



GUIDE TO MARKETING SERVICES

DIRECT 2 EDUCATION

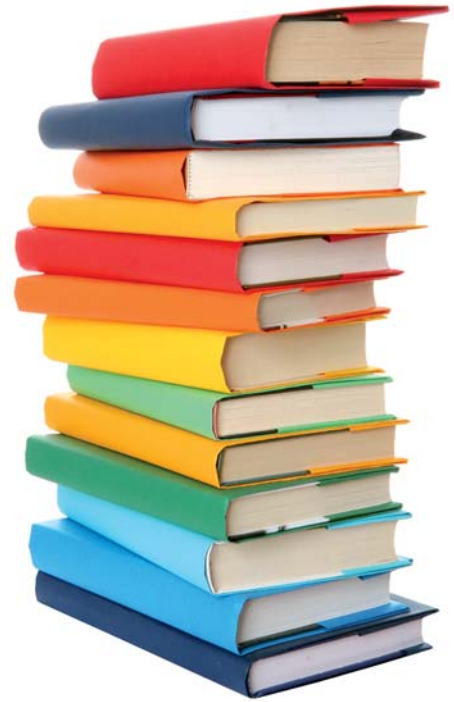
The Education Marketing Specialist

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ABOUT DIRECT 2 EDUCATION

Education is a multi billion pound industry creating unlimited opportunities. With the sector changing at an unstoppable pace, the question most organisations are asking, is not “how to keep ahead of the competition, but how do we keep ahead of the industry itself”?

Success ultimately depends on your knowledge and understanding of Education. How best can you take advantage of new developments and the latest funding opportunities? The answer is simple - align yourself with an Education focused marketing and communications specialist.

Direct 2 Education offers tailored marketing and communications solutions for all organisations operating in this exciting and lucrative market. We have an excellent reputation for delivering high quality marketing and communications using direct media, including traditional direct mail, e-marketing and new media technologies – pay per click, search engine optimization, viral marketing, blogs etc.

The **Education Universe**, Direct 2 Education’s in-house database is in our opinion the most comprehensive archive of Education related marketing data available today. Our commitment to continuous improvement of our data and services enables us to ensure our clients achieve truly outstanding results.

We are notified under the Data Protection Act (No. PZ8693705), a member of the List Warranty Register (No’s. 003242, 003243 and 003244) and comply with the Direct Marketing Association’s Code of Practice.

You will find us passionate about our business and yours! Whilst we have a contemporary outlook, we uphold traditional values and conduct business at all times with professionalism, honesty and integrity, so you can be secure in the knowledge that you are dealing with a reputable company providing the very best in educational marketing services.

We openly share our knowledge and expertise and work in partnership with our clients to secure a positive outcome for all.



The Education Universe



For organisations wishing to effectively communicate with the Education Sector our **Education Universe** contains comprehensive details of all education related organisations including:

- Sure Starts, Pre-schools and Nurseries
- Primary Schools
- Secondary Schools
- 6th Form Colleges
- Special Schools
- Further Education, Higher Education Colleges and Universities.
- plus comprehensive coverage of all Education related Interest Groups and Support Services

The file is fully selectable by institution type, funding status, pupil roll, age of students or key stage, contact seniority, job function or curriculum responsibility, all curriculum areas are covered.

We have over 120,000 establishments listed and the contact details of head teachers, subject heads, general teaching staff, lecturers and support staff who work in them.

The record set includes full address details, telephone, fax numbers, email addresses and with over 30 profiling options to choose from, highly targeted data selections can be made.

You can **download counts** from our website www.direct2education.com, email enquiries@direct2education.com or call 01634 26 36 26 to request a specific count.

Data selections available include:

SITE LEVEL	CONTACT LEVEL
School type Funding status Management status Pupils on roll Age range Key stage Gender LEA area or any Geographic – e.g. Town, County, Country, Political Region, Postcode or part of, Radial selection Specialist college status Academy status Grammar school status Boarding facilities Religion Has 6th Form Email Website Telephone Fax Preference flags – e.g. MPS, TPC, CTPS etc	Seniority Administrative responsibility Curriculum area

RATES (excluding vat and delivery):

Data Usage	Volume	Rate
Single use – school address data + job title	per 1000	£45.00
Single use – address + named contact	per 1000	£85.00
Single use – plus telephone numbers	per 1000	£20.00 extra
Single use – site email address only	per 1000	£65.00
Multi use – address + one named contact + telephone	per 1000	£150.00
Multi use – all fields	per 1000	£195.00
Delivery	fixed fee	£10.00
Minimum order	fixed fee	£75.00

The Academic Register



Targeting **Academic decision-makers** is a complex task. Teaching staff can be multi-subject specialists who deliver modules at a number of campus sites. Direct 2 Education offers comprehensive coverage of this complex market.

Users can target FE, HE Colleges and Universities and select staff by job function or seniority (Heads, Professors, Lecturers and Research Staff), by broad subject, specific course, course module or type (e.g. Bachelor, Masters Degrees, DipHEs as well as Foundation Degrees, HNDs and Post Graduate courses).

