



DATA BUBBLE
CONSULTANCY LIMITED
— INCREASE YOUR SALES —

HOW COLLEGES USE DIRECT MARKETING

Joanne Clayton

The number one question I get asked by colleges is “How will targeted data work better for me than our usual methods?” The answer is simply this – your message will land at the feet of those who might actually be interested in your college!

My passion for helping colleges stems from my own experience. Having worked with colleges for several years now, I understand it’s a very competitive market place. Hitting student recruitment targets is key to the success of any college. That’s why being able to place your college in the forefront of the minds of students, parents, NEETs and employers alike is vital. Targeted data allows you to do just that.



Steve Clayton

I remember when I was at school, students simply tended to go to their closest college. However, those days are long since gone. Students are becoming more and more discerning about where they receive their education and rightly so, meaning nowadays, colleges have to sell themselves like never before.

Visibility is key – a college has to make its presence known by all means possible. This visibility isn’t limited to schoolchildren, but to businesses and employers, as well as influential others within its local community. That’s not a simple thing to do with a limited budget, though with the right strategy, it can be achieved.



How Colleges Use Direct Marketing

Data Bubble have a proven track record helping the education sector communicate effectively with their target audience.

Joanne and Steve understand the pressure you are under to hit targets and seek to make your campaign as stress-free as possible.

Put Away your Blunderbuss!

Colleges regularly utilise a variety of different marketing techniques to spread the word about the college. The trick lies in knowing which method is going to perform the best for your college within your available budget.

Display banners, social media, advertisements and the like deliver your message to a wide number of people. However, how many of those people are actually of interest to your college?

A targeted data list delivers your message directly to those who might be interested – parents of schoolchildren, NEETs (16 – 24 year olds Not in Education, Employment or Training) and businesses local to the college. This is a superbly efficient use of budget, with the highest return on investment.

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We can provide the following details:

- **Full Name (for under 18s, the parent's name is supplied)**
- **Address**

Data can be selected on:

- **Location (postcode or radius of college)**
- **Age / Academic Year of child**
- **Household income**
- **Homeowner status**

Making specific selections ensures you receive targeted data that will maximise your time and budget, ensuring your campaign is a success.



Do You Hold Multiple Events?

An event such as an open day or job fair is a great way to promote your college.

Many colleges have come to realise that there is a great benefit in holding multiple events in their calendar year. Events generate interest, which raises the college profile within the community. Regular communications ensure the college remains in the forefront of the minds of both potential students and the local business community.



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Engage With Your Business Community

Never before has a college's engagement with its business community been so vital to its success. Attracting new students through the promotion of courses to local businesses, as well as finding work placements and apprenticeships for existing students, is a key role.

Regular and consistent communication, as well as news about college successes, lifts the college profile. An increasing number of colleges are using such methods to build lasting relationships with local businesses. For example, one college we spoke to recently had

started its own networking group within the college. It targeted local businesses through one of our lists, then invited them to a networking event. Not only was it very well attended, proving of great benefit to those businesses, but it allowed the college to promote themselves within their business community - a clear "win-win".

Finding those businesses which best suit the college is simplified through the use of a targeted data list. Imagine how being able to contact the business owner by name, within the industries relevant to your college and in the location you want would assist you. Could you even host a networking event yourself?



How Colleges Use Direct Marketing



“One Stop Shop”

With so many balls to juggle, it's no surprise that the run-up to events is stressful for colleges. We can ease that stress by taking your design and fulfilling your campaign through our cost-effective print and mail service. With postal discounts of up to 50%, you might be amazed to see just how far your budget can stretch!

Trust Us with Your Campaign

Data Bubble takes data privacy very seriously – we are, after all, consumers ourselves. That's why we only ever supply data which is fully opted-in and complies with all current legislation.

Data Bubble is registered with the Information Commissioner's Office (ICO) and is fully Data Protection Act (DPA) compliant. This assures you that you are dealing with industry experts and, as such, you can trust us to supply only the very best.

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Joanne

The past 20 years of Joanne’s career have been within the world of data and she is widely regarded as an Oracle within the industry. Her knowledge of data supply, both B2B and B2C, as well as data cleaning, is second to none. In short, what Joanne doesn’t know isn’t worth knowing!

Besides “managing” Steve’s relentless desire to own every bicycle in the world, Joanne spends her spare time walking the dogs with Steve and watching Formula 1. She has a passion for health and fitness, so can often be found down the gym, though recently her interests have taken a “wilder” twist. After gorge-walking in Nidderdale, she followed that with some kayaking lessons and most recently went paragliding (adrenalin junkie alert!).

Steve

After a happy and successful 25-year career within the finance sector, Steve decided to leave all that behind in favour of working with Joanne in late 2012. He brought with him a passion for customer delight (and spreadsheets – don’t ask!), which to this day, continues to be the major driving force behind the company ethos.

When not inputting formulae, Steve loves nothing more than to walk the dogs with Joanne, sing along to his favourite film Frozen (though he wouldn’t own up to it!) and listen to heavy metal music. He has a passion for all things cycling (don’t ask me how many bikes he has) and is a lifelong Huddersfield Town and Everton supporter. He loves all things spicy and recently ate the hottest chilli in the world without even wincing!



“We needed data to conduct a postal campaign to parents within our local catchment area. Data Bubble provided exactly what we needed, to our specification, ensuring our campaign was a success. Their data was accurate and their service excellent. I would have no hesitation in recommending them.”

Emma Evans – Wolverhampton College

Our Thoughts on Ethical Marketing

Data Bubble’s clients can be assured of receiving:

- Openness and honesty
- The highest levels of data security
- A professional service

They can be certain that:

- They will be treated fairly
- We understand our corporate responsibility
- Prospects’ wishes are fully respected
- We wish to build a relationship with them
- All data supplied is fully compliant

Data Bubble – An Ethical Approach to Business Growth



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For more information on making your college the talk of the town, call Joanne or Steve on **01274 965411** or email **info@databubble.info**