

Back to School Enrolment Campaign

Case Study: September 2024

CLIENTS EMAILED	280	
UNSUBSCRIBED	40	
EMAILED OPENED	50%	
ACTIVE PHONE CALLS	125	
NOT REACHED	100	
PACKAGES SOLD	7	4X70, 1X56, 2X44
TOTAL SALES	\$21,060	
TOTAL HOURS SOLD	424	240 in-home 184 online
TOTAL FREE HOURS	54	\$1,435 (6.81% of total sales)
TUTOR COST TOTAL	\$11,370	54%
GROSS PROFIT	\$9,690	46%
EFFECTIVE MARKETING COST (already accounted for in total tutor cost)	\$1,435	6.81%
ROYALTIES	\$2,106	10%
NET PROFIT	\$7,584	36%

Notes:

- Tutor Cost is higher than average at 54% (network TC target is 40%). However, the tutor cost in this campaign includes the free hours offered in the promotion.
- The cost of the free hours provided (\$1,435) replaces the marketing cost of generating the leads required to achieve \$21,060 of sales under normal circumstances. This means that effectively the marketing cost for this campaign was \$1,435 or 6.81% of turnover.
- We know that our target marketing spend in the business is 10-12%, so this promotional campaign has added \$7,584 of net profit to the bottom line, at an attractive marketing cost of 6.81%.



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