Data and email marketing techniques for the student travel market

Presented by:

MCH Strategic Data®

SERENDIPITY MEDIA LLC

Today’s agenda

Part I	**Outbound and inbound** **and** **The marketing funnel**
Part II	**Myth Busters**
Part III	**The four keys to email success** **A real world case study**
Part IV	**Inbound strategies and techniques which move your leads down the marketing funnel.**

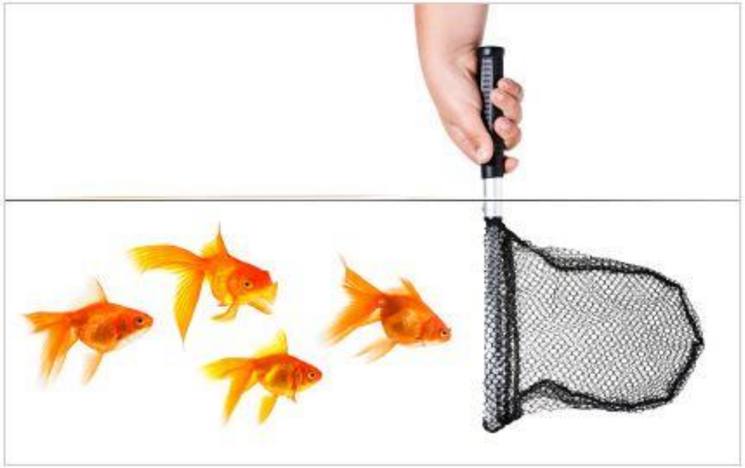
Part I

MARKETING
STRATEGY
MANAGEMENT
BRANDING
PLANNING
RESEARCH
ADVERTISING
CONSUMER
BEHAVIOR
COMPANY
POSITIONING
ADVANTAGE
CONCEPT
SUCCESS
CONVEY
COMPETITIVE
COMPONENT
ADDITIONAL
ASSOCIATION
CENTERED
ANALYTE
BASING
ALLOCATION
AUDIENCE
ALSO
BUSINESS
AROUND
BASIC
CAPTURING
BRANDS
ACHIEVE
COHESIVE
BENEFITS
COMBINES
CONSISTS
CHANNEL
CLIENTS
CONCEPTS
COST
BUILDING
CHOOSE
COMMON
CHOICE
CHOOSING
BECOME
COMPETING
CONCENTRATE
ALTER
CRITICAL
CORPORATE
ANSOFF
CLOSELY
ARENA
COURSE
BUYING
BILLBOARD
ACHIEVED
APPROACHES
BROAD
CONSTITUTES
CHALLENGER
CONNECTING
CLASSIFIED
BASED
COUPLED
CERTAINTY
AMERICAN
ACTION
COMMUNICATING
CONTEMPORARY
COMPETITORS
CONSUMERS
ATTRACTING
ACCORDING
CREATING
ANALYSIS
CASCADE
ATTUNED
ALLOW
COMPONENTS
ACTIONS
COMPANIES
CONSIDERED
ATTEMPTS
BEGINNING
ACTIVITY
BENEFIT
CONTAINS
ATTRACT
CALLED

Outbound, inbound and the marketing funnel!

Outbound

Inbound



Proactively generated outreach marketing programs that help find the prospects that a company is looking for!

Self-directed research actions that prospects engage in to help them find the products they are looking for and the process of nurturing these going forward!

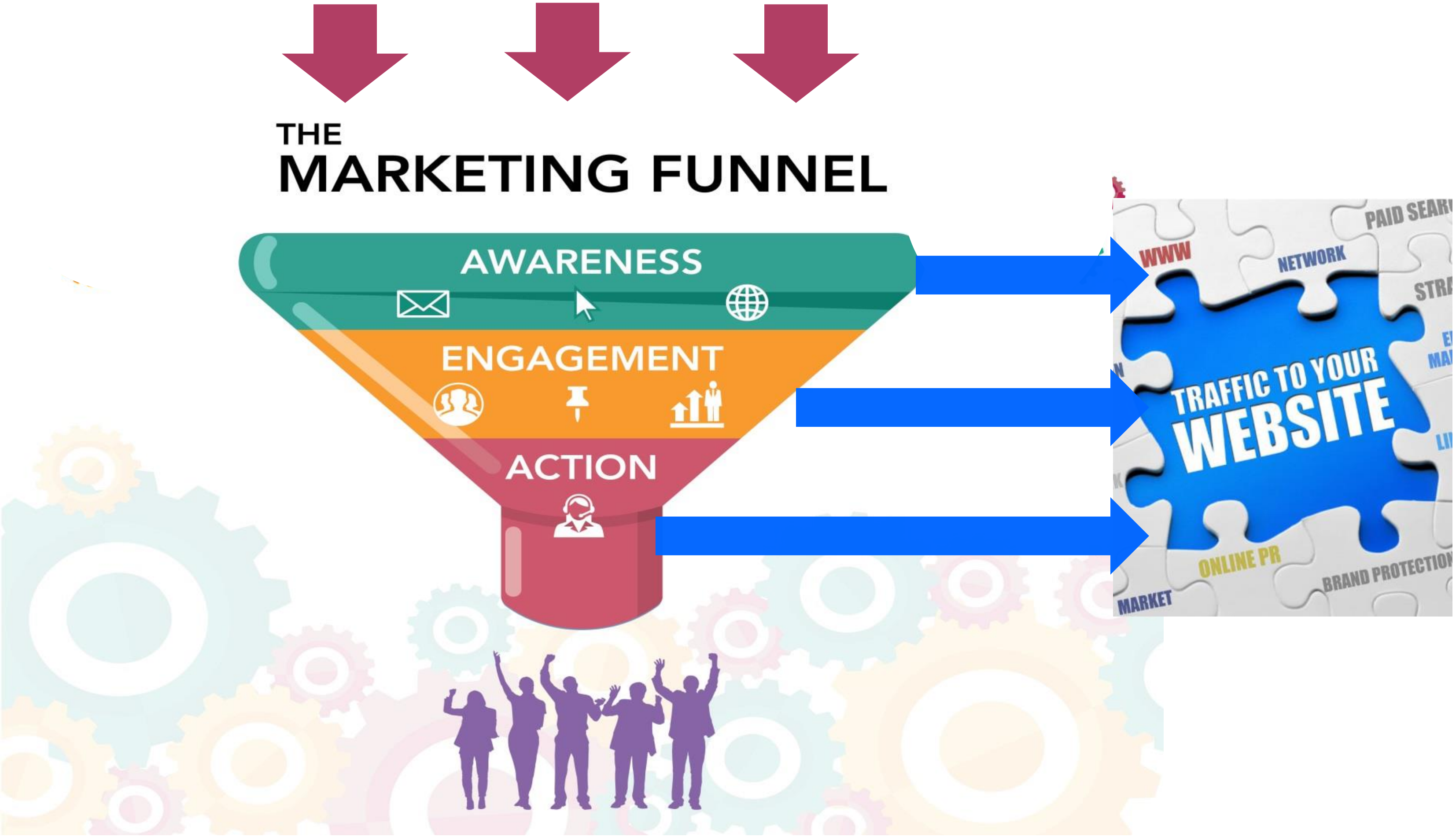
Inbound is essential to success

- Kasie Smith will expand on all the ways to cultivate the leads as they come in and improve ways to rise to the top in SEO.

- In complex (high dollar sales) the marketing funnel and lead nurturing processes are very important and intertwined.

Student travel is not an impulse buy!

