

Marketing to Schools – Facts and Figures



8-11am

Best time to send your email campaigns to schools to maximise open rates



November

The month with the highest average open rate



29%

Number of teachers who read their emails on a mobile device

97%

Email Accuracy Guarantee offered by School Mailings

4-6 Words

Optimum Number of words to use in a subject line

February

Second most successful month for email opens

418,000

Teachers and Decision Makers on the School Mailings database (September 2017)

£85.2 billion

UK Education Budget 2016



6,540

Current number of Academy Schools in England

£1.2 billion

Spent by schools on teaching and learning resources (2015-2016)

£2.4 billion

Received by schools to support SEN teaching (2015-2016)



29,447

Current number of Primary, Secondary and FE establishments UK wide



Cost of the School Mailings Term Dates File to help you plan your marketing to education



The days of the week with the best open rates