

WHAT THE TEACHERS SAY



When it comes to email marketing to teachers, the teachers themselves are full of useful insights that can help with your marketing campaigns.

Here's what the UK teachers said when we asked about their email use...



When we check our emails

100%

check emails at least once a day

88%

check emails at least three times each day.

68%

check regularly throughout the day.

It's not just 9am until 3:30pm



90%

check emails outside of school hours

77%

check emails more than once outside of school hours



Teachers are early risers...

76%

check emails before 8am every day. Nearly a third check their emails as early as 7am, if not earlier!



And also night owls...

80%

check emails after 7pm in the evening. Over half of these check later than 9pm

This is why we offer email sends at all times of the day. We will work closely with you to determine the best time to send your email to your target teacher.

84%

check emails at least once over the weekend

SUN SAT

Saturday and Sunday are equally popular days for checking emails

Our weekend email service means you can get into the teacher's inboxes before the start of the busy week ahead.

And not just term time



88%

check emails during the school holidays.

Nearly half of these check emails every few days.

There is no particular preference for checking emails either at the start or end of the holiday – 67% prefer to keep a regular eye on their emails and check them every few days throughout the holidays.

This is why we offer a non-term time email service. School holidays are a fantastic time to start your email marketing. Teachers use this time to prepare for the next term and generate new ideas – a great time to attract their attention before the busy new term starts.



How we check our emails

Teachers use a whole range of devices to check their emails. The device they use depends on the time of day.



70%

use a PC or a laptop during school hours

58%

use a smartphone or tablet outside of school hours

That's why we always make sure our email designs are responsive – this means they can be easily viewed on lots of different devices.



When we receive your email

60%

Over 60% receive less than three marketing emails per day.



£

Over 70% of teachers have some kind of budget responsibility in their role. This ranges from £200 all the way up to full departmental budgets, depending on the exact role of the teacher.

This is why we include direct contact information for over 427,000 teachers on our schools data file so you can send your email marketing direct to the budget holder.

86% will investigate the product further if they receive a marketing email of interest

This is why we always help to review the content of your email to make sure you have a clear call to action and clear links to how the teacher can find out more.

Over 60% have made a school related purchase from a marketing email received to their school email address. That's over 200,000 teachers from our teachers database.

Nearly 90% would forward a marketing email to a colleague if they thought it might be of interest to them.

WHAT DOES THIS ALL MEAN FOR MARKETING TO TEACHERS?

Teachers are email savvy – they regularly check their emails throughout the day on a variety of devices, and not just during school term time.

This means there are huge opportunities for email marketing to teachers - no matter when you send your email, there is bound to be a teacher checking their emails at that time!

Of course, there are certain times and days that get higher engagement rates than others when it comes to email marketing and we will always work with you to ensure that your email is sent at the best time for your target teacher.

Check out our Email Marketing Top Trends for more advice:

[Email Marketing Top Trends](#)



We hope you enjoyed this informative content. Don't forget, we are here to help develop your education marketing knowledge and further your marketing to schools campaign

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