With an almost limitless combination of selections available users can build bespoke lists. We will guide you through the data selection process using our expert knowledge to ensure only the most relevant contacts are targeted for your campaign.

You can download counts from our website www.direct2education.com, email enquiries@direct2education.com or call 01634 26 36 26 to request a specific count.

Data selections available include:

SITE LEVEL	CONTACT LEVEL
Organisation type Broad subject area Specific course module Course type Geographic – e.g. Town, County, County, Political Region, Postcode or part of, Radial selection Emails Telephone Fax Preference flags – e.g. MPS, TPC, CTPS etc	Seniority Administrative responsibility Subject specialisation Personal email

RATES (excluding vat and delivery):		
Data Usage	Volume	Rate
Single use – site address data	per 1000	£85.00
Single use – address + named contact	per 1000	£120.00
Single use – plus telephone numbers	per 1000	£120.00 extra
Single use – email address only*	per 1000	£320.00
Multi use – address + one named contact + telephone	per 1000	£480.00
Delivery	fixed fee	£10.00
Minimum order	fixed fee	£150.00

*Please note emails are only available for single use when used in conjunction with our Broadcast Service (minimum order academic emails £320 plus £75 set-up fee).

OTHER LISTS ALSO AVAILABLE

Many suppliers to Education also sell to other vertical markets. As your one-stop marketing partner we are pleased to offer a wide selection of high quality lists including:

- Government sector – 50,000 key decision makers across all Government organisations
- NHS/Health sector – 130,000 sites - 200,000 named contacts - personal and site level emails
- B2B – 1.6 million records - over 1700 business activities profiled - fully selectable - over 400,000 emails
- Consumer – 44 million UK consumers - over 300 selection methods
- List Broker service for anything we don't have in-house

Mailing Fulfilment Services

Our dedicated **Fulfilment Service** will enable you to deliver your communications on time and on budget. Fully mechanised, our fulfilment service can process up to 200,000 items a day into paper as well as polythene envelopes.

We have extensive experience in processing Standard Tariff mail, Mailsort, Presstream and International mail; naturally we also offer the latest Down Stream Access services. By pre-sorting mail and selecting the most cost effective Postal Carrier, substantial savings on postage costs can easily be achieved.

You will find our handling rates particularly competitive and with our low minimum order charge, testing can be conducted or small targeted mailings can be processed cost effectively. Our key service points are:

- Guaranteed fast and efficient turnaround, usually within 4 working days
- Fully automated Mail Centres with a capacity of up to 200,000 items a day

- Letter Shop service for personalisation of documents
- Hand-enclosing team for anything unusual/non-machinable
- All work conducted in line with industry Best Practice guidelines.

All-inclusive Personalised Mailing Packages

Our aim is to assist clients by making their direct marketing planning and procurement as simple as possible. Based around our **Education Universe** we offer all-inclusive packages, where data, mailing consumables and fulfilment services are included in a fixed fee per 1000 items.

Research has proven that the inclusion of a personalised cover letter dramatically increases response. We offer a flexible Letter Shop service to produce high quality laser printed and fully personalised documents. Using this service could not be easier – simply supply us with your letter text, your company's headed paper and a copy of the sender's signature and we will produce high quality documents merged with your chosen list.

RATES (excluding vat):	Volume	Rate
Basic Mailing Package		
Our basic package price includes single use of our schools address list, envelope stock, addressing, enclosing and labour		
DL or C5 paper envelope	per 1000	£75.00
C5 or C4 polythene envelope	per 1000	£85.00
C4 white paper envelope	per 1000	£90.00
Mailsort management – Letter Size	per 1000	£5.00
Mailsort management – Large Letter Size	per 1000	£10.00
Upgrades		
Named contacts – Schools	per 1000	£20.00
Named contacts – College or University	per 1000	£100.00
Insert additional items, per item (flat machinable items)	per 1000	£8.00
Folding, per fold	per 1000	£5.00
One off hand enclosing supplement	per 1000	£20.00
Telemarketing follow-up report	per 1000	£20.00
Window envelope	per 1000	£5.00
Personalised laser letter set-up and proof	fixed fee	£30.00
Laser print simplex documents to clients paper supplied	per 1000	£30.00 (duplex add £20)
Postage fees		
Written quotations available on request	from	17p per item <100 grams Letter Size
Minimum order – Direct Mail	fixed fee	£95.00
E-marketing Package		
Our basic package price includes single use of schools email address list and broadcast or your HTML design supplied		
Set-up fee	fixed fee	£75.00
List rental	per 1000	£65.00
HTML design	from	£75.00
Broadcast fee	per message	2.5p
Campaign tracking pack	fixed fee	£150.00
Minimum order – E-marketing	fixed fee	£150.00

Shared Mailings to Schools & Colleges

From only 5.5p per school mailed

Shared Mailing is an inexpensive and reliable way to communicate with Schools and Colleges. Participants share the cost of list rental, handling and postage, so the key benefit is that mailings can be conducted at a quarter of the price of an equivalent solus campaign - from only 5.5p per school mailed.

