



EMAIL MARKETING FOR  
**EDUCATORS**



*Benchmark*  
EMAIL



## FOREWORD

*“Education is an ornament in prosperity and a refuge in adversity.” - Aristotle*

Unlike other commercial enterprises, the education sector differs from other business industries in that it markets intangible academic services. But just because the services may be intangible does not mean they are in any way optional: Education is the cornerstone of our civilization, and today’s institutions are being asked to provide a greater breadth of assets. Today’s educational institutions must constantly seek new horizons and become more flexible in their provision of educational services than they have ever been before.

Education institutions have a particular set of priorities and goals to achieve through promotion and marketing. Some government supported schools do not require fundraising services, and are primarily interested in promoting both curricular and extracurricular activities as well as engaging in educational programs for the entire community. There are also the educational institutions almost wholly supported through non-governmental organizations that may be specifically faith-based or secular associations. These institutions may be involved in both informational and fundraising communications as well as outreach programs to boost their conventional budgets. Meanwhile, education facilities in the private sector operate as private commercial companies. These businesses provide a variety of educational services to their communities such as artistic, commercial, mechanical, technological, sports or other forms of training on a fee-based schedule.

Each type of institution seeks unique results, engaging in broad ranges of promotional and marketing campaigns. At a time when most education sector professionals find themselves in an increasingly competitive marketplace, with overhead costs growing by the day, they are seeking new ways to derive greater efficiency and value from their stretched marketing and promotional budgets. Traditional, conventional media like newspapers, radio and television are no longer affordable for most of the smaller education institutions - nor do they produce the desired cost efficiencies. These older forms of media have lost a great proportion of their former effectiveness due to the revolution now present through a web-enabled mobile lifestyle.

As social media continues to make its mark on our everyday lives, millions of people are utilizing email to a greater degree than ever before. Mobile web-enabled populations are communicating with each other via email more and more every day. This trend offers a very powerful and exciting opportunity for any educational institution to take advantage of, whether the goal is to promote information and education or to sell fee-based memberships for a variety of private sector training programs.

Email marketing is the single most cost effective marketing method to reach this increasingly mobile population. The Direct Marketing Association conducted an extensive survey of email marketing return on investment (ROI) in 2009 and found that for each dollar invested in the process, an impressive \$43.62 was returned. This is a rate that traditional media and alternative methods of online communications cannot match. Embracing the latest email and social media marketing techniques can provide an incomparable boost to any education institution, allowing them to reach their stated goals - without breaking their budgets. This guide has been designed to demonstrate how every education institution can harness the power of email and social media marketing effectively

- Curt Keller  
CEO  
Benchmark Email

## ▶ Introduction

Education is a very broad term, encompassing elementary and secondary school, postsecondary education, adult education and early childhood education, special education and vocational training. This report, Education: The ABCs of Email & Social Media Marketing, was created to analyze practices in email promotional marketing for the benefit of education agencies or institution directors and managers to focus their entity's online promotions. The conclusions in this report should assist the members of the Education sector improve their promotional efforts in the following ways:

- Understanding how to design and implement promotional and [email marketing campaigns](#) to attract new buyers while maintaining the loyalty and minimizing the alienation of existing ones
- Being able to tackle the challenges of maintaining firm adherence to a web of government legislation and the self-regulation standards of the education industry
- Identifying and interpreting relevant statistics to gauge effectiveness of strategies utilized by other education facility managers and operators nationwide
- Using strategic email marketing campaigns tailored specifically for your education entity to obtain and maintain the maximum benefit possible

A notable series of recently published statistical studies were correlated to selectively gather information contained in this report. The managers and directors of education facilities across the United States and Canada were surveyed to assemble these studies. The information has come from all levels of educational institutions - from the smallest day care centers to internationally renowned universities. The data acquired by this effort is available in the Education Email Marketing Survey section.

The goal of this report is to offer a series of questions, which every education institute must be asking to ascertain the current state of their email communications campaigns. The questions will indicate feasible strategic actions that may be taken to increase the methodology's capabilities in obtaining more effective results. Through a survey of the condition and best practices in [email marketing](#) found among education facilities, the goal of this report is to conduct a comprehensive analysis of the present system as well as to provide objective solutions.



