



besa |



From FREE to Fee

26 June 2020

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BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION

Housekeeping

- Interactive – not just my voice for 90 minutes
- Ask questions – submit at any time in the Q&A box at the bottom.
- We will then answer them after each segment. You might be called upon to ask in person. You can submit anonymously

Learning objectives

- Know your customers – how to identify those most likely to subscribe...
- ...and what to do with the rest
- What to add (or take away) to help persuade them
- How to create urgency
- Understand whether or not your strategy is going to work
- And know what to do if it doesn't.

POLL TIME

A: Do you usually offer your product for free, or on a free trial, as part of your sales model?

B: Have you offered your product for free only due to COVID-19?

The challenge right now

- Over £30m of resources have been given to schools
- BUT we need an end date and a return to paid-for business models

How do we do this without losing the goodwill of teachers?



Do we need to worry?

Seen as unsympathetic or money-grabbing

We are running a business and need an income in order to continue to provide schools with the resources they love

Teachers have lots of challenges right now. It's a bad time to contact them

Teachers are always busy – there is never a 'good' time to contact them

Fear that they will say no

If you don't ask, you don't get

What do these companies have in common?



And what's different about these two?



Where inertia is the driving force...



Note:

- You'll need a current, valid payment card to sign up for Amazon Prime. Payment options such as pre-paid credit cards or Gift Cards can't be used to purchase a membership.
- While you won't be charged for your free trial, you'll be automatically converted to a paid membership plan at the end of the trial period. For more information, go to [Turn Off Your Amazon Prime Membership Renewal](#).



Julia's 7 Step (cryptic) process

1. Take up gardening
2. Set the house on fire
3. Use maths
4. KISS
5. Channel your inner Luke Skywalker
6. Become a scientist
7. Pop the question

1. Take up gardening



Sample onboarding user journey

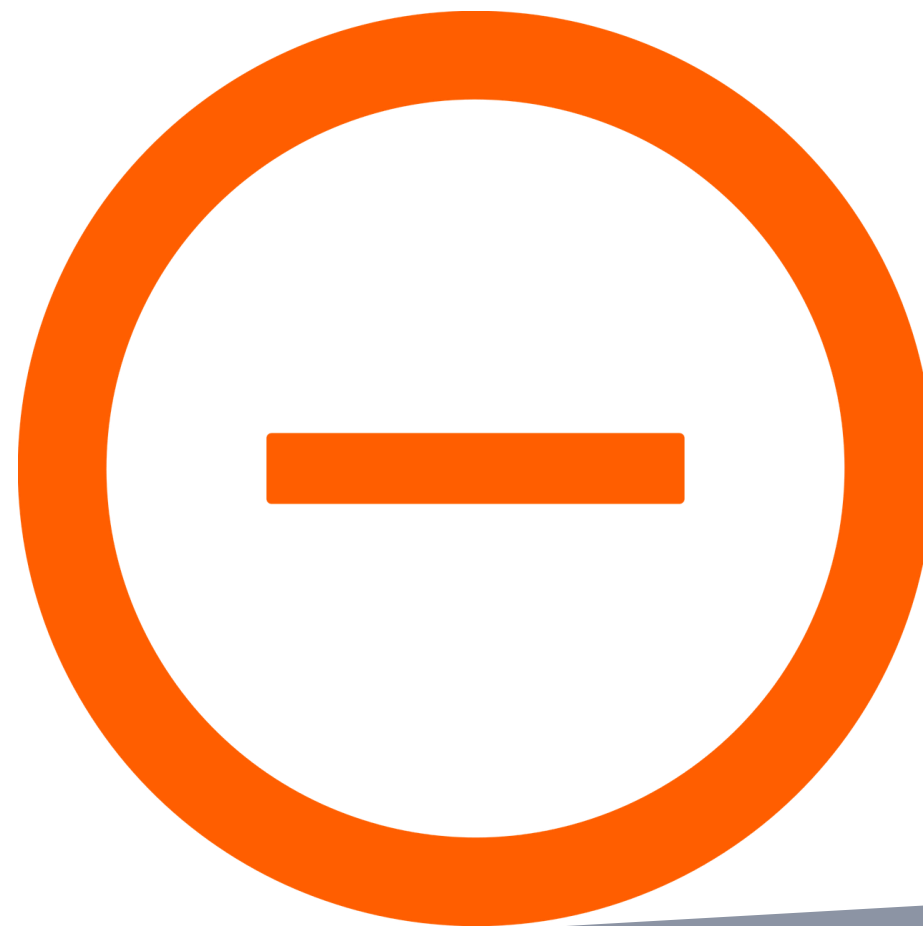
- Step 1 – receive login details. Login in and set up account
- Step 2 – set up classes and student user IDs
- Step 3 – create a lesson to use with the class
- Step 4 – deliver the lesson
- Step 5 – set homework based on the lesson
- Step 6 – receive and mark the homework

2. Set the house on fire



3. Use maths

Add something, or take it away



New subscription features that were previously free

- Overall segment leaderboards (Top 10 view is still free)
- Comparing, filtering and analyzing segment efforts

Lots of new features for subscribers, but prices stay the same! We've also simplified our offering to make subscribing easier to understand – we've said goodbye to the brand of Summit and splitting subscriptions into Packs. Now you just use Strava for free, or subscribe to Strava for the best of everything we do.

Try It for Free

4. Kiss

Keep It Simple, Stupid



5. Channel your inner Luke Skywalker...



How far down the
onboarding funnel
have they got?

How many users in
the school?

How often do they
access it?

Are they signed up
to the newsletter?

When was the last
time we spoke to
them?

Have they had
training?

Recency Frequency Penetration

Use the data to identify the
customers who are
MOST LIKELY TO PURCHASE

What's better?

Whole school using
your product once per
week

One year group using
your product every day

OR

Only you can answer that!

Focus on engagement first,
then sales

6. Become a scientist



7. Pop the question



Julia's 7 Step Process

1. Nurture your customers
2. Create urgency
3. Add something, or take something away
4. Keep It Simple, Stupid
5. Use the data
6. Test and measure
7. Ask for the order





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