Shared Mailings are a great way to publicise special offers, stock clearances, forthcoming events, or to promote and encourage traffic to your organisations website. Direct 2 Education's comprehensive

programme of Shared Mailings targeting Primary and Secondary schools runs throughout the Academic year. You can pre-book dates in advance to coincide with product launches or as a follow-up to other marketing activity.

The cost to mail your promotional materials using this service is as follows:

RATES (excluding vat):		
Package Type	Specification	Rate
Basic Shared Mailing Package		
Our basic package includes single use of our schools address list, polythene envelope stock, addressing, enclosing of a single insert up to 10 grams in weight*, labour fees etc.		
*Weight supplements apply to items over 10 grams in weight		
Full Primary – 25,000 schools	1st Insert	£1350.00
	2nd Insert	£325.00
	Weight supplement, per gram	£78.00
Primary – TOP 10,000 by highest pupil roll	1st Insert	£585.00
	2nd Insert	£150.00
	Weight supplement, per gram	£36.00
Primary – TOP 5,000 by highest pupil roll	1st Insert	£350.00
	2nd Insert	£80.00
	Weight supplement, per gram	£19.00
Full Secondary + FE – 5750 schools and colleges	1st Insert	£355.00
	2nd Insert	£95.00
	Weight supplement, per gram	£20.00
School with 6th Form and 6th Form colleges	1st Insert	£245.00
	2nd Insert	£63.00
	Weight supplement, per gram	£16.00
Mailing Dates Please call for forthcoming mailing dates	We mail almost every week during term time	Shared Mailings offer fantastic value!

Please note, the item you wish to mail should be machinable, no smaller than A6 (105mm x 148.5mm) and no larger than A4 (210mm x 297mm). Oversize A4 items may be accommodated by special request.

Put us to the test ... ask us to quote for fulfilment of your next Solus or Shared Mailing. Please call to discuss your requirements in more detail.

Managed Services

From leaflet design and print, through to data bureau, data capture, bespoke list builds, market research or tele-marketing we can help. A short summary of our most popular services follows.

Copy Writing, Design and Print

From a simple leaflet through to multi-page catalogue, we have the perfect mix of talent and experience on hand, with the ability to produce contemporary marketing material.

Market Research

Aligned with the [Education Universe](#) we offer a range of traditional as well as new-media research services. These include collection of information by telephone, paper/postal research questionnaires, and on-line surveys.

Tele-marketing

Tele-marketing is time consuming, requires dedication and commitment of resources, including personnel. Many organisations now prefer to outsource this type of activity. Our dedicated Tele-marketing Team can be commissioned to conduct campaigns of any size. The service can be used for lead generation, appointment setting, list building, data cleansing, and inbound call handling.

Fax & Email Broadcast Service

For quick delivery of news or PR items, price lists, offers, or simply to communicate a general introduction to your organisation, fax and email broadcasting has proved to be a cost-effective method of delivery. We have the resource to deliver and track literally thousands of documents by fax or email in a matter of minutes.

Reply Handling

We also provide a comprehensive range of reply-handling services. We can handle replies by telephone, post, fax or email. What's more, we co-ordinate your response – e.g. fulfilling enquires for brochures requests etc.

Data Enhancement and Profiling

To grow, organisations need to acquire new clients, and cross-sell/up-sell to existing clients. Our comprehensive [Education Universe](#) can be used to build the best prospect lists and enhance existing lists. Data Enhancement increases response rates with up-to-date contact information, ensuring direct mail reaches its intended recipient.

Data Screening and Address Cleansing

Direct marketers are redoubling their efforts to make campaigns more cost-effective. We offer a range of services to help clients eliminate duplicates, ensure deliverability and therefore minimise mailing costs.

Data Capture

Use our Data Capture service for transcription and capture of voice, paper or text based information. Clients have the flexibility of using our UK based team, or where appropriate this can be out-sourced overseas.

Bespoke List Development

If you have identified a target market, but find that a mailing list is not commercially available, we can compile a bespoke list on your behalf. We have solutions to fit all budgets.

Direct 2 Education
The Education Marketing Specialists
Understanding education
Understanding your needs

What our clients say

"Direct 2 Education helped us achieve 30% growth year on year for the past 4 years. It goes without saying that I would highly recommend them."

[Sales Director - Health Education supplier](#)

"Always quick to respond. Great customer service. Nothing is ever too much trouble. Direct 2 Education gives us tremendous support."

[Marketing Manager - Data Logging Specialist](#)

"Already successful in Secondary schools, we wanted to make quick progress in the Primary sector. In the last 3 years we have gained significant market share in Primary education with D2E's help. Our recent mailing was a phenomenal success."

[Managing Director - Laboratory Equipment Manufacturer](#)

"They had some great ideas which helped us to establish our brand in the Pre-school and Special Needs market. They really are a company that brings something different to the table."

[Marketing Manager - Children's Book Publisher](#)

"When faced with the challenge of marketing and communicating with the Education sector, Direct 2 Education's knowledge and expertise has been invaluable."

[Proprietor - Blue Chip Advertising Agency](#)





UNDERSTANDING EDUCATION

DIRECT 2 EDUCATION

The Education Marketing Specialist

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