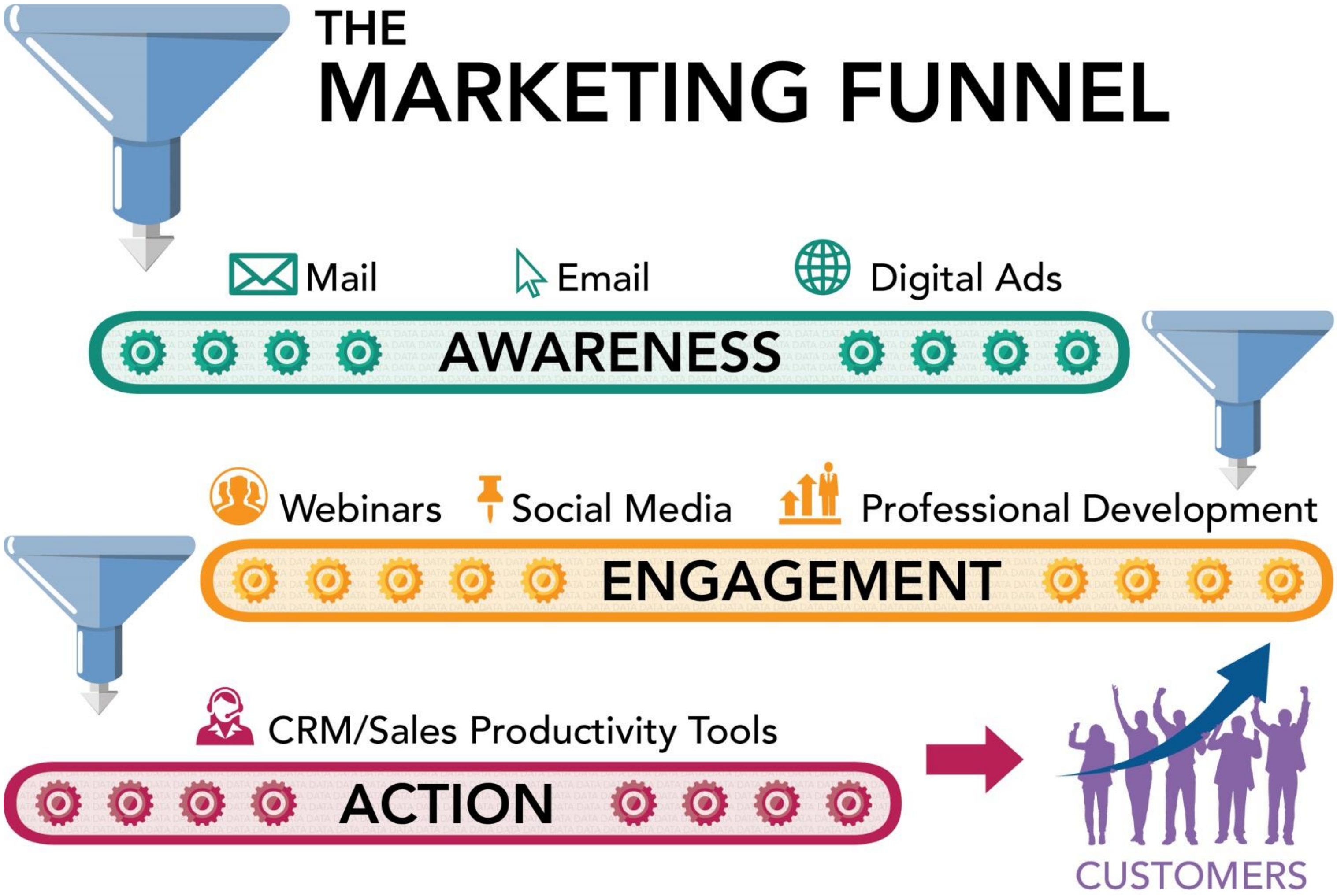
The Marketing Funnel


THE
MARKETING FUNNEL
AWARENESS
ENGAGEMENT
ACTION
WWW
NETWORK
PAID SEAR
STRA
TRAFFIC TO YOUR
WEBSITE
ONLINE PR
BRAND PROTECTION
MARKET

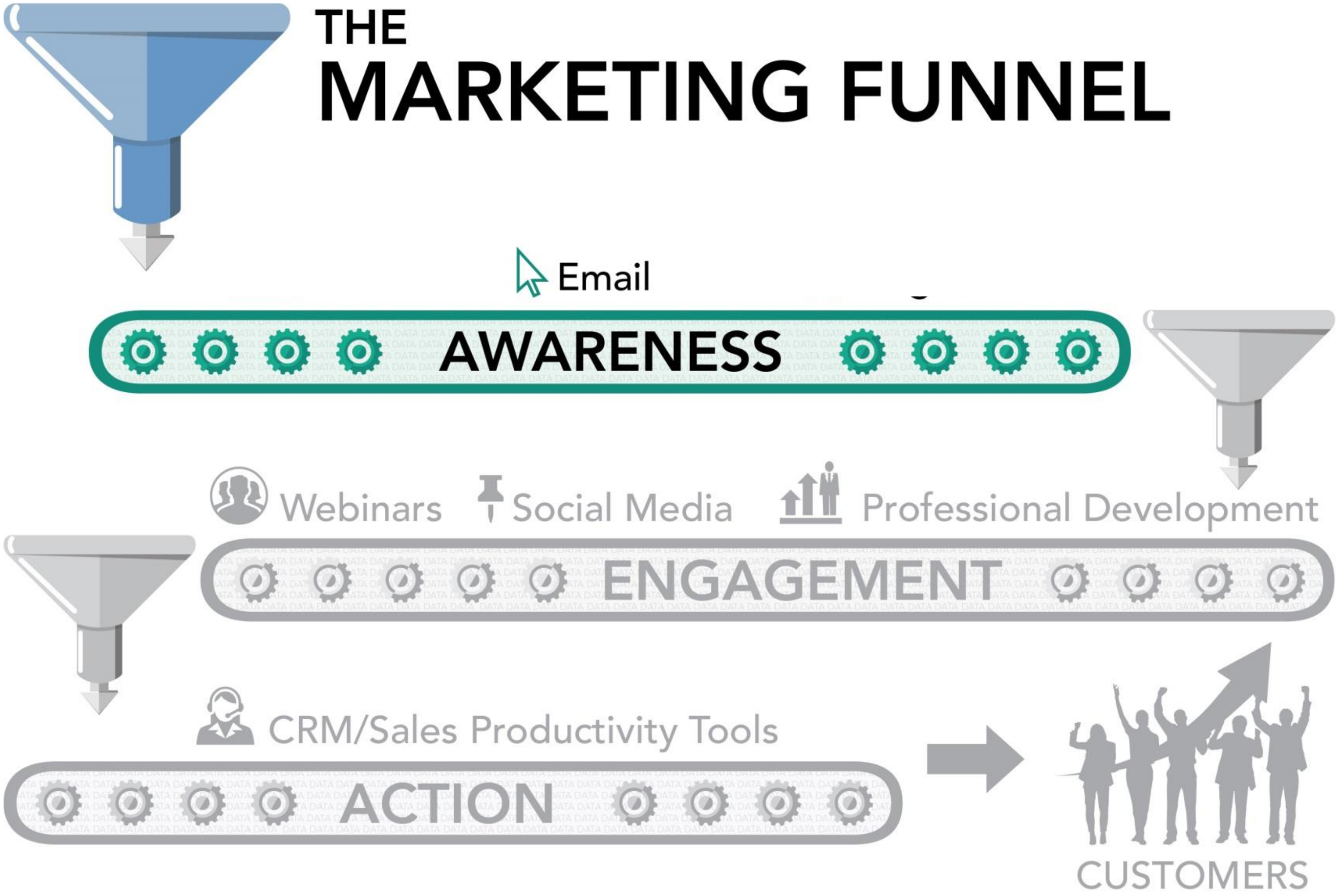
In competitive markets, success is frequently tied to how well a company drives awareness efforts

FAILURE
SUCCESS

The Marketing Funnel


THE
MARKETING FUNNEL
Mail
Email
Digital Ads
AWARENESS
Webinars
Social Media
Professional Development
ENGAGEMENT
CRM/Sales Productivity Tools
ACTION
CUSTOMERS

THE
MARKETING FUNNEL



Email

AWARENESS

Webinars Social Media Professional Development

ENGAGEMENT

CRM/Sales Productivity Tools

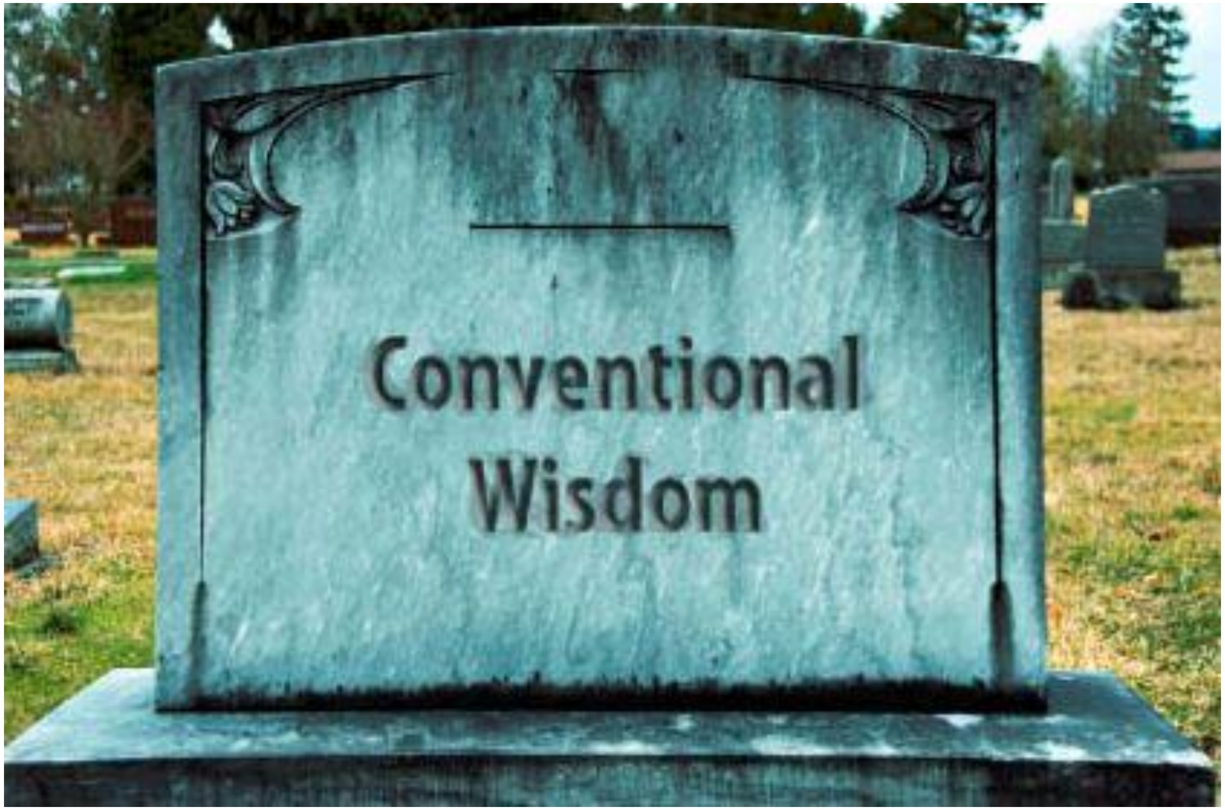
ACTION

CUSTOMERS

Why Email?

1. Fast to produce
2. Simple messages are frequently more effective
3. Inexpensive to send if your audience is targeted
4. Easy to repeat and sustain over time.
5. Quick feedback – hours and days (not weeks)
6. Ability to easily test, test, test

Overcoming the frequent objections


Conventional
Wisdom

We need to shift your perspective!

