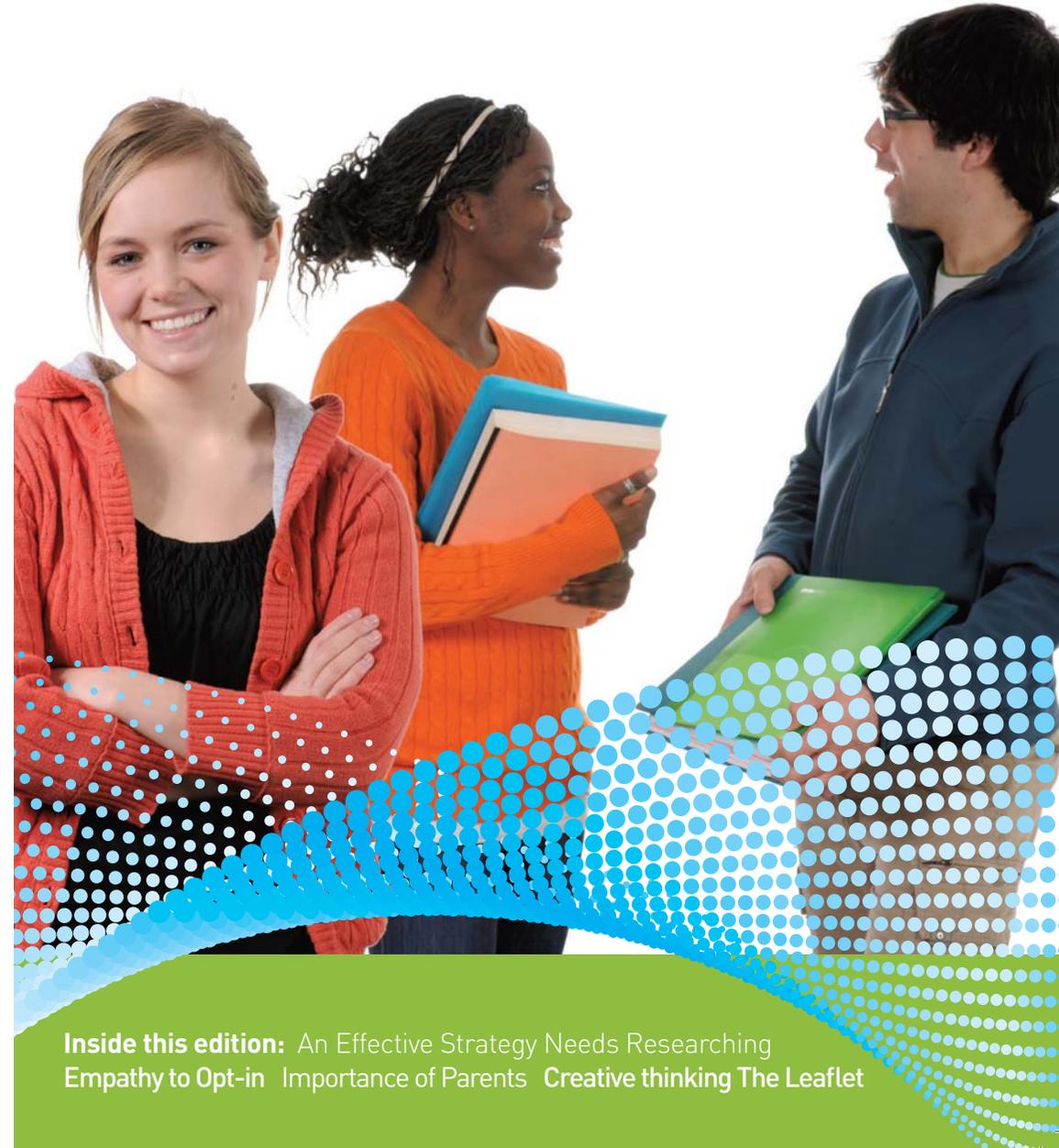
You can open up new ideas for attracting this audience to an event that would differ in style from those targeting the young people directly – a different slant on a wine and cheese event perhaps!

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

**S C O T T**  
Marketing

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



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**S C O T T**  
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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 your leaflets

- A good leaflet should contain 3 distinct elements;
  - Course information
  - Facility information
  - Life at the College information
- Remember that the leaflet will be read by two audiences – the parent and the young person. Each will need to take something different out of the information you provide.
- The main point about any leaflet /brochure is that it should contain sufficient information for the reader to make a decision.
- Think of it as an educational 'catalogue'. If it were a John Lewis catalogue would you want to buy anything from it?
- The leaflet / brochure should also contain people. Remember you are not just selling the course you are selling Life for someone for the next 2-3 years.
- People buy products from people and it is beneficial to show people enjoying the courses.
- We accept there has to be a balance between having a good time and studying hard, but people will be put off if it looks like a sterile environment.

Next time we will look at the layout of any educational communication.



## An Effective Strategy Needs Researching

Most Colleges and Universities in these times of constant change driven by both Government and customers need a forward strategy that keeps them at the forefront of their educational market place. Any effective strategy needs good market research. Filling in the knowledge gaps and giving a greater insight into potential customer's needs, whether it be the young student or the parent.

Scott Marketing has been a provider of education mailing databases for many years to hundreds of FE Colleges and Universities. As a result of some recent market research we have established that there is a real interest in being made aware of the services of Scott Marketing's sister company - Research for Results Ltd, which has been providing a whole range of market research services for many years to the business and educational sector.

Research for Results Ltd has a wealth of experience in market research and your College may be considering research to establish information about such things as existing or potential student perceptions of the College, branding/rebranding and even student, parent or staff responses to changes within the College.

If you would like to know more about how we can help with the information gaps you have please see our website at:

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

This will give you an insight into the 20 year experience of the company.

You can also email [enquiries@researchforresults.co.uk](mailto:enquiries@researchforresults.co.uk) or call 01425 477951.

We will be more than happy to talk to you about your information needs and organise a visit if you wish.

## Empathy to Opt-in!

Once you've sent out a mailing you want the recipients to happily agree to receiving further information from you, here's a few tips of how to add a bit of empathy when asking the question:

### An example for a College using empathy – offering opt-out

"The College for Wayward Direct Marketers would like to keep you informed about our efforts to improve educational standards and provide funding for college projects, but please let us know if:

- You don't wish us to contact you about our work
- You don't wish us to send you a gift catalogue from CWDM Trading Ltd"

### Using empathy getting opt-in

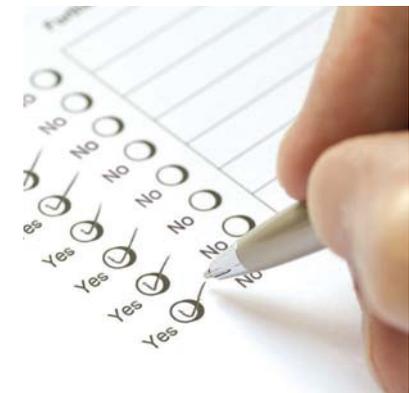
"In the future, we would like to send you information about our activities; this will include news and information on how your donation is spent and how you can help to support us in the future.

- If you prefer us not to use your details this way, please tick here .
- Email is a very cost effective way for us to communicate with you, please complete your email address here so that we can send you information ....."

### Using empathy- third party use

We will sometimes allow other organisations whose aims are similar to our own to contact our alumni. This provides us with much needed extra funds.

- If you do not wish to hear from other organisations by phone or post please tick this box .
- If you are happy to receive emails from them please tick this box .



## 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'. Scott Marketing can provide all your business data needs!



So next time you are thinking direct marketing...

...think Scott Marketing