

*Exclusive to Marketability – early booking advised!*

# Schools Marketing Workshop

**'Brilliant – exceeded my expectations. Covered exactly what I needed and I've come away with lots of ideas and enthusiasm.'**

*Delegate from Oxfam Education*

**'Really relevant to my work – providing a really structured way to approach my marketing to get the best results.'**

*Delegate from Trotman Publishing*

Are you looking for new and creative, cost-effective ways to market your product to schools? Are you finding it increasingly difficult to get the results you expect? The schools market is highly competitive and getting yourself heard is becoming ever more challenging.

This course gives an overview of the market dynamics that you need to consider when devising marketing plans. It looks at what's happening in schools today, the current topical agendas, and what effect these may have on how teachers respond to your marketing messages.

As well as equipping you with information about the schools market, we focus on real and practical marketing ideas covering a range of products from textbooks and revision guides to online subscription services and other electronic resources. During an interactive session we'll examine why these plans have worked and how you can use the ideas to improve your own response rates.

#### ***Includes:***

- What's happening in the primary and secondary schools sector today and what impact this has on marketing campaigns
- What to consider when putting together a marketing plan, including timing, market segmentation and messages
- School libraries – their influence and buying power in schools today
- What type of marketing works best when and why for different types of product
- Plenty of case examples of real campaigns
- Quick and easy ways to calculate targets and analyse results
- How your marketing fits into the overall sales process and what you can do to ensure your campaign works its hardest.

#### ***Course tutors:***

This course is led by **Rebecca Jones**, Head of Marketing at Letts and Lonsdale, previously at Oxford University Press and Collins Education, with guest tutor **Rachel Maund**

#### ***Who should attend?***

Anyone needing a topical and practical overview of the UK schools market and looking for effective ways of marketing to it. Particularly relevant to Marketing Executives and Marketing Managers within UK schools publishers.

#### ***Course dates:***

**28 April**

**London**

**£370 + VAT**

**27 October**

**Oxford**

**£370 + VAT**

**CHECK AVAILABILITY NOW ON 020 8977 2741, OR  
EMAIL [rachel@marketability.info](mailto:rachel@marketability.info)  
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