

ACADEMIES CASE STUDY



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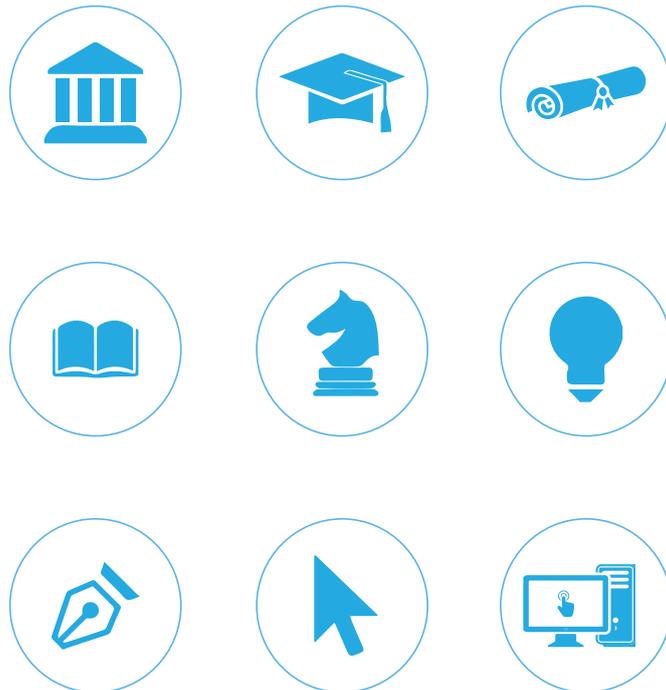
CLIENT PROFILE

20 Partner full-service practice offering specialist sector expertise in education, from 2 offices in the South of England.

THE BRIEF

Chartered Developments was instructed to:

- Undertake a telephone marketing campaign for the specialist Education Team; providing advice and services primarily pertaining to conversion to Academy status
- Also including advice on employment and HR, exclusions, complaints from parents, rights to educational records, health and safety, property issues, legal disputes and debt collection to primary schools, secondary schools, 6th form colleges and universities.



TARGET DATA

Our data team obtained a list of primary and secondary schools, 6th form colleges and universities in the South-East of England. We identified the key decision makers i.e. Business Manager / Bursar (or equivalent).

GETTING STARTED

The campaign began with a mailing introducing the practice. It was agreed that mailings would be sent monthly to between 50 and 100 prospects. This enabled us to focus on a manageable number of prospects for the 20 hours of contracted calling time per month, over a fixed 6 month period.

OBJECTIVES

- Engage in dialogue with decision makers and determine their position regarding academy conversion.
- Secure qualified introductory meetings with Business Managers / Bursars.
- Enhance brand awareness within the sector.
- Continually improve and maintain data throughout the campaign.

Based on our past experience of sector-based campaigns, and the client's existing reputation within the education sector, we estimated that securing in the region of 15 – 20 appointments over the 6 month period would be appropriate.



THE RESULTS

- 19 appointments made across the initial 6 month period
- Brand awareness within the sector and the locality increased significantly
- Value added to the database – more than 100% more email addresses added, as well as correct decision-makers and direct phone lines
- Campaign extended indefinitely

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