

THE KNOWLEDGE

Every month *Marketing Direct* brings you stats and analysis of

CHANNEL WATCH Education sector

The big marketing spenders in the education sector in July were the establishments aimed at the mature learner.

The summer months are an important time for universities looking to recruit students and promote last-minute places through the clearing process, but the universities were not among the top ten spenders.

Learn Direct was the biggest spender on marketing in July. It opted for TV and internet advertising over DM, spending £1.46m on TV.

Skills Train, a computer training provider, spent the most on DM, shelling out its entire £1.09m budget in this channel.

MULTICHANNEL SPEND

	DM*	TV	PRESS	INTERNET	OUTDOOR	TOTAL
	£m	£m	£m	£m	£m	£m
Learn Direct	N/A	1.46	N/A	0.25	N/A	1.71
COI	N/A	1.09	0.09	N/A	N/A	1.18
Skills Train	1.09	N/A	N/A	N/A	N/A	1.09
Open University	0.45	0.14	0.18	0.02	0.04	0.83
Home Learning College	0.72	N/A	N/A	N/A	N/A	0.72
Train 4 Trade Skills	0.22	0.01	N/A	N/A	N/A	0.23

* Direct marketing combines direct mail and door-drop activity

Source: Thomson Intermedia 2008

The Home Learning College also favoured DM. It spent over £700,000 on door-drops in July and over £6,000 on mailers.

The Open University spent £0.4m on DM in July. David Meadows, the OU's head of customer communications, said

below-the-line marketing is important to the education sector because it is often trying to reach a wide audience.

"We have a quarter of a million students studying with us, and over the past year have been working towards better

segmentation. The main difficulty for us when marketing to different groups of individuals and businesses is that we need to clearly explain how the Open University differs from traditional universities. We find DM is key to getting this message across," he said.

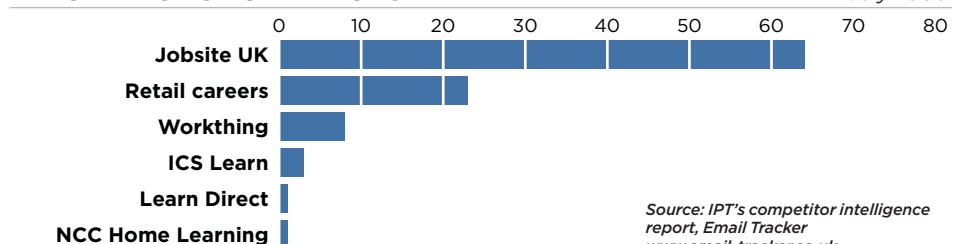
EMAIL TRACKER

For the education sector, the summer months mean exam results and enrolment. The target audience for marketers is split in two – school leavers and mature students.

The employment sector is also a big marketer at this time of year. Employment agencies were the biggest spenders on email campaigns in July. Jobsite UK sent out 48 campaigns in this month alone.

Education and employment sector

PERCENTAGE OF CAMPAIGNS



Source: IPT's competitor intelligence report, Email Tracker www.email-tracker.co.uk

DIARY OF A DOORMAT



Orla Dunne is direct marketing manager at Lovefilm.com

You'd think, having been in the DM industry for years, that I'd religiously open each and every item that hits my doormat in an attempt to generate new ideas and learn from others.

The reality is, unfortunately, quite different. Ninety-five per cent of everything I receive goes straight in the bin. Why? Because it's dull, it looks exactly the same as what was delivered yesterday,

isn't eye-catching and doesn't appeal to me.

There are, however, a couple of exceptions to this rule. Obviously anything personal, such as my wine subscriptions, and any piece that uses digital printing. Indeed, I believe that digital printing is the way forward, with the increased response rates far outweighing the costs.

One piece sticks in the memory: a mailer from the **International Direct Marketing Fair**

using 4-colour digital printing and personalised URLs. Presented in pop-art style, each speech bubble uses personalised text, including job title, address and name. It got me hooked on the word go.

Being a wine lover, I must admit to having had numerous wine subscriptions over the past few years. Just last week I received a mailing from **Laithwaites** offering me £20- and £40-off

vouchers. I must admit, I'm a sucker – I go for them every time.

So I should be praising Laithwaites for the effective DM, but I do wonder if there is a better way of doing it.

Instead of these blanket mailings, a personalised A4 letter with recommendations based on previous purchases or personalised ratings would be just as effective, cheaper and could lead to a better return on investment.