Conventional Wisdom is not always correct!

Part II

MYTHBUSTERS

The most common concerns that MCH hears about email!

Myth #1 – Email does not work for us!

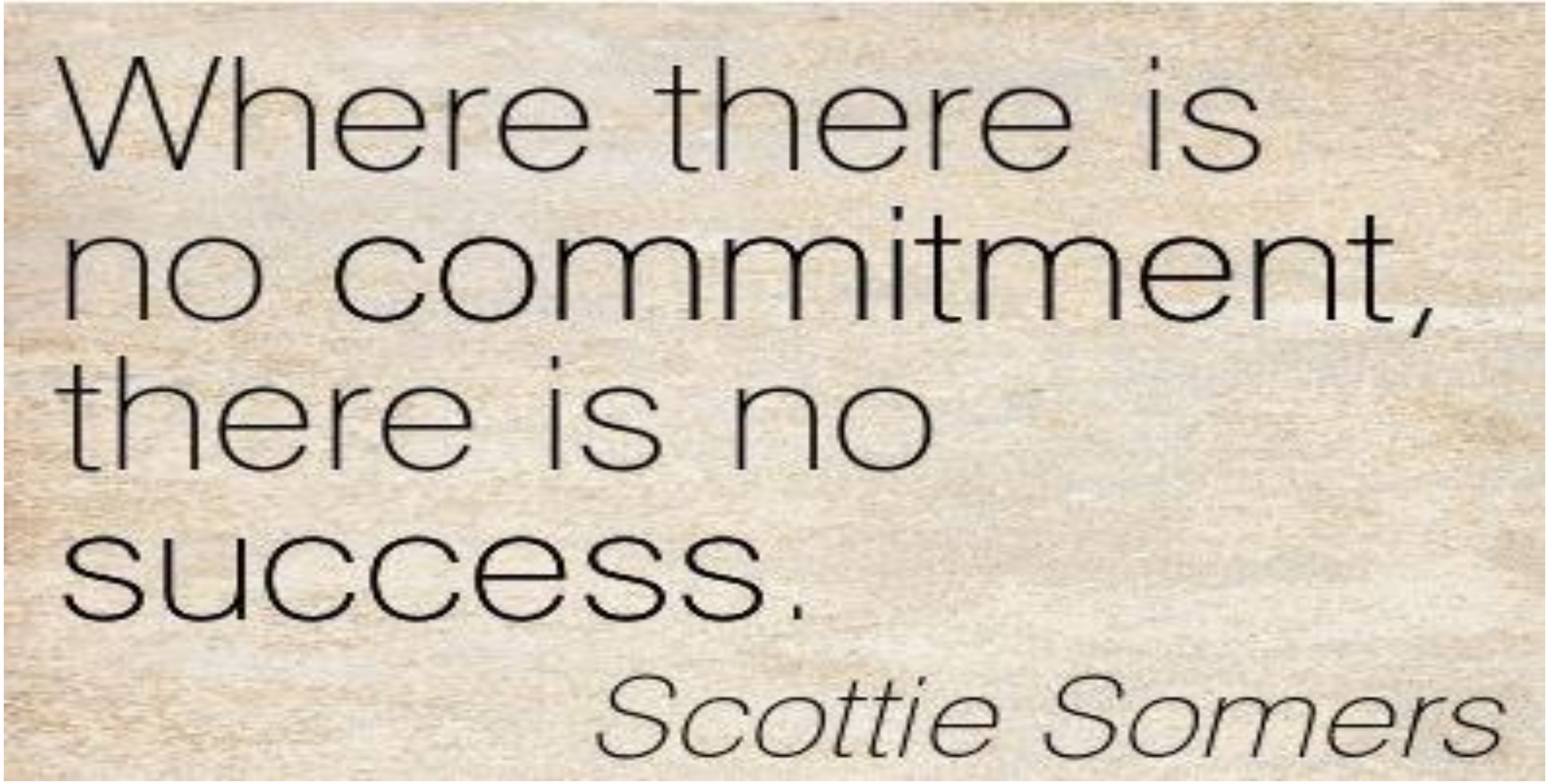
"We tried email once and it did not work for us!"

Nothing works if you only do it once!

"I fed my child once and It did not work!

They just became hungry again in a few hours."

Does email work? ... Yes!



Where there is no commitment, there is no success.

Scottie Somers

If you are "only" willing to try email once then don't bother – it will not work!

Myth #2 - There is way too much email!

Messages
Deleted Items
Drafts
Inbox (1)
(99999)
Outbox
Sent It

"The inboxes are all full and no one reads email anymore!"

Agreed - There is too much email…

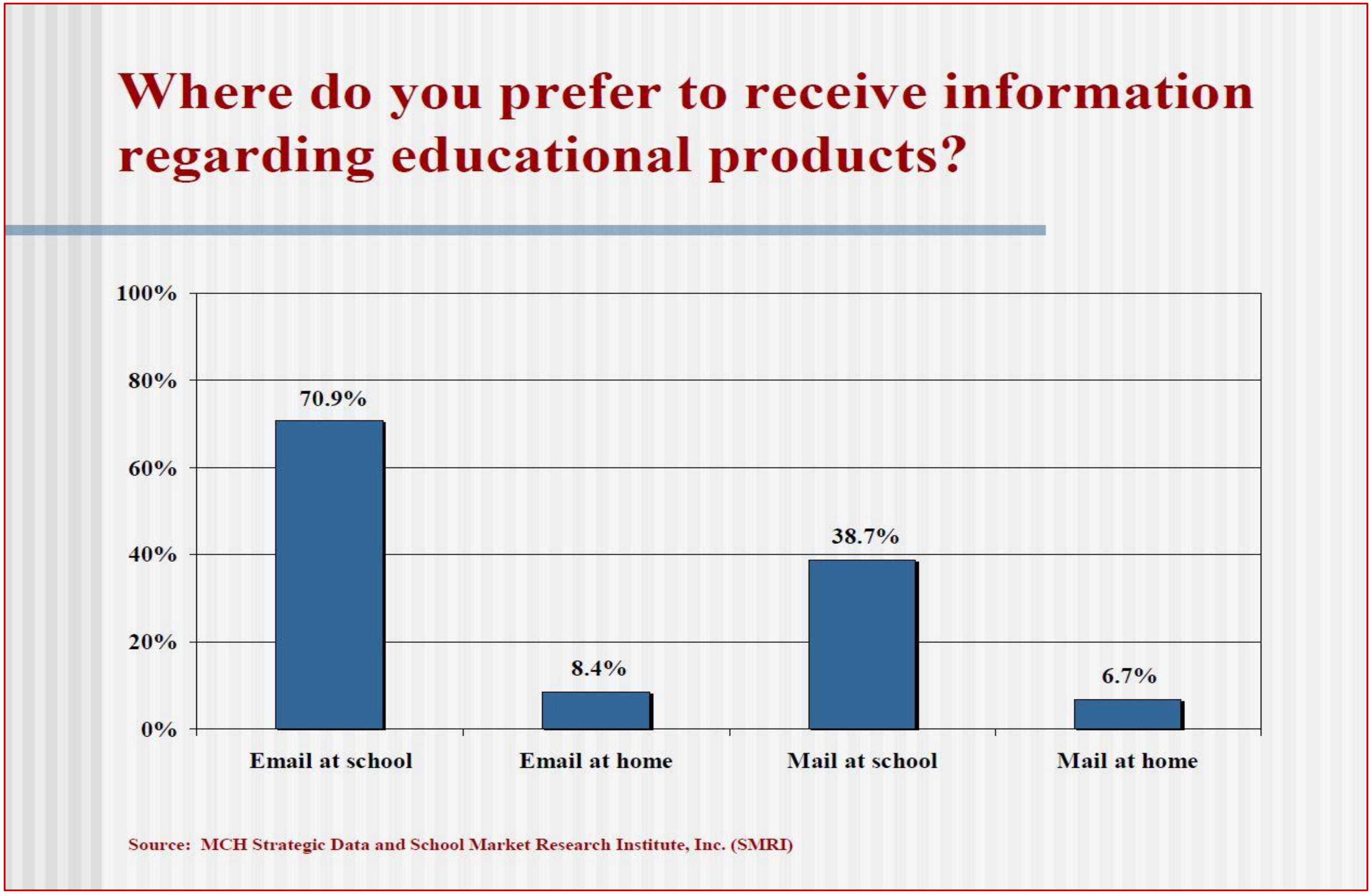
But there are also to many TV channels too!
Does that mean no one watches TV anymore?

Question?

Just because there is a lot of something does not mean it does not work

Have you read any promotional email in the last week?