## ▶ Background

Traditionally, education directors and managers relied on conventional media such as newspaper notices and Yellow Page listings; the sector as a whole is showing some measure of recalcitrance to adopting email marketing. Only 22 percent of education institutes presently promote their activities via email marketing, though 37 percent of all education entities claim they plan to use [online marketing](#) and promotional activities in the future. Forty-one percent do not promote their institutes via email marketing at this time and state that they have no future plans to do so.

In cases where directors and managers of education facilities are able to successfully implement email marketing campaigns, email becomes their promotional method of choice. These education directors and managers discover that the number one priority is the task of collecting as many relevant email addresses as possible, always with firm permission to be placed on the subscription list. This collection is generally gathered through these varied vectors:

- At educational events & exchanges
- At musical & theatrical events
- At sports & intercollegiate events
- At the Educational institute itself
- Email only promotional sales
- From collaborative local businesses
- On physical bulletin boards and event announcements



- On local & education-focused online forums
- Through contests, drawings and raffles
- Through law enforcement associations
- Through parades and other municipal & social events
- Through parents associations
- Via extracurricular & club activities
- Via their website signup page
- Word of mouth

Many participating education directors are realizing that widespread email and [social media](#) marketing is not a one-to-many thousands communication as the more traditional and well-known forms of newspaper, magazine, radio, and television advertising. To engage the targeted prospect and reach maximum effectiveness, these online types of promotion should be loosely structured as one-on-one conversations. There are no limits to the Education sector applications of email marketing, and Education managers and directors regularly depend upon it to achieve these and many other promotional goals:

- Constituent relationship management
- Day care registrant solicitation
- Direct student recruitment
- Distribute education & information guides
- Engage the community
- Graduate recruitment
- International recruitment
- Lobby boards & legislators
- Manage interest, application, decision & enrollment
- Parent relationship management
- Prepare K12 for college or careers
- Provide educational & personal counseling
- Publicize events, occurrences & achievements
- Raise funds
- Recruit for higher education
- Retain & advance to graduation
- Student qualification services
- Undergraduate recruitment



Email and social media marketing is where the overall public and private sector market is heading at this time. The 22 percent of education entities active in email marketing at this time are gaining a significant competitive advantage over the education facilities who insist on using the familiar and traditional print forms of advertising and promotion through their access to a collection of prospects.

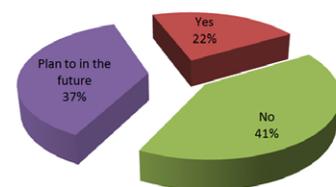
## ▶ Education Email Marketing Statistics

This statistical information was derived from recently published statistics from official surveys and leading major industry sources. The data was gathered with the answers received as a result of direct questioning of education directors and managers.

### Education Businesses that Engage in Email Marketing

All statistics contained in this graphic were gathered from education entities throughout the U.S. and Canada who claimed to be actively engaged in email

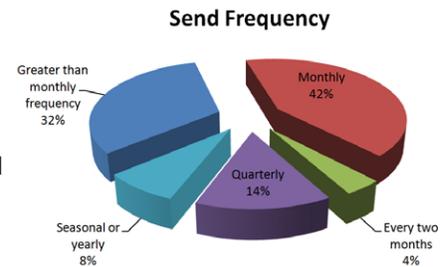
Engage In Email Campaigns



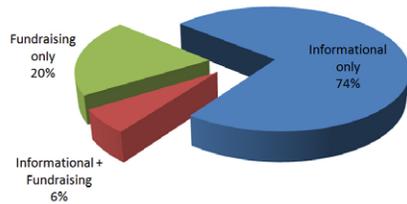
campaigns presently. The percentage stating current implementation of email marketing campaigns is 22 percent, while 37 percent of education directors and managers admit a need to start email campaigns at some time in the near future. Some smaller education institutes are independent and self-funding, and may feel they are not sufficiently equipped in technology or have not reached the necessary critical mass to be able to properly implement an email marketing campaign. They may also feel they do not have the technical capabilities to access the enormous advantages of direct marketing via email and social media. Additionally, they may not be informed about the basics of email marketing campaigns and how they can be financially successful for any size of education facility.

## Education Sending Frequency

Forty-two percent of all education email newsletters and other content is issued monthly, with an email transmission greater than monthly being reported as fully 32 percent, and longer time between sends taking up a total of 26 percent; 4 percent for every two months, 14 percent for quarterly mailings, and 8 percent for seasonal or yearly sends.



