

# Back to School Enrolment Campaign

## How the Numbers Work

### Overview

Below, we look at an example of what our Back to School Enrolment Campaign will cost you, in terms of the free hours you give away to clients. People often make the mistake of believing they “can’t afford to discount”. However, when we run the numbers it quickly becomes clear that the low cost of this promotion is very appealing.

In the example below, we have based our example numbers on a 72 hour enrolment, paid up front. This is one of the larger discounts offered in the campaign and demonstrates how the numbers stack up very nicely.

#### 72 hour package example:

##### Assumptions:

- A 72 hour package is paid for up front
- As per the promotion, on completion of the full 72 hour package, you would give the client an extra 10 free hours of tutoring
- The 10 free hours cost you \$250 (at a tutor rate of \$25 p/hour)
- The total sale value of the enrolment is \$3,600 (at a tutoring rate of \$50 p/hr)

##### Sum:

- $(\$250 / \$3600) \times 100 = 6.94\%$  Discount

So, the 10 free hours offered here, is the equivalent of providing someone with a 6.94% discount to sign up for a 72 hour package of tutoring and they pay for it all up front! Or, to look at it in another way, a rate of \$46.53 p/hour instead of \$50 p/hour.

This low discount would be acceptable on its own. However, it is important to remember that there is no real marketing cost attached to this activity either, (just a bit of your time). So effectively, you have simply replaced your marketing cost with a discount cost. And when you consider that the recommended minimum marketing spend in our business is 10% of turnover, your 6.94% “marketing cost” for this promotion, seems very appealing.

**To book a training session on this promotion, contact your support manager.**



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