Nursery acquisition

Direct Mail

In a digital world there is still a time and a place for postal mailshots. Nursery managers and school staff don't respond well to cold emails. Most of the decision makers we would contact however, would have a folder full of brochures they pulled out each year. We just needed to stand out.

Buying data

There is also a time and a place for buying data. daynurseries.co.uk sell lists of UK nurseries and schools. Data could be chosen by area, size of school etc.

Brochures

Key messages and content based on profiling of the target audience.

To be frank

Franking machine, envelopes, brochures, two days and £1200 later - fifteen new schools and £9k revenue. Tidy ROI, not including the nurseries that re-booked the year after.

Schools section landing pages

School staff do often look on Google, so effective website and SEO is important. Page content mirrored paper brochure and included all the right keywords and relevant key messages.

Recent Google search puts us as first organic result on page one for 'Nursery portrait photographer'

Follow-up

Follow-up calls after mail campaigns were sucessful in converting lots of warm leads.

Data was managed in spreadsheets, but the next phase of the platform development planned to incorporate CRM functionality to manage these campaigns on the same system.
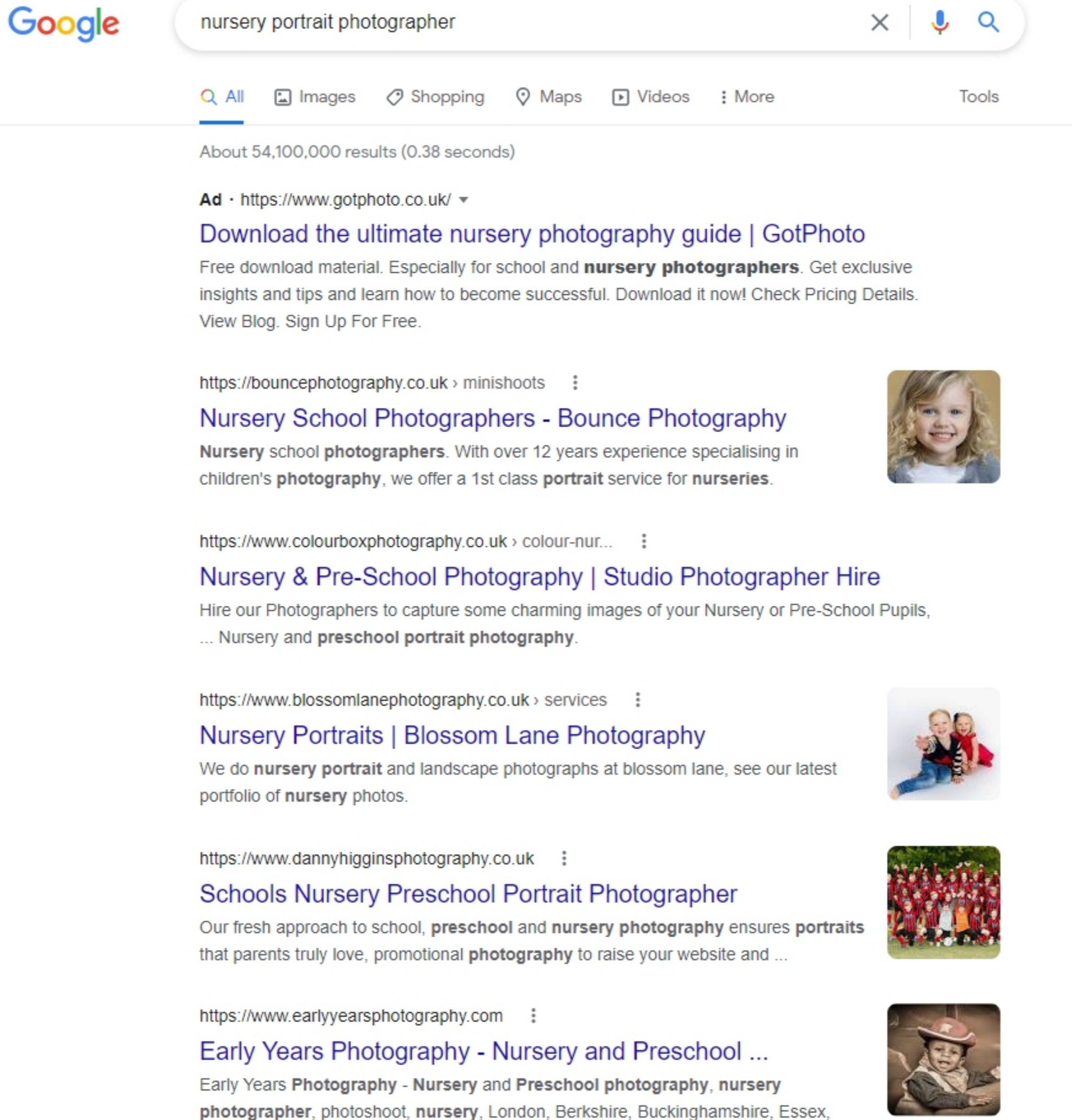
Shoot booked

Take booking

Take booking by phone or email. Details entered on system manually, booking data set up as 'Shoot' on platform/database.

Pre-shoot communications

A set of communications was sent out to advertise the shoot.

Objectives:

Promote shoot with parents

Prepare/remind them about photoday to eliminate 'We forgot so he is weaing a scruffy t-shirt, can you photoshop better clothes on him?'

Inform about sales process, prices, packages and answer any other typical queries from parents.

Generally begin engaging with potential customers.

Communications

Posters for schools/nursery

Letters to hand out to parents

Landing page specific to that school booking for sending out to parents by email. This was popular and useful during 2020/2021 and the pandemic. Chance to engage and communicate directly with customers.

Day of shoot

Depending on situation or type of school/nursery/group, comms provided information about prices, packages, how to order, timescales, and any other typical queries from parents or school staff.

Further chance to engage with customers, promote photography etc.

Communications

Posters

Pop-up banners

Leaflets outlining order process

Brochures

View proofs and order

Deliver proofs

Exact comms depended on type of school/nursery

Communications

Printed contact sheets with login details and weblink.

Order form/instructions. Clear, simple packages. Easy to follow instructions. No clutter, clear information.

Email. Link to login page. Login details. Clear instructions, big CTA.

Login area

Clear and simple login area with gallery to view images and range of packages/prints etc.

Customers can choose a product and add their images from the gallery.

Checkout and payment via Woocommerce/Paypal.

Message areas/sidebars with dynamic content depending on audience. I.e. cut-off dates for a single school, or unique package offers for individual customers.

Objectives:

Make process easy for customer

Sell more packages

Increase order value

Deal with queries and typical issues

Engage with customers

Capture data

Automated communications

Upon login, customers can opt to enter email to send notifications and order information/digital files.

If they opt in, the platform could send operational emails such as:

Reminders for customers who have not ordered. Cut-off dates are common in volume photography to increase sales, so automated email reminders can support this.

Order confimation upon order with receipt and order details as standard for ecommerce.

Marketing emails can also be sent. Typical user just happens to be target audience for other business streams, so mailing list opt-in results in strong email list.

SMS we used Textlocal to support email notifications.

Site map

Homepage

Schools

Family

Commercial
Brochure pages only

Brochure pages

B2B sales funnel

Content based on audience profiles. Sales copy, deal breakers, data capture.

Ordering pages

Unique galleries per-parent

Login, online store, flexible product/package builder

Brochure pages

B2C sales funnel

Content and landing pages tailored to multiple audiences/campaigns, sales copy, valuable content, data capture

Ordering pages

Unique galleries per-family

Login, online store, flexible product/package builder