## Content Type

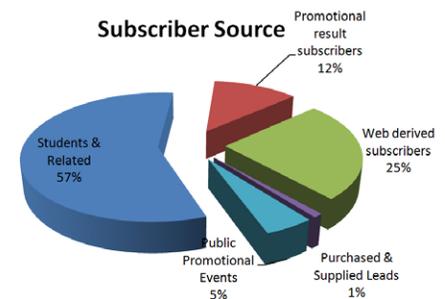


## Education Content Type

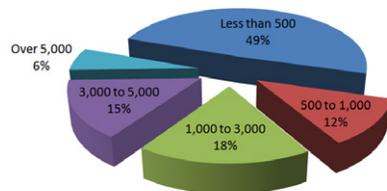
Nearly three quarters of education emails contain informational content. Six percent blend informational and fundraising content. Emails lacking notable informational content in any way and simply focused on the task of fundraising accounted for one out of every five at 20 percent.

## How Education Entities Obtain Email Subscribers

Only about one third of subscribers are students and individuals with some form of connection to the institution such as parents, board members, and legislators; 12 percent are subscribers enrolled through various other promotions and offers. The web accounted for 25 percent of the subscription list entries, 1 percent were purchased or supplied leads while fairs, sports and other public events were responsible for 5 percent.



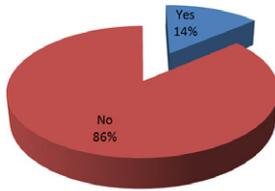
## List Size



## Typical Education Email Subscriber List Size

The education business is distributed between small, local, and fully independent education facilities on one end and very large statewide institutions on the other. Almost half of all lists have less than 500 entries, with the balance of 51 percent being much larger lists: 500 to 1,000 is 12 percent; 1,000 to 3,000 is 18 percent; 3,000 to 5,000 is 15 percent; and 6 percent are over 5,000.

### Segmentation



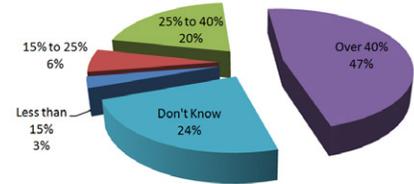
## Education List Segments

Eighty-six percent of education institutions send out information or promotional content consistently; however, only 14 percent of the survey participate in list segmentation.

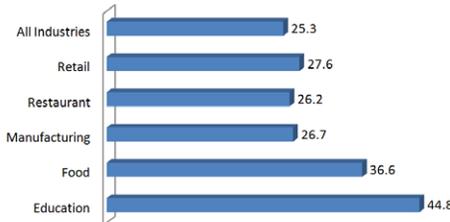
## Email Open Rates for Education Campaigns

Almost a quarter of the education directors surveyed do not know how many of their emails are opened. Of the more than three quarters of all education marketing administrators who did track this metric, 47 percent reported their opens at over 40 percent; 20 percent stated it was 25 to 40 percent; 6 percent claimed 15 to 25 percent, and 3 percent admitted less than 15 percent of their emails were opened.

### Open Rates



### Industry Open Rates



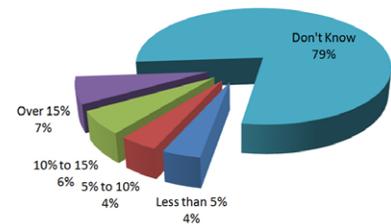
## Versus Industry Open Rates

The open rates claimed by Education businesses are 44.8 percent, well above the averages stated by major industrial sectors.

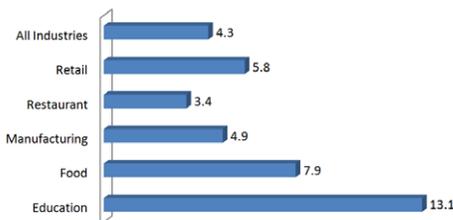
## Education Subscriber Click-Through Rates

Any email not sent in plain text format can simply and easily track the [click-through rate](#) (CTR). A total of 79 percent of all education business directors and managers do not know what this number is for their promotional campaigns. Only 21 percent of all education businesses knew their CTRs, with 7 percent reporting more than 15 percent; 6 percent stating 10 to 15 percent; another 4 percent stated to be receiving 5 to 10 percent; and 4 percent claimed that their CTR is less than 5 percent. It is important to note that CTRs have a considerably different weighting in education than they would in another more commercial industry such as Retail.

