

Back to School Enrolment Campaign

Guide

Overview

This is a simple but effective promotional campaign, that can be run at various points throughout the year. The aim of the campaign is to generate enrolments and referrals, by incentivising people with free tutoring hours. The campaign targets your existing contacts with a series of emails (mailshots) and phone calls. The campaign can be easily adapted to suit your business and your target audience.

How it Works

This is a promotional email/phone campaign, which offers free tutoring hours as an incentive for people to:

1. Buy a package of tutoring (or renew)
2. Provide referrals

There are 2 fundamental rules to the campaign, which ensure it works effectively:

1. You MUST run the campaign as prescribed
2. You MUST implement a timetable of follow up phone calls to run in conjunction with your mailshots (approx. 1 hour of calls p/day, dependent on the size of your contact list)

Mailshots

Create your template email in Mailchimp or Constant Contact, and ensure you stick to the template offer format (see below) throughout the campaign. Once created, you should only change the subject line of your emails and leave the main body largely as it is. Stick precisely to the 'mailshot' timeline (see Campaign Timeline below), and use your entire contact list when sending your emails out (even include your existing clients whom you feel may reenrol regardless).

Getting Started with Mailchimp: <https://eepurl.com/dyilNT>

There are 3 key elements of the email which underpin the campaign and MUST remain in place:

1. The FREE Tutoring Hours (for enrolment)
2. The FREE Tutoring Hours (for referrals)
3. The "Double Your Hours" offer

Campaign Timeline

EMAIL	Subject Line	When to Send
EMAIL 1	FREE Tutoring Hours from School is Easy	2 weeks before schools start
EMAIL 2	FREE Tutoring Hours – only 3 days left	4 days after Email 1
EMAIL 3	Last Chance to Claim Your FREE Tutoring Hours	2 days after Email 2
EMAIL 4	OFFER EXTENDED: Claim Your Free Tutoring Hours	1 day after Email 3
EMAIL 5	FREE Tutoring Hours: Only 3 days left	4 days after Email 4
EMAIL 6	FREE Tutoring Hours from School is Easy	1 day before offer ends

Phone Calls

It is important to remember that the success of this campaign will come from the time and effort you spend on the phone, NOT from sending the emails alone. This has been proven in past campaigns. The email is a conversation starter and they provide a valid reason for us to call people and talk to them about School is Easy and the wonderful promotion we are running! See the Back to School Campaign Call Script for help with calling your contacts.

Emails on their own, will rarely produce enrolments. Therefore, the more phone numbers you have in your list of contacts, the better chance your campaign will have of performing well. Ensure you build your contact list throughout the year and include absolutely everyone, from people you speak with at events or through your community marketing activity, to leads you receive through the website, or your paid digital advertising. And wherever possible, **ensure you get a phone number!**

FREE Hours

These are the campaign package sizes and the corresponding free hours offered for each package. These packages/free hours work very well and for more information on how the numbers stack up, please see the Back to School Enrolment Campaign Numbers guide.

We strongly recommend you stick to this template. However, if you choose to alter the package sizes, you must ensure you alter the free hours accordingly so they work!

Speak to your support manager for help with this.

- **96 hour enrolment** **7 FREE HOURS!**
- **72 hour enrolment** **5 FREE HOURS!**
- **48 hour enrolment** **3 FREE HOURS!**
- **36 hour enrolment** **2 FREE HOURS!**
- **24 hour enrolment** **1 FREE HOUR!**

Summary

If run as prescribed, this campaign has the potential to provide you with additional enrolments and revenue, at key points throughout the year. It can be adapted not only to run at different times (e.g. the start of the school year, after the Christmas holidays, just before exam season), but also with different themes – why not try a Halloween themed referral campaign this year!

For more information or to book a training session on this campaign, contact your support manager.



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