



BUILD YOUR EDUCATION DATABASE IN FIVE EASY STEPS



Getting your education database right is the first step to running a successful schools marketing campaign. Follow these easy steps to build your perfect education database:



1

Choose your education data supplier

Important questions to ask:



Is your schools data accurate?

What do you know about education?

Your data supplier needs to be an **expert** – not just in data supply but also in education. *That's us!*

Our team of former teachers and experienced data managers make us the best team to provide your accurate schools data. We have in-depth **knowledge of schools and the education sector AND** the largest schools data management team in the industry!

We review, update and add to our schools data daily making it as up to date and accurate as possible.

97%

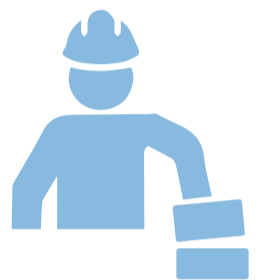
email data accuracy guarantee

99%

postal data accuracy guarantee



You can contact us at any time for advice when choosing the data for your education database



2

Choose which schools you want to target

There are over 30,000 schools in the UK – you can market to them all or you can choose a specific segment.



Is your product:

For the whole of the UK?

For a specific region or county?

For secondary schools?

For a certain country only?

For primary schools?

For all schools?



3

Choose who you want to target

There are many different job roles in schools so it's important to include the correct decision maker in your education database.

Think about your product:



Is it relevant to a certain teacher or decision maker?

Head Teachers?

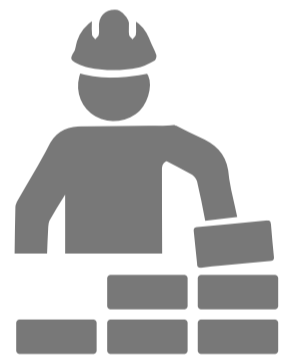
Heads of Departments?

IT Coordinators?

Business Managers?

Site Managers?

Our expert data managers collect data for **96 job titles** – see our full list [here](#).



4

Choose the information you need

There is a lot of data available for schools, teachers and decision makers so think carefully about what you need.

This will depend on how exactly you plan to run your marketing campaign.



Do you need:

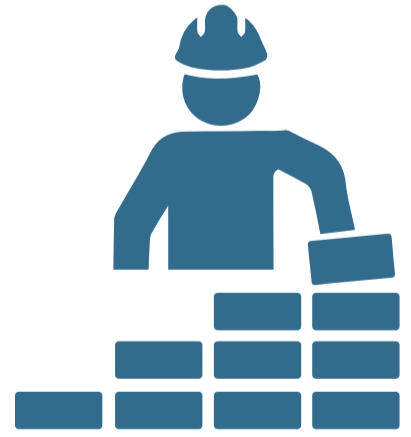
Email addresses?

Postal addresses?

Telephone numbers?

Any other information to support your campaign?

We can provide additional information for each school such as number of pupils, religious affiliation, % of pupils on free school meals and more.



5

Contact us

Once you know what data you want, just let us know and we will provide your perfect education database.

 **01257 460036**

 **info@schoolmailings.com**



Don't forget to contact us at any time if you need any advice about your education database

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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