### Click-Through Rates



### Industry Click-Through Rates



## Versus Industry Click-Through Rates

This statistic is above average of other industry sectors but should be interpreted with caution.

## ► Education Email Marketing Goals

Each type of educational institution has a specific set of priorities and goals to accomplish by engaging prospects in a campaign of email and social media outreach. Government funded schools are less concerned with direct fundraising from the community for the majority of revenue and so can specialize their email and social media campaigns by promoting both curricular and extracurricular activities, as well as communicating newsy items of interest about that particular institution. Some education facilities that fall into this category include: adult high school, campus university, charter school, collegiate institute, collegiate university, college, community college, continuation high school, elementary school, foundation school, graduate school, grammar school, high school, institute of technology, law school, medical school, primary school, secondary school, sixth form college, summer school, and vocational technical school.



Additionally, other education institutes are supported through the auspices of a specific faith-based or secular private organization. These facilities include: beacon school, boarding school, cathedral school, catholic school, charity school, church school, co-institutional school, combined school, common school, community school, comprehensive school, direct grant grammar school, escalator school, finishing school, forest schools, grant-maintained school, hedge school, infant school, integral education, junior school, laboratory school, leading edge school, lower school, lyceum, magnet school, middle school, minor seminary, monastic school, nursery school, parochial school, private school, reform school, secondary modern school, seminary, state school, training ship, university, Waldorf education, and year-round school.

Education facilities can also fall almost outside of the public sector and completely within the private sector, where they are - for all intents and purposes - private commercial companies. These facilities include: agricultural education, alternative school, art school, dance studio, day care, faith school, film school, folk high school, home school, independent school, mechanic institutes, and sports school.

Each of these institutions has a different take on what they are seeking from email and social media marketing activities. Some may be seeking exclusively to market their services as a private business and draw students and fees away from competitors to their own operations. Others may be raising funds for a variety of activities their conventional funding sources do not cover. Yet others may be seeking to simply provide information and education to a broad group of prospects without direct concern for financial gain.

All of these facilities, however, can benefit from email and social media marketing. The first step is the separation between short and long term goals, followed by the results that may be obtained from each differing level of temporal commitment.

### Short Term Goals

A professionally executed comprehensive email marketing campaign that is engineered to meet the requirements of your specific education facility can be expected to produce these types of results over a very short term:

- Encourage registration, admissions, participation & sponsorship
- Extend online presence & authority
- Facility recognition
- Increase community confidence
- Increase parent, student & community knowledge of programs available
- Parent, student & community response and participation
- Word of mouth



## Long Term Goals

Over the longer term, Education institutes can expect that a truly professional, well-devised email marketing campaign will produce:

- Community interest & stature
- Diversification
- Facility loyalty
- Gaining competitive advantage over similar institutes
- Increased cooperation from suppliers & related businesses
- Media attention
- Online authority translating to local sector leadership
- Year on year increase in registration, participation, fundraising & sponsorship goals



A proper and ongoing email campaign has been proven to boost the bottom line in education facilities. However, this task requires an investment in time and effort: When you make the determination that the time has arrived to launch a targeted email marketing campaign, it is necessary to ensure that a number of critical aspects are carefully considered.

## Implementation

Email marketing departs from traditional placement of a Yellow Pages or local newspaper display advertisement or notice. In traditional advertising, negligible liability is created should the ad need not adhere to a severely stringent series of legal qualifications. In conventional advertising, if the claims are verifiable then the advertiser need not be concerned with legal ramifications. In the case of email marketing, two levels of legislation apply: federal and state laws, as well as industry self-regulatory standards. If all of the conditions required in both of these standards are not fully met or exceeded, the resulting campaign can create a considerable amount of legal liability for your education facility.

## Compliance

Any educational institution collecting information through some form of physical signup sheet or at school fundraisers, etc. is required to state that direct and unequivocal approval has been obtained from your client prior to placing their email address onto your list. The governmental legislation states that before any prospect can be placed on your email list, direct approval must be obtained from that potential subscriber and that approval be formally logged in such a manner that it is available for a future audit.