Email is the winner

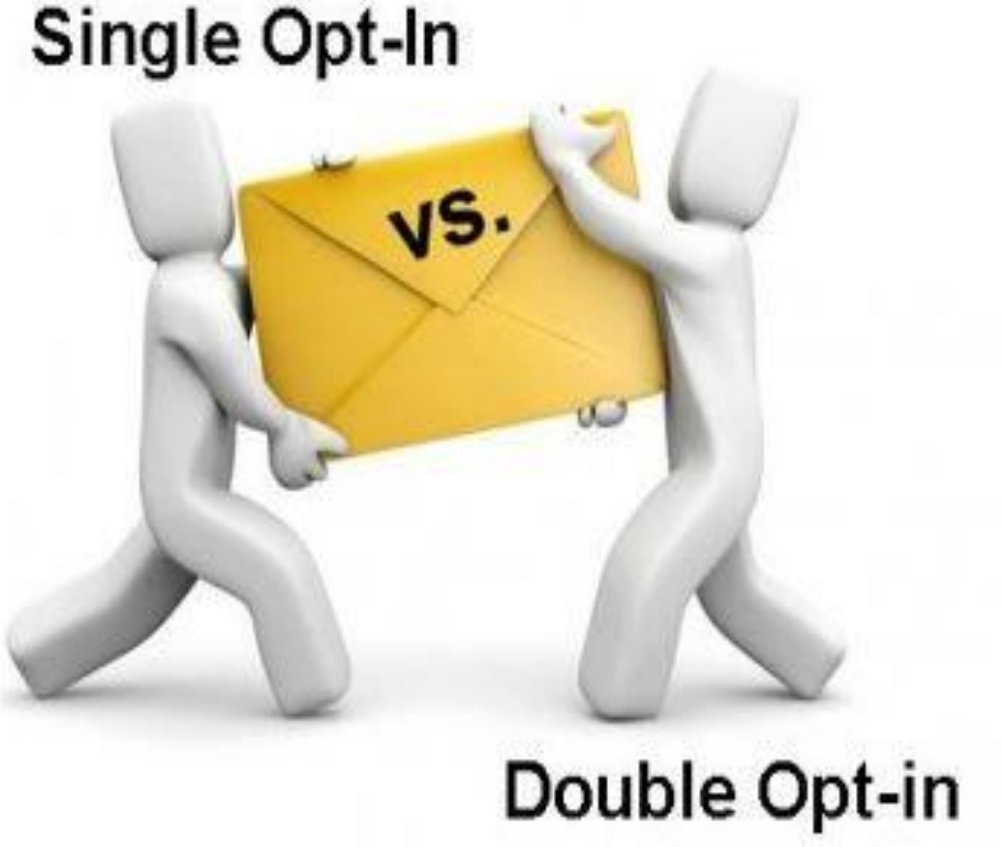


Where do you prefer to receive information regarding educational products?

Source: MCH Strategic Data and School Market Research Institute, Inc. (SMRI)

Myth #3 – We can only use opt-in emails.

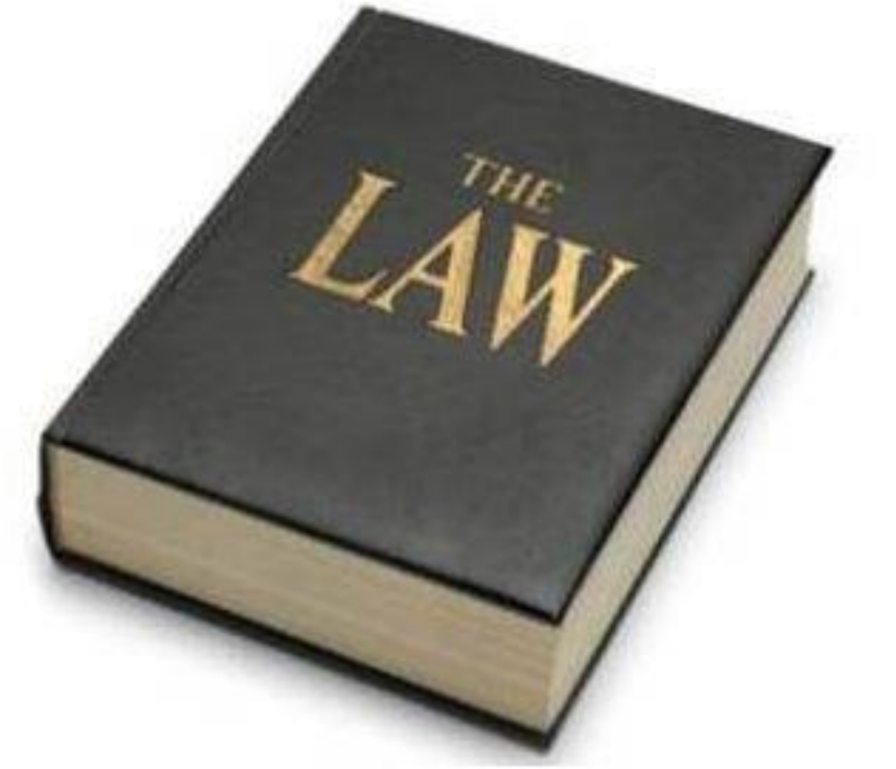
Opt-in emails are the only ethical email marketing method?


Single Opt-In
VS.
Double Opt-in

Opt-out is the law.

If you do these things you will be fine!

- Be relevant
- Be targeted
- Be transparent
- Be responsive
- Know your data sources



Part III

SUCCESS
SUCCESS
SUCCESS
SUCCESS
SUCCESS

The keys to email success!

The four keys to email success

Targeting

Who should be included?

Timing

Calendar
UNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
4 5 6 7 8
11 12 13 14 15
19 20 21

When is the best time to market?

Repetition

How do we make
sure we are remembered?

Format

What is the best format or type of message?

The four keys to email success

Targeting

Who should be included?

Timing

Calendar
SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRI
4 5 6 7 8
11 12 13 14 15
19 20 21

When is the best time to market?

Repetition

How do we make
sure we are remembered?

Format

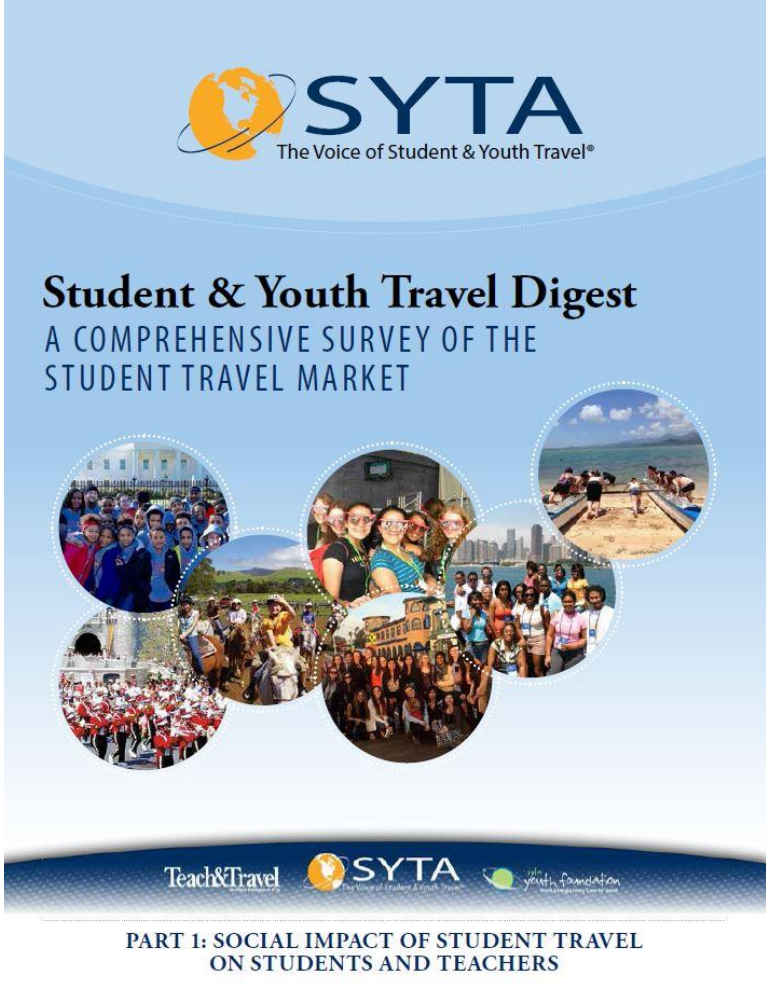
What is the best format or type of message?

Targeting

Robust data exists to help you properly target

- Over 5,000,000 teachers
- 250 different job functions
- 4,000,000 emails available
- 300,000 district administrators
- Numerous types of data segmentation are available

Sources



SYTA
The Voice of Student & Youth Travel®

Student & Youth Travel Digest

A COMPREHENSIVE SURVEY OF THE
STUDENT TRAVEL MARKET

Teach&Travel SYTA youth foundation

PART 1: SOCIAL IMPACT OF STUDENT TRAVEL
ON STUDENTS AND TEACHERS

MCH’s Education Database

YearMonth
WeekOfYear
Action
Sales DataBase
TimeKey
CustomerKey
ShipperKey
ProductKey
EmployeeKey
ItemFreight
ItemQuanity
ItemAll
Discount
CompanyName
ContactName
Title
Address
City
Region
PCode
Country
Phone
Mphone
Fax
Email
Shipper
ShipperKey
ShipperID
ShipperName
Product
ProductKey
ProductID
CategoryID
Price
Employee
EmployeeKey
EmployeeID
ProductCategory
Time
TimeKey
TheDate

So, how do we target?

