

What Do Schools Do With Emails

When emailing schools to promote your service, there are many factors to consider, including;

Who to send to When to send What to send and so on

One thing that many education suppliers don't think about, however, is what happens to their email when in a school.

Let's imagine you are using the School Mailings School Email Service, where your campaign is sent to the schools email address. Typically, this is an info@ or admin@ type address. There is a misconception that emails to these addresses won't work. However, when we think about the process the email goes through, it helps to understand how we can make the email work.

Stage 1 – Getting The Email Delivered

The first step to any successful campaign is getting your email delivered to an inbox, as opposed to being blocked by a SPAM filter. The School Mailings email service runs a SPAM filter check prior to send, ensuring that any complications within your email are removed (with your agreement) and the email is sent.

Stage 2 – Who Sees It?

When the email arrives in the school, it is likely that it will be read by a member of the office staff. You may find that in some smaller schools, it goes straight to the Head Teacher, but for the most part it will be the Schools Administrative Staff.

Stage 3 – What Happens Next

Most well run schools understand the benefit of marketing products and services, and know that teachers need to see these emails to make educated purchasing decisions to improve their school. As such, most schools will have a member of staff who forwards these emails on to the relevant staff at least once per day.

Stage 4 – How To Get Your Email Forwarded

Imagine you are sat in the place of the 'Email Forwarder', and are faced with an inbox of anything from 5 to 50 emails. This is not a task they will enjoy so they want to get it done quickly. The easiest way to do this is to look for a reason not to send your email on and to simply delete it. It is crucial to make it clear who your email is for. This may be by putting the recipients name at the start of the email or, ideally, making it clear in the subject line who it is for.

Eg FAO Head of Business Studies OR Attn. Head Teacher

Stage 5 – What Now?

You have done half of the work by getting your email forwarded to the correct member of staff. The key task now is to make sure your email works. School Mailings can help with our education knowledge and professional email design.

For more information about our email services, call **01257 460036** or email **info@schoolmailings.com**