## CAN-SPAM Must Be Respected

In the U.S., the primary authority governing all forms of email marketing is administered under the [CAN-SPAM Act](#), which illustrates criteria on how all email marketers must behave when interacting with the public. The legislation is based on the facilitation of any subscriber to instantly opt out of your list at their primary request. Violations of the CAN-SPAM Act are considered as a clear infringement of Federal regulation and could lead to penalties and even long jail terms.



## Unsubscription Facilitation

As soon as any subscriber informs your education institution that they want to be taken off of your email newsletter receiver list, federal legislation specifies that they must be deleted from your list irrevocably and immediately. Your education institution must make sure that the procedure your customer can follow to be taken off your list is easily locatable in every email you send them and simple to use. Failure to honor demands for unsubscriptions constitutes a crime with serious penalties.

## Bouncing Email Management

When any educational institution sends out an email, be it a personal message, a business reply, or a marketing campaign newsletter, one of three separate things can occur:

1. It can be delivered correctly.
2. If your email has bounced you will receive a message from the Mailer Daemon informing you of the situation and explaining reasons for the bounce. If the bounce is soft, the condition occurred after the message left your computer. In cases of a soft bounce it is considered good email practice to attempt to contact the customer through an alternative form of communication in order to inform them that the emails are being returned.
3. A hard bounce is a more serious problem, as the fault lies with the sender. If you are repeatedly sending emails to an address that is non-existent or blocked for any reason, the various ISPs that route traffic around the Internet will place you among the lists of criminal spammers. Being placed in this type of [blacklist](#) has serious consequences for your education institution, as you may find that you will no longer be able to send out any email marketing missives whatsoever. The boycott may extend to your personal and business emails as well.

## Privacy Policy

Your privacy policy should never be simply copied from the website of another similar education institution. To avoid possible unfortunate legal entanglements, you should always consult your education facility's attorney to have a custom policy drafted for your online applications.



## Properly Segment the List

Segmentation means categorizing your subscription list according to the demographic aspects of your subscriber base, as well as the types of education services they are likely seeking. Segmentation is effectively unlimited, and therefore can be broken up in a variety of ways including commercial, public, psychographic, lifestyle, life cycle, and behavior patterns. By analyzing your subscription list and developing specific content for each stratum, you will be able to precisely appeal to the individual's requirements.

## Keep Testing the Content

Many education directors and managers may have a predetermined belief as to what "should" appeal to each segment of a subscription list. These beliefs are insufficient unless they are verified and validated by a series of what is known as A/B tests, conducted by compiling content designed to appeal to each particular subset of your list and then testing small samples. These tests provide data that allows you to finely hone your marketing appeal, and ongoing A/B testing will maximize positive responses.

## Obtain the Subscriber's Data

Most customers are hesitant to divulge personal information about themselves. Many email marketers have discovered that motivating surveys or other types of incentivized polling forms may be a boon in obtaining personal data upon which you may base your segmentation methodologies.

## Analyze the Subscriber's Behavior Patterns

The primary method of determining the success of your email marketing campaign is through scrutinizing various [email metric](#) statistics. There are some clients on any subscription list who simply will not open your emails at all, and continuing to send to these subscribers is not likely to modify that type of behavior pattern. These email addresses are best eliminated from your email newsletter campaign list. Other customers may open and read your emails but usually fail to respond to the call to action. These subscribers should not be deleted from the list since they are reading your emails,

and that often equates to their eventual response to your education institution in other ways. The most lucrative category are the prospects who both read and click through to your [landing pages](#), as these are the customers who are the most responsive from an email marketing perspective, and thus very valuable as online communications recipients.

## Good Email Practices

It is important to use good email practices to ensure an improvement in client compliance and maintain the highest level of efficiency, while generating positive results from your educational efforts' fundraising returns and bottom line. Lines, [preheaders](#), and subject lines should be meticulously crafted; the differing display abilities between PC and mobile browsers must be accounted for when designing landing pages, and these must be synchronized with your A/B split testing efforts and segmentation methods.