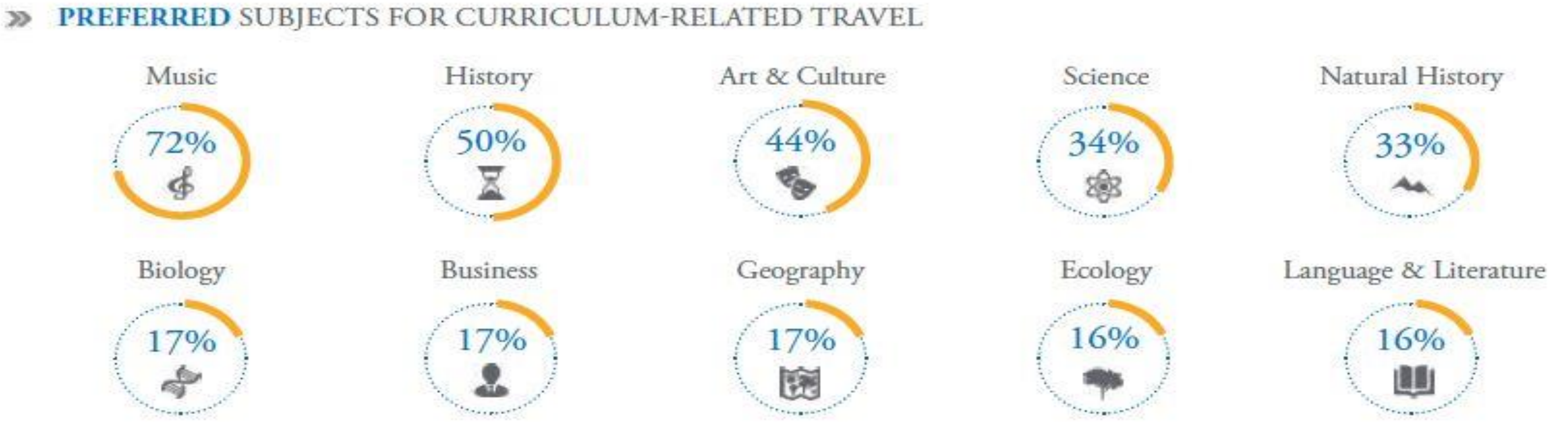
Does 98,500 Public Schools, 6,600 Catholic and 33,000 Private with 5,000,000 teachers makes your head spin?

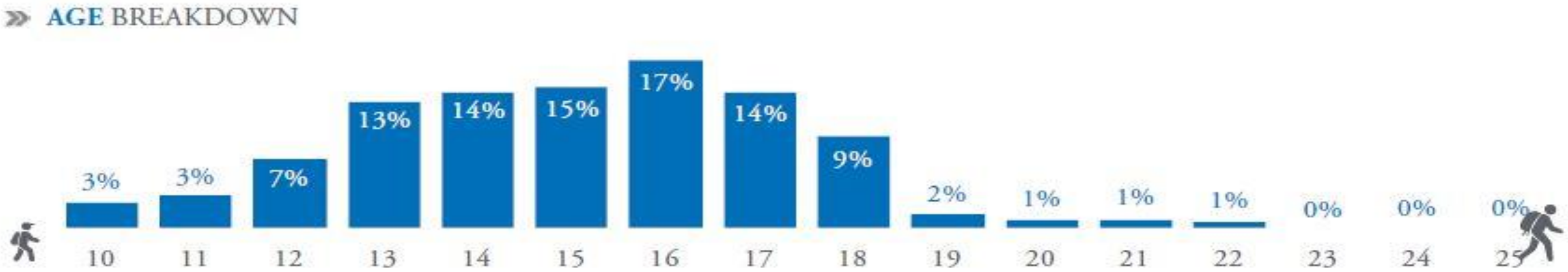
Show me the money!

1) **Appropriate school grade range**
2) **Wealth of school**
3) **Specific job functions that are most relevant**
4) **Targeted geography**

**** Start small and expand out on what works! ****

Findings from SYTA study


PREFERRED SUBJECTS FOR CURRICULUM-RELATED TRAVEL


AGE BREAKDOWN

90% of trip activity occurs from
6th grade through 11th grade
and primarily in 5 specific areas of teaching focus

SYTA The Voice of Student & Youth Travel

MCH Strategic Data

MCH Data and Services

MCH Database of Teachers

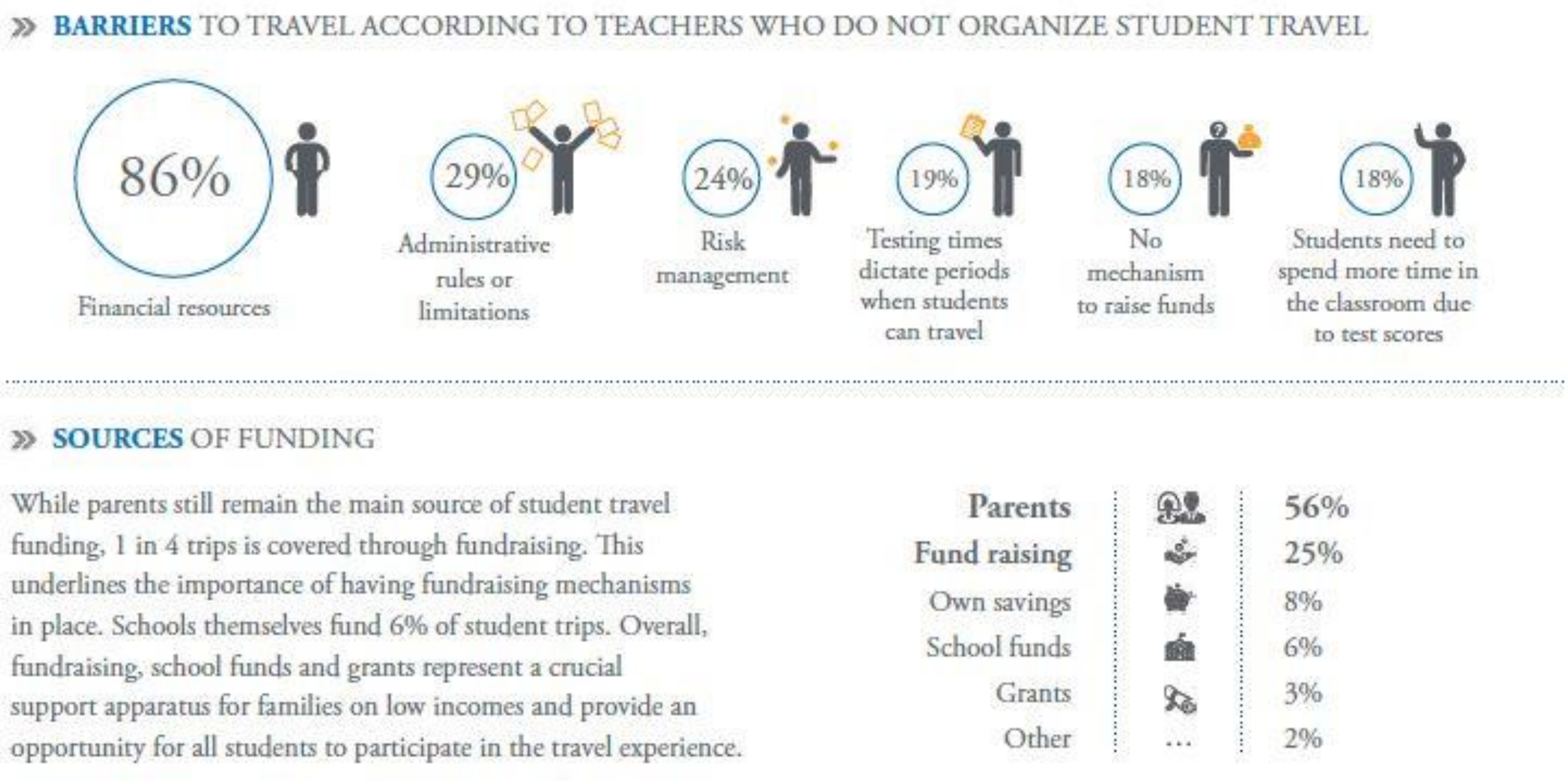
Starting with 5 Million Teachers and Administrators in the database with 4 million+ emails

Selecting out

1) **Schools with the presence of either a 6,7,8,9,10 and 11th grade**
2) **Job functions described.**

Reduces the database down to approximately 1 Million Teachers.

Findings from SYTA Study



» BARRIERS TO TRAVEL ACCORDING TO TEACHERS WHO DO NOT ORGANIZE STUDENT TRAVEL

Barrier	Share
Financial resources	86%
Administrative rules or limitations	29%
Risk management	24%
Testing times dictate periods when students can travel	19%
No mechanism to raise funds	18%
Students need to spend more time in the classroom due to test scores	18%

