



# E-Mail Trends

## IN THE EDUCATION MARKET:

A Comprehensive Analysis  
of the 2005-2006 School Year

By Carol Ann Waugh and Christopher Ziemnicki

### Report includes:

- Teachers' e-mail habits and viewpoints
- E-mail trends, open rate trends, and click-through rates
- Best days and weeks to generate the most response
- Ideal size of e-mail campaign to gain maximum results

...And more

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## E-Mail Trends in the Education Market: A Comprehensive Analysis of the 2005-2006 School Year

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# Introduction

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MDR is a leading U.S. provider of marketing information and services for the education market. MDR provides mailing lists, full-service e-marketing solutions, database marketing services, state-by-state school directories, and statistical reports and analysis about the education market. Through continuous outreach to schools, MDR has been compiling educational-based e-mail addresses since 2001 and has amassed 72% coverage of the U.S. public school universe and 70% of the higher education market.

MDR has provided educational marketers with two primary ways to reach educators: appending e-mail addresses to their house customer list and providing lists for e-mail prospecting campaigns, both stand alone and in conjunction with direct mail. The data contained in this report is a result of an analysis of both these uses. The customer data spans five years from 2002-2006, and the prospecting campaign data is a look at the 2005-2006 school year.

In addition, to get feedback directly from the teachers, MDR conducted an online survey to more than 36,000 teachers to ask them specific questions about their views of receiving e-mails in their school in-boxes.

This report provides insight into how educators use and view e-mail in the school; gives a detailed review of aggregated results from thousands of campaigns; and draws specific key findings, conclusions, and actionable recommendations to help educational marketers of all types plan and execute highly successful e-mail marketing programs and integrate e-mail into their existing marketing mix.

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## About the Authors

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### Carol Ann Waugh

Carol Ann Waugh is President of Xcellent Marketing, a Denver-based consulting firm specializing in helping educational and reference publishers develop effective marketing programs to sell to K-12 schools and libraries.

Her professional background incorporates a broad range of responsibilities during the past 30 years. She has held executive positions in major publishing companies and has been the founder of two specialized publishing ventures—one involved in the microcomputer industry and one in the Internet industry.

As an independent consultant for more than 23 years, she has worked with a multitude of companies, helping them with their overall marketing strategies as well as helping them implement specific campaigns. Carol has directed numerous marketing campaigns, which involved list selection, direct mail creative development, telemarketing, space advertising, special exhibits, public relations and, of course, catalog marketing.

Carol has been advising companies on their Internet and e-mail strategies since 1998 and has created and managed more than five Web sites for educational publishers.

Her efforts in these fields have resulted in several honors, including the inclusion of her biography in *Who's Who of Finance*, *The World of Who's Who of Women*, and nominations for *Direct Marketing Woman of the Year*. Most recently, she was awarded the coveted "pink jacket" from the Making it Happen Foundation for her contributions to the educational technology industry. Ms. Waugh is an accomplished writer, having authored five published books and many articles. She was the originator and co-editor of the *Experts' Guide to the K-12 School Market*. Carol has also written *Creating Catalogs That Sell*, a pocketbook for educational marketers. Carol can be reached at 303-388-5125 or through e-mail at [cwaugh@xcellentmarketing.com](mailto:cwaugh@xcellentmarketing.com).

### Christopher Ziemnicki

Over the past three years, Christopher Ziemnicki has helped MDR build the education market's largest and highest quality e-marketing solutions. A seasoned direct marketing professional, Chris provides strategic consulting to customers and industry expertise on best practices and has helped MDR pioneer success strategies for e-mail marketing in education.

Bringing over 17 years of direct and interactive marketing expertise to product leadership at MDR, Chris drives the development and management of MDR's best-in-class e-marketing solutions, which include E@quire, E@ppend, and DM-Optimizer. Chris is a frequent presenter at MDR seminars, is quoted in industry press, and supports hundreds of MDR customers each year with strategies for building winning e-marketing programs.

Before becoming MDR's expert on the power of e-mail marketing, Chris built and managed large-scale Web affiliate marketing programs for two Fortune 500 companies as well as managed e-mail marketing programs for a number of B2C companies and catalogers. Chris has also been a pioneer in the interactive marketing arena with the launch of the world's first "instant win" online sweepstakes on CompuServe in 1995 and by creating and launching TheBigDeal.com, a sweepstakes/coupon portal and acquisition marketing Web site in 2000.

## About MDR

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MDR, a D&B Company, is headquartered in Shelton, Connecticut, with regional offices in Chicago and San Francisco. MDR is the market's first choice for direct sales and marketing solutions, powered by the most complete, current, and accurate education databases available in the industry. From comprehensive mailing lists and powerful e-marketing programs to sales contacts and actionable leads, custom market research, and market trend analysis, MDR has a solution to meet your goals. MDR also publishes a variety of research reports, including *The College Technology Review*, the *Enrollment Comparison Report*, and *Public School Expenditures*. When business objectives call for growth, market leaders call on MDR.



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