

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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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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