

case study

Savvy Counsel | Relevant Creative | Measurable Results

K-12 Education Marketing

Project Scope – Direct Marketing to K-12 Decision Makers

Situation

SRC Solutions' new product, EZ School Registration, first went to market via the Xerox Corporation Education Sales Channel. SRC's Phase Two plan for marketing EZ School Registration (EZSR) was to market directly to school district decision makers nationwide. This effort began in 2009.

EZSR is a new-to-market product with a long sales cycle, measurable value and hefty price tag. A monthly, integrated marketing program would be needed to create awareness and generate sales leads. The EZSR direct marketing program also needed to be cost effective and persuasive.

The Big Idea

Because a key feature of EZSR is its eco-friendliness, we created a paperless, virtual launch targeting superintendents. (End users and IT managers are planned for late 2009).

Frequency of contact and relevant messages are essential in reaching district decision makers. Messages are crafted to speak to the many challenges facing superintendents.

A public relations campaign creates awareness of the solution with top publications. An editorial tour of new deployments is currently being organized.

An email campaign generates leads and engages prospects by driving them to the web site for demos, white papers and benefit-oriented marketing messages.

Sales collateral including a brochure and case studies support the direct sales efforts. The EZSR web site, which is constantly evolving, educates prospects and drives direct communication with SRC's sales channel.

New deployments, which are essential in building credibility with superintendents, are promoted via a virtual launch. Successful deployments are videotaped, allowing for first hand view of the product in action as well as customer testimonials.

What We Could Do for You

- Niche marketing to K-12 audiences
- Product launch planning and execution
- Public and editorial relations designed to raise awareness and drive leads
- Web site development and search marketing
- Fully-integrated direct marketing programs
- Creative marketing programs that are budget oriented

Call Jennifer Peterson at 717-823-6939 or visit us online at www.wavelengthresults.com

savvy counsel
relevant creative
measurable results

We put them to work for you.



EZ School Registration



wavelength
marketing LLC

1525 Oregon Pk. Suite 602
Lancaster PA 17601
717.823.6939
info@wavelengthresults.com
wavelengthresults.com