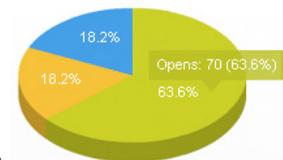
## Email Metrics

Statistics prove that almost 80 percent of education facility directors and managers did not know their click-through rate, and about a quarter were unaware of their open rates. Failure to track important email metrics such as open rates and CTRs when engaging in email marketing campaigns is a fundamental error. This shortcoming denies the education entity director or manager the ability to analyze a wide spectrum of factors that can be identified in order to engage the recipient and build the success rate of your email marketing and promotional campaign.

## ► Benchmark as Your Education Business' Email Marketing Solution

### Reinvigorate Your Email Campaign Strategy Quickly & Easily

To efficiently and affordably reach your sales prospects, you can team up your education business with the renowned email service provision experts at Benchmark Email, trusted by more than 73,000 loyal users. Benchmark Email is now offering a comprehensive and fully proprietary [Education Email Marketing Solution](#) based on years of experience in catering to the needs of education institutions like yours. Benchmark's experience will ensure that your profoundly integrated email and social media promotions are well engineered and fully implemented. Return On Investment is a fundamental metric of any email marketing campaign, and the capabilities inherent in Benchmark Email's DIY online solution for education institutions blends an easy to use interface you can access from any web browser on a PC or mobile device with the most extensive email marketing and social networking features available in the nation. All of these education sector-standard capabilities can benefit your education institute at an affordable price.



### Or Let Benchmark Email's Top Marketing Experts Do the Job for You

Have the wisdom to know when to delegate work to skilled, capable, and trusted personnel: Consider adopting an outsource approach to your email marketing and promotional campaigns by delegating the job to the consummate messaging professionals at Benchmark Email. You can take advantage of the comprehensive and powerful [We Do It for You Full Service Email Marketing](#) service. The seasoned professionals at Benchmark Email will act as your own personal online communications gatekeepers. To obtain the services of these technically skilled professionals, simply provide your subscription list along with a definition of which salient points you want to promote in your campaign. Benchmark Email will take care of the rest!

The email and social media promotional experts at Benchmark Email will successfully accomplish your campaign goals. They will design custom templates featuring relevant graphics, each of which can be visualized on view screens from the most massive PC monitor to the tiniest mobile device screen. You will easily understand Benchmark Email's [Real-Time Email Reports](#) that supply you with a straightforward and vivid appreciation of all the historical and current key performance metrics. This data will allow you to make an effective and accurate determination of how your email

campaign is developing at every single step of the way. Your marketing liaisons will warrant that your facility's identity is accurately represented on the popular social networks by implementing a large range of integrations and placements including posting your most recent newsletter links on your business Twitter account.



Benchmark Email's experienced promotional and marketing professionals will manage every step of up to two totally separate email and social network marketing campaigns for your education facility's benefit. If you want to consider additional campaigns at the same time, they can be delivered for nominal charge. The efficient range of their capabilities covers every aspect of your email campaign, including honing and uploading your subscriber list to your exact specifications; enabling auto-respond functions to send literally instantaneous replies to your subscribers continually around the clock; and by implementing subscriber feedback channels, they can compile an all-encompassing prospect survey as well as compile and evolve custom-tailored polls that will provide you with the subscriber insight you should have in order to pinpoint target your marketing and promotional campaign.

## Industry Standard Features

Whether you opt to use Benchmark Email's Do It Yourself or the We Do It for You service, your education facility will fully benefit from these admirable features:



**Advanced Message Scheduling** - Your communications can be set to be delivered at any time you state, whatever the date and time of day preferred for your subscribers. By using advanced [autoresponder](#) processes, Benchmark Email empowers you with the capability to predetermine a series of countdown timers. These timers can coincide with specific events such as the date of the first subscription, renewal dates, the customer's birthday, or any other anniversary.

**Comprehensive Video Integration** - Benchmark Email provides a special video email process which facilitates video productions of any length relevant to your education institution's newest innovations, events, promotions, news items, or other informational content to be readily delivered to your subscriber base while minimizing file sizes.

**Contact List Management** - As the overall volume of your subscriber base on your list increases, it develops into a complex chore to maintain every entry up to date and accurate. Benchmark Email's [contact list management tools](#) help you with streamlining, rationalizing, and correlating all of your subscriber lists so that you can scrutinize groupings founded on a series of gender, age, and psychographic qualifications.

**Creating & Focusing Campaigns** - In a competitive sector like education, your institute must promote itself with the highest efficiencies. Benchmark Email provides services of such competent and coherent consistency, expertise and suitability, so that any variety of email marketing campaign is now within your grasp.