» SOURCES OF FUNDING

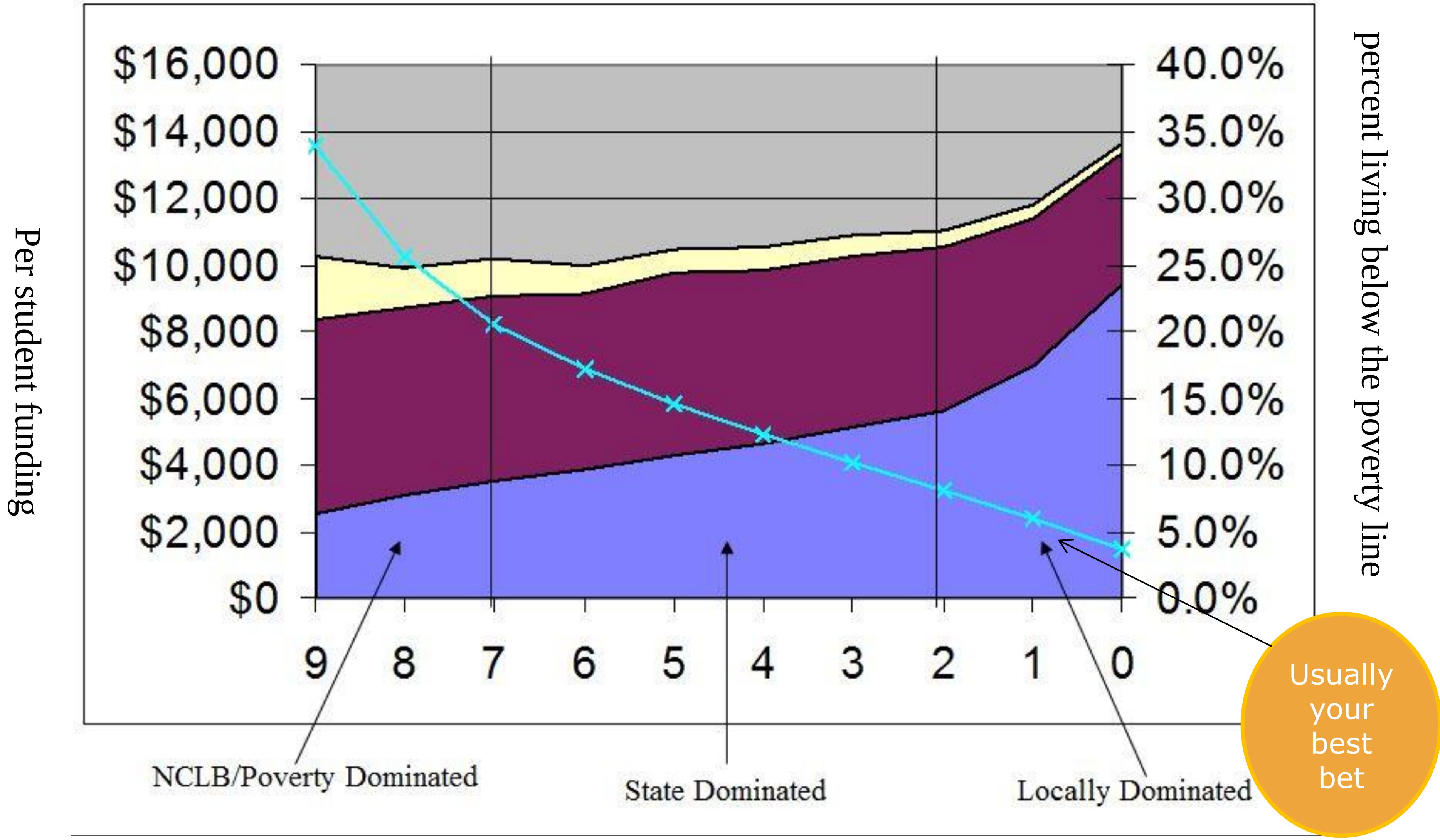
While parents still remain the main source of student travel funding, 1 in 4 trips is covered through fundraising. This underlines the importance of having fundraising mechanisms in place. Schools themselves fund 6% of student trips. Overall, fundraising, school funds and grants represent a crucial support apparatus for families on low incomes and provide an opportunity for all students to participate in the travel experience.

Parents	**56%**
Fund raising	**25%**
Own savings	8%
School funds	6%
Grants	3%
Other	2%

Financial concerns dwarf all other obstacles

SYTA The Voice of Student & Youth Travel | MCH Strategic Data

There are really three K-12 markets.



MCH Data and services

MCH previously selected Teachers

Starting with 1 Million Teachers

Selecting out

1) Schools located in communities that are in the top 50% average income brackets.

Reduces the database down to approximately 400,000 Teachers (300,000 with email addresses available).

The four keys to email success

Targeting

Who should be included?

Timing

Calendar
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRI
4 5 6 7 8 9
11 12 13 14 15
19 20 21
27

When is the best time to market?

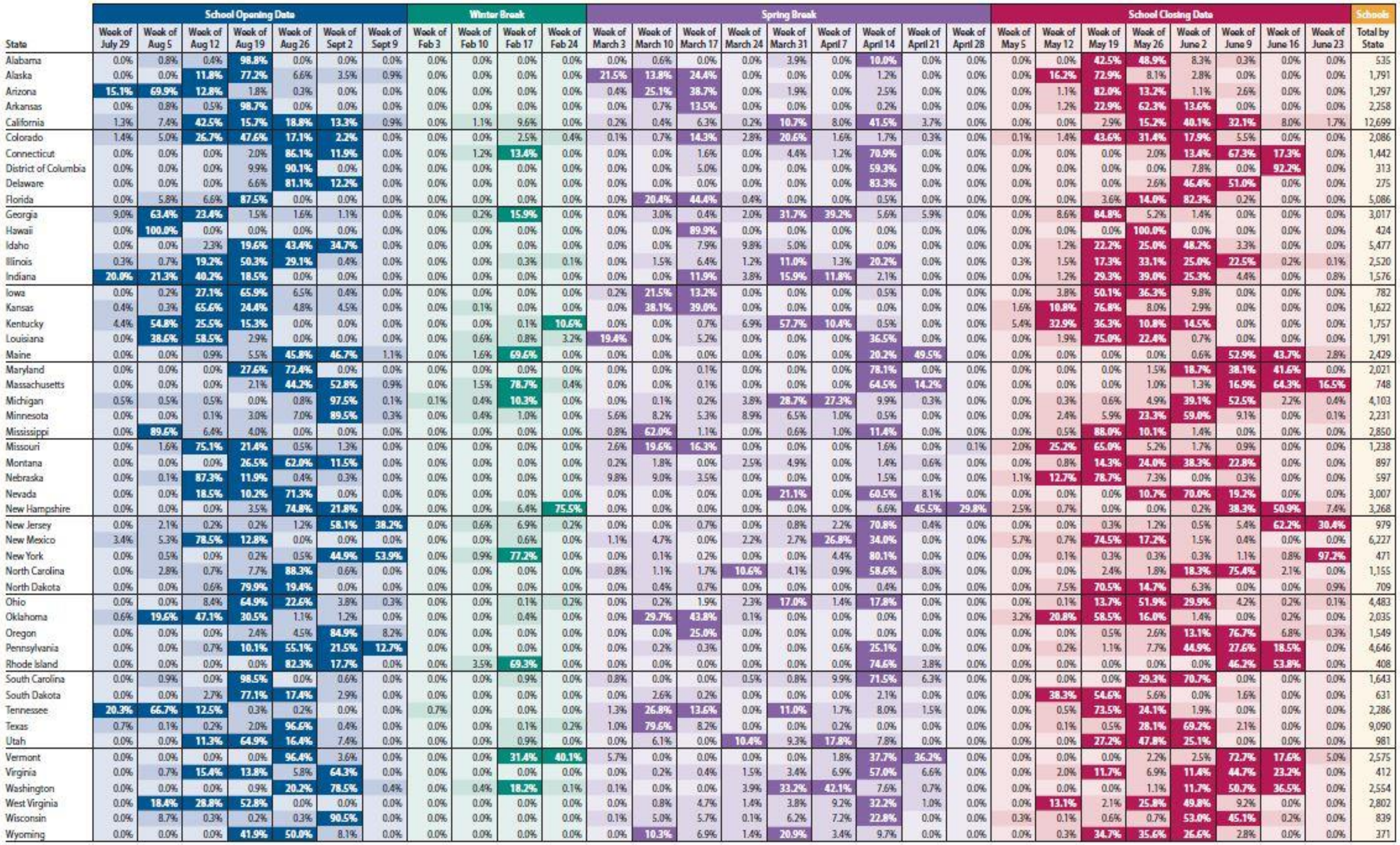
Repetition

How do we make
sure we are remembered?

Format

What is the best format or type of message?

