

# LEAD CONVERSION

Educate Online Achieves a 91% Response Rate Using *the* **echo**effect.



## the company

Educate Online caters specifically to the 'school' marketplace by providing outsourced education services to school systems. Federally funded by the No Child Left Behind Act, Educate's unique, technology-based learning solution focuses on low-income families with children in grades 1-12. Educate competes with other education providers to win school district-wide contracts as providers.

The Educate program provides each student with a free computer, online tutoring and internet access.

## the