**Delivery Assurance** - Over the years, Benchmark Email has pursued the goal of maintaining reciprocally respectful relationships with all the major international ISPs to ensure top delivery rates. The foundation of this reciprocal arrangement is Benchmark Email's dedication to the strictest compliance possible to [email marketing best practices](#) and unwavering implementation of meticulous anti-spam precautions.

**Expertise & Technology** - The sophistication level of Benchmark Email's server side infrastructure is beyond reproach, streamlining control over every aspect of the delivery of your email campaign. This technological mastery warrants that any mode of email from video to HTML to plain text will be properly and quickly delivered to your subscriber's inbox.

**Full Tracking Reports Incorporating Visual Graphs** - Benchmark Email's comprehensive email tracking reports supply an easy to comprehend graphic illustration of all your campaign's results. Each statistical grouping is also described in simple English without resorting to indecipherable and convoluted email industry jargon. You'll be able to comprehend exactly how your marketing campaign is performing via a very quick review.



**High Volume Plans** - Every size of Education facility receives our most efficient and effective services and features. Should you require over 100,000 emails per month, our elevated volume plans offer a selection of performance capacities suited to your extreme email sends.

**Polls & Surveys** - These truly exceptional tools allow you to focus your promotional campaign according to the responses of your prospects and subscribers. By nurturing a custom-fitted range of subscriber participation forms, your education institution's email goals can be reached with accuracy and success.

**Social Media Tools** - It is the custom of a number of education marketing managers and directors to collect email addresses face to face directly from the participant in the education facility or at a number of other events or locations. Regrettably, some education entity managers and directors are not taking advantage of their social media strategy for subscription list building to the maximal extent possible. Benchmark Email can provide total social network integration on leading sites like Facebook and Twitter to ensure that your marketing & promotional message will be "Liked" and shared among the social spheres and aggregations throughout your subscription base.



**Templates** - Benchmark Email prides itself on offering hundreds of specially designed [email templates](#) quickly customizable for any education facility's marketing requirements. The graphic artists and programming professionals at Benchmark Email can modify any of these templates to warrant a perfect fit, and even propose a customized template for your sole utilization.

## ▶ **Benchmark Email Understands Your Education Institute's Needs**

Achieving the desired level of success in an education email & social marketing campaign should take into careful consideration a broad spectrum of aspects. Benchmark Email has refined to a high art the task of directing email marketing campaigns to comprehensively suit your Education entity's inherent business rhythms. These organic cycles guide the marketing systems of your subscriber email address collection process:

- Admission, registration & recruitment
- Clubs
- Community involvement & volunteering
- Concert, fair, & other mass events
- Educational outreach to other institutions
- Holiday promotions
- Intercollegiate & sports events
- Local & regional promotions
- Parent & community organizations
- Promoting word of mouth
- Referral enhancements



- Supplier relations
- Sweepstakes and contests
- Trips & tours

## Results

Just some of the results that education institutions can expect when choosing the premium level Benchmark Email Education package of services include:

- Cost / Benefit analysis
- Ease of information exchange
- Efficiency
- Full service option provision
- Professional liaison
- Quick launch
- Scalability
- Sustainability



Benchmark Email can implement a sequence of functions that act to increase the reach and effectiveness of your email campaigns. You may select the option best suited to your budget and time constraints. The Do It Yourself package is a full-featured, pliable, and remarkably capable email service; the We Do It for You service embraces every imaginable activity required to ensure your email marketing and promotional campaign's success, achieved by placing your campaign in the capable hands of Benchmark Email's professional and experienced education institution email marketing concierges.

Benchmark also wishes to benefit the PTAs, PTOs, and PTSAs of educational institutions, no matter their current email service provider, with a [Free Email Sponsorship Account](#). Click on the link to learn more about this special offer and how your local, state, or national organization can optimize their email communications simply by signing up.

## ▶ About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial at [www.benchmarkemail.com/register](http://www.benchmarkemail.com/register).

## CONTACT US

### ▶ Contact Benchmark Email

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

**Website:** <http://www.benchmarkemail.com/>

**Call:** 800.430.4095

**Email:** [sales@benchmarkemail.com](mailto:sales@benchmarkemail.com)