Time of year - school calendars are key



State	School Opening Date							Winter Break				Spring Break									School Closing Date								Schools
	Week of July 29	Week of Aug 5	Week of Aug 12	Week of Aug 19	Week of Aug 26	Week of Sept 2	Week of Sept 9	Week of Feb 3	Week of Feb 10	Week of Feb 17	Week of Feb 24	Week of March 3	Week of March 10	Week of March 17	Week of March 24	Week of March 31	Week of April 7	Week of April 14	Week of April 21	Week of April 28	Week of May 5	Week of May 12	Week of May 19	Week of May 26	Week of June 2	Week of June 9	Week of June 16	Week of June 23	Total by State
Alabama	0.0%	0.8%	0.4%	98.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	3.9%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	42.5%	48.9%	8.3%	0.3%	0.0%	0.0%	535
Alaska	0.0%	0.0%	11.8%	77.2%	6.6%	3.5%	0.9%	0.0%	0.0%	0.0%	0.0%	21.5%	13.8%	24.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	16.2%	72.9%	8.1%	2.8%	0.0%	0.0%	0.0%	1,791
Arizona	15.1%	69.9%	12.8%	1.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	25.1%	38.7%	0.0%	1.9%	0.0%	2.5%	0.0%	0.0%	0.0%	1.1%	82.0%	13.2%	1.1%	2.6%	0.0%	0.0%	1,297
Arkansas	0.0%	0.8%	0.5%	98.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	13.5%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%	22.9%	62.3%	13.6%	0.0%	0.0%	0.0%	2,258
California	1.3%	7.4%	42.5%	15.7%	18.8%	13.3%	0.9%	0.0%	1.1%	9.6%	0.0%	0.2%	0.4%	6.3%	0.2%	10.7%	8.0%	41.5%	3.7%	0.0%	0.0%	0.0%	2.9%	15.2%	40.1%	32.1%	8.0%	1.7%	12,699
Colorado	1.4%	5.0%	26.7%	47.6%	17.1%	2.2%	0.0%	0.0%	0.0%	2.5%	0.4%	0.1%	0.7%	14.3%	2.8%	20.6%	1.6%	1.7%	0.3%	0.0%	0.1%	1.4%	43.6%	31.4%	17.9%	5.5%	0.0%	0.0%	2,086
Connecticut	0.0%	0.0%	0.0%	2.0%	86.1%	11.9%	0.0%	0.0%	1.2%	13.4%	0.0%	0.0%	0.0%	1.6%	0.0%	4.4%	1.2%	70.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	13.4%	67.3%	17.3%	0.0%	1,442
District of Columbia	0.0%	0.0%	0.0%	9.9%	90.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	59.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	92.2%	0.0%	313
Delaware	0.0%	0.0%	0.0%	6.6%	81.1%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	83.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	46.4%	51.0%	0.0%	0.0%	275
Florida	0.0%	5.8%	6.6%	87.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.4%	44.4%	0.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	3.6%	14.0%	82.3%	0.2%	0.0%	0.0%	5,086
Georgia	9.0%	63.4%	23.4%	1.5%	1.6%	1.1%	0.0%	0.0%	0.2%	15.9%	0.0%	0.0%	3.0%	0.4%	2.0%	31.7%	39.2%	5.6%	5.9%	0.0%	0.0%	8.6%	84.8%	5.2%	1.4%	0.0%	0.0%	0.0%	3,017
Hawaii	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	89.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	424
Idaho	0.0%	0.0%	2.3%	19.6%	43.4%	34.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	9.8%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	22.2%	25.0%	48.2%	3.3%	0.0%	0.0%	5,477
Illinois	0.3%	0.7%	19.2%	50.3%	29.1%	0.4%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	1.5%	6.4%	1.2%	11.0%	1.3%	20.2%	0.0%	0.0%	0.3%	1.5%	17.3%	33.1%	25.0%	22.5%	0.2%	0.1%	2,520
Indiana	20.0%	21.3%	40.2%	18.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.9%	3.8%	15.9%	11.8%	2.1%	0.0%	0.0%	0.0%	1.2%	29.3%	39.0%	25.3%	4.4%	0.0%	0.8%	1,576
Iowa	0.0%	0.2%	27.1%	65.9%	6.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	21.5%	13.2%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	3.8%	50.1%	36.3%	9.8%	0.0%	0.0%	0.0%	782
Kansas	0.4%	0.3%	65.6%	24.4%	4.8%	4.5%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	38.1%	39.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	10.8%	76.8%	8.0%	2.9%	0.0%	0.0%	0.0%	1,622
Kentucky	4.4%	54.8%	25.5%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	10.6%	0.0%	0.0%	0.7%	6.9%	57.7%	10.4%	0.5%	0.0%	0.0%	5.4%	32.9%	36.3%	10.8%	14.5%	0.0%	0.0%	0.0%	1,757
Louisiana	0.0%	38.6%	58.5%	2.9%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	3.2%	19.4%	0.0%	5.2%	0.0%	0.0%	0.0%	36.5%	0.0%	0.0%	0.0%	1.9%	75.0%	22.4%	0.7%	0.0%	0.0%	0.0%	1,791
Maine	0.0%	0.0%	0.9%	5.5%	45.8%	46.7%	1.1%	0.0%	1.6%	69.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	49.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	52.9%	43.7%	2.8%	2,429
Maryland	0.0%	0.0%	0.0%	27.6%	72.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	78.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	18.7%	38.1%	41.6%	0.0%	2,021
Massachusetts	0.0%	0.0%	0.0%	2.1%	44.2%	52.8%	0.9%	0.0%	1.5%	78.7%	0.4%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	64.5%	14.2%	0.0%	0.0%	0.0%	0.0%	1.0%	1.3%	16.9%	64.3%	16.5%	748
Michigan	0.5%	0.5%	0.5%	0.0%	0.8%	97.5%	0.1%	0.1%	0.4%	10.3%	0.0%	0.0%	0.1%	0.2%	3.8%	28.7%	27.3%	9.9%	0.3%	0.0%	0.0%	0.3%	0.6%	4.9%	39.1%	52.5%	2.2%	0.4%	4,103
Minnesota	0.0%	0.0%	0.1%	3.0%	7.0%	89.5%	0.3%	0.0%	0.4%	1.0%	0.0%	5.6%	8.2%	5.3%	8.9%	6.5%	1.0%	0.5%	0.0%	0.0%	0.0%	2.4%	5.9%	23.3%	59.0%	9.1%	0.0%	0.1%	2,231
Mississippi	0.0%	89.6%	6.4%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	62.0%	1.1%	0.0%	0.6%	1.0%	11.4%	0.0%	0.0%	0.0%	0.5%	88.0%	10.1%	1.4%	0.0%	0.0%	0.0%	2,850
Missouri	0.0%	1.6%	75.1%	21.4%	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	19.6%	16.3%	0.0%	0.0%	0.0%	1.6%	0.0%	0.1%	2.0%	25.2%	65.0%	5.2%	1.7%	0.9%	0.0%	0.0%	1,238
Montana	0.0%	0.0%	0.0%	26.5%	62.0%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.8%	0.0%	2.5%	4.9%	0.0%	1.4%	0.6%	0.0%	0.0%	0.8%	14.3%	24.0%	38.3%	22.8%	0.0%	0.0%	897
Nebraska	0.0%	0.1%	87.3%	11.9%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	9.0%	3.5%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.1%	12.7%	78.7%	7.3%	0.0%	0.3%	0.0%	0.0%	597
Nevada	0.0%	0.0%	18.5%	10.2%	71.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.1%	0.0%	60.5%	8.1%	0.0%	0.0%	0.0%	0.0%	10.7%	70.0%	19.2%	0.0%	0.0%	3,007
New Hampshire	0.0%	0.0%	0.0%	3.5%	74.8%	21.8%	0.0%	0.0%	0.0%	6.4%	75.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	45.5%	29.8%	2.5%	0.7%	0.0%	0.0%	0.2%	38.3%	50.9%	7.4%	3,268
New Jersey	0.0%	2.1%	0.2%	0.2%	1.2%	58.1%	38.2%	0.0%	0.6%	6.9%	0.2%	0.0%	0.0%	0.7%	0.0%	0.8%	2.2%	70.8%	0.4%	0.0%	0.0%	0.0%	0.3%	1.2%	0.5%	5.4%	62.2%	30.4%	979
New Mexico	3.4%	5.3%	78.5%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.1%	4.7%	0.0%	2.2%	2.7%	26.8%	34.0%	0.0%	0.0%	5.7%	0.7%	74.5%	17.2%	1.5%	0.4%	0.0%	0.0%	6,227
New York	0.0%	0.5%	0.0%	0.2%	0.5%	44.9%	53.9%	0.0%	0.9%	77.2%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	4.4%	80.1%	0.0%	0.0%	0.0%	0.1%	0.3%	0.3%	0.3%	1.1%	0.8%	97.2%	471
North Carolina	0.0%	2.8%	0.7%	7.7%	88.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.1%	1.7%	10.6%	4.1%	0.9%	58.6%	8.0%	0.0%	0.0%	0.0%	2.4%	1.8%	18.3%	75.4%	2.1%	0.0%	1,155
North Dakota	0.0%	0.0%	0.6%	79.9%	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	7.5%	70.5%	14.7%	6.3%	0.0%	0.0%	0.9%	709
Ohio	0.0%	0.0%	8.4%	64.9%	22.6%	3.8%	0.3%	0.0%	0.0%	0.1%	0.2%	0.0%	0.2%	1.9%	2.3%	17.0%	1.4%	17.8%	0.0%	0.0%	0.0%	0.1%	13.7%	51.9%	29.9%	4.2%	0.2%	0.1%	4,483
Oklahoma	0.6%	19.6%	47.1%	30.5%	1.1%	1.2%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	29.7%	43.8%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	20.8%	58.5%	16.0%	1.4%	0.0%	0.2%	0.0%	2,035
Oregon	0.0%	0.0%	0.0%	2.4%	4.5%	84.9%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	2.6%	13.1%	76.7%	6.8%	0.3%	1,549
Pennsylvania	0.0%	0.0%	0.7%	10.1%	55.1%	21.5%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.6%	25.1%	0.0%	0.0%	0.0%	0.2%	1.1%	7.7%	44.9%	27.6%	18.5%	0.0%	4,646
Rhode Island	0.0%	0.0%	0.0%	0.0%	82.3%	17.7%	0.0%	0.0%	3.5%	69.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	74.6%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.2%	53.8%	0.0%	408
South Carolina	0.0%	0.9%	0.0%	98.5%	0.0%	0.6%	0.0%	0.0%	0.0%	0.9%	0.0%	0.8%	0.0%	0.0%	0.5%	0.8%	9.9%	71.5%	6.3%	0.0%	0.0%	0.0%	0.0%	29.3%	70.7%	0.0%	0.0%	0.0%	1,643
South Dakota	0.0%	0.0%	2.7%	77.1%	17.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.2%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	38.3%	54.6%	5.6%	0.0%	1.6%	0.0%	0.0%	631
Tennessee	20.3%	66.7%	12.5%	0.3%	0.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.3%	26.8%	13.6%	0.0%	11.0%	1.7%	8.0%	1.5%	0.0%	0.0%	0.5%	73.5%	24.1%	1.9%	0.0%	0.0%	0.0%	2,286
Texas	0.7%	0.1%	0.2%	2.0%	96.6%	0.4%	0.0%	0.0%	0.0%	0.1%	0.2%	1.0%	79.6%	8.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%	28.1%	69.2%	2.1%	0.0%	0.0%	9,090
Utah	0.0%	0.0%	11.3%	64.9%	16.4%	7.4%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	6.1%	0.0%	10.4%	9.3%	17.8%	7.8%	0.0%	0.0%	0.0%	0.0%	27.2%	47.8%	25.1%	0.0%	0.0%	0.0%	981
Vermont	0.0%	0.0%	0.0%	0.0%	96.4%	3.6%	0.0%	0.0%	0.0%	31.4%	40.1%	5.7%	0.0%	0.0%	0.0%	0.0%	1.8%	37.7%	36.2%	0.0%	0.0%	0.0%	0.0%	2.2%	2.5%	72.7%	17.6%	5.0%	2,575
Virginia	0.0%	0.7%	15.4%	13.8%	5.8%	64.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	1.5%	3.4%	6.9%	57.0%	6.6%	0.0%	0.0%	2.0%	11.7%	6.9%	11.4%	44.7%	23.2%	0.0%	412
Washington	0.0%	0.0%	0.0%	0.9%	20.2%	78.5%	0.4%	0.0%	0.4%	18.2%	0.1%	0.1%	0.0%	0.0%	3.9%	33.2%	42.1%	7.6%	0.7%	0.0%	0.0%	0.0%	0.0%	1.1%	11.7%	50.7%	36.5%	0.0%	2,554
West Virginia	0.0%	18.4%	28.8%	52.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.7%	1.4%	3.8%	9.2%	32.2%	1.0%	0.0%	0.0%	13.1%	2.1%	25.8%	49.8%	9.2%	0.0%	0.0%	2,802
Wisconsin	0.0%	8.7%	0.3%	0.2%	0.3%	90.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	5.0%	5.7%	0.1%	6.2%	7.2%	22.8%	0.0%	0.0%	0.3%	0.1%	0.6%	0.7%	53.0%	45.1%	0.2%	0.0%	839
Wyoming	0.0%	0.0%	0.0%	41.9%	50.0%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	6.9%	1.4%	20.9%	3.4%	9.7%	0.0%	0.0%	0.0%	0.3%	34.7%	35.6%	26.6%	2.8%	0.0%	0.0%	371

