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Direct Marketing in K-12: From Oxymoron to Opportunity

Paul Kuhne
Director of Marketing
eChalk
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Interrupt Them, But Carefully

- Most of us can't afford solely a brand building activity.
- Who are you?
 - Build the relationship first, sell later (short, medium and long term).
 - The great mistake is lack of nurturing (annual fund, colleges).
 - One size does not fit all (no one cares about your newsletter).
- Why should I care?
 - It's all interruption and permission is relative.
 - Not altruistic and not salesy – finding the balance for tone.
 - Steer them to something relevant (to them!)
 - Opportunity to easily raise hand the moment they're ready should always be present.

Be Aware of Your Mailbox and Theirs

- **On the receiving end:**
 - Have you seen school or district mailboxes lately?
 - Only the big guys have the budget.
 - How much un-/semisolicited e-mail do you read?
 - Bulletin board effect/snow blindness.
- **E-mail – don't overengineer:**
 - E-mail is cost affordable but tricky.
 - Psychological vs. text vs. mobile vs. over the top.
 - Marketing automation is more than pretty e-mails.

Be Aligned and Disciplined

- Click-through and throw down the card in an online store vs. complex sales cycles (save 25% during back-to-school vs. relationship building).
- Real alignment and agreement with sales is essential to success.
 - Scoring – agree and start simply.
 - Overcommunicate often.
 - Dedication to CRM completeness (resources and everyone) – move slower, be more successful.
- Who to target – be discerning:
 - You don't need the whole universe.
 - Be disciplined in identifying target contacts and data points.
 - Researching internally vs. purchasing or renting data.

Be Sure to Support Your Outreach

- **Losing and confusing at hello:**
 - Where it all goes wrong.
 - Human follow-through is critical.
 - Where telesales/marketers take over – are they part of the continuum you have started?
- **Don't shoot yourself in the foot:**
 - Keystone – How is your website working for you?
 - Whitepapers up the wazoo?
 - Show and tell – simply.
- **Collect loads of info to triage effectively.**
 - BANT but friendly.
 - Marketing reach.
 - Who sales follows up with and when.
 - Automated and personal nurturing.
- **Integrate with events.**

Monitor and Refine Metrics

- **What to watch:**
 - Research/update bounces.
 - Watch, score and share opens and click-throughs.
 - Keep an eye on opt outs.
- **What to share:**
 - Report on “leads,” bookings, closes by campaign, week, month, quarter, year.
 - Budgeting enhances events.
 - Pass along promising “leads” – no numbers for numbers sake.
- Understand target numbers for better planning and forecasting.
- It’s part of the mix – not a panacea.

Questions, Disagreements & Arguments

- Come up to the mikes
- Tell us what is important... or not