SYTA The Voice of Student & Youth Travel

MCH Strategic Data

Time of day and day of week

What is the best practice on time of day and day of week.

There is no universal truth on this!

Test, Test, Test

The four keys to email success

Targeting

Who should be included?

Timing

Calendar
UNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRI
1 2 3
7 8 9
4 5 6 13 14 15
11 12 19 20 21
27 28

When is the best time to market?

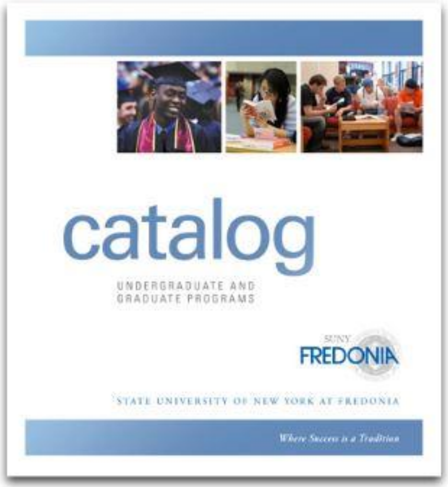
Repetition

How do we make
sure we are remembered?

Format

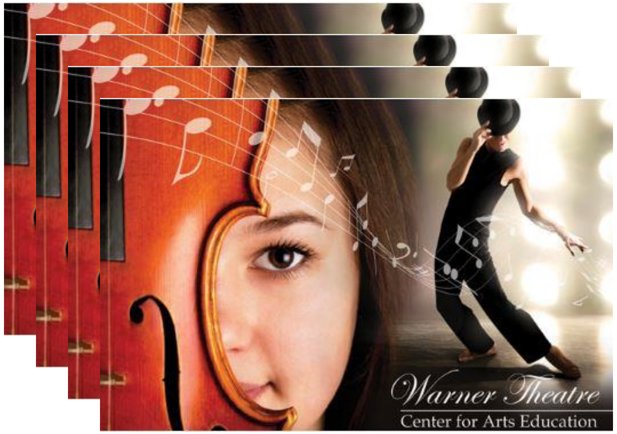
What is the best format or type of message?

Repetition – Drive Engagement


catalog
UNDERGRADUATE AND GRADUATE PROGRAMS
SUNY FREDONIA
STATE UNIVERSITY OF NEW YORK AT FREDONIA
Where Success is a Tradition

Old School Thinking

To here


Warner Theatre
Center for Arts Education

New Thinking

Companies are moving from once a year catalogs to more “frequent” but simpler touches

The four keys to email success

Targeting

Who should be included?

Timing

Calendar
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY

When is the best time to market?

Repetition

How do we make
sure we are remembered?

Format

What is the best format or type of message?

SYTA The Voice of Student & Youth Travel | MCH Strategic Data

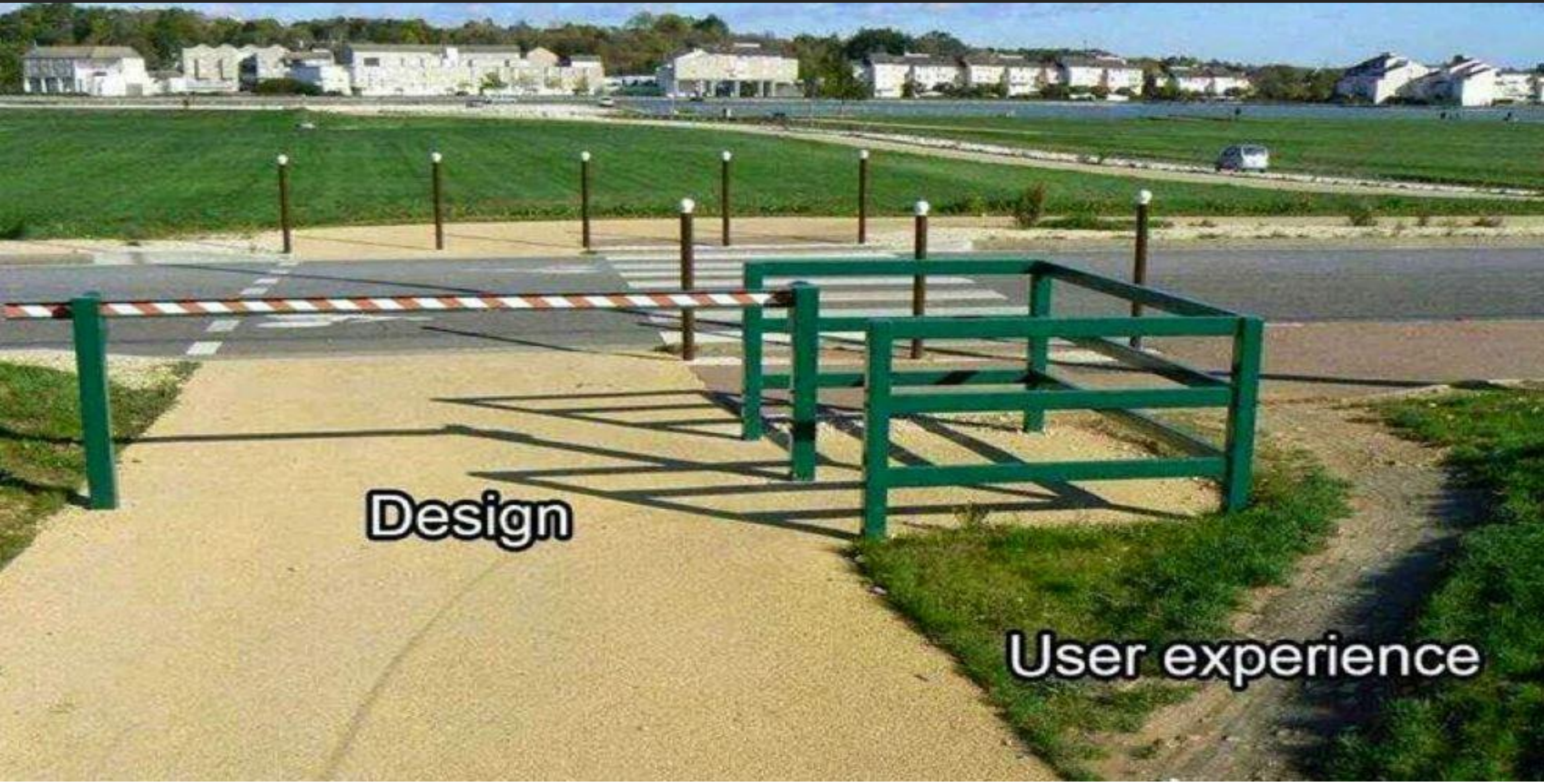
Format – it is an invitation

Email is really the invitation to the party!

The party really needs to be held somewhere else!

Keep the message simple and drive them to the web!

A real world case study


Design
User experience

Talking theory is great but does it work!

The company

1. Small new student travel company with no brand recognition.
2. Experienced owner and knowledgeable marketer.
3. Introducing a new STEM focused multi-day travel program to FL area – est. cost $1,500.
4. No outbound sales team.
5. No other marketing initiatives.

Goal of program

1) Generate and assess interest at the teacher level in this new travel concept

2) Build a file of prospects and cultivate program and interest to this identified group.

What we did

1. Created a survey to teachers asking for input and interest on this idea.
2. Targeted set of relevant teachers.
3. Sent up to 4 emails to each teacher asking for them to fill out survey.
4. Question at the end asked if they might be interested in a trip like this?
5. Responders are still be cultivated.

What we did

Few stats:

I targeted every school with grades 7-12 (Public, Catholic & Private), to introduce a new 2016/17 product during the 2015/16 school year.

Here are sample results of a typical deployment...based on deliverables:

Deliverable Emails: 251,171
Unique Opens: 14,815 (5.9%)
Total Opens: 16,927 (6.74%)
Unique Clicks: 412 (.16%)
Total Clicks: 451 (.18%)
Click to Open Ratio: 2.78%

NOTE: Each teacher received 3-4 emails on average – so these results all need to be multiplied by 4.

Results so far

End Results:

Total teacher inquiries: 1,407
Total teachers indicating plans to enroll their students: 113
Total teachers that indicated a travel date selection before 2015/16 school year ended: 72
Projected average group size: 25

Potential revenue from this campaign
$2,700,000 to $4,500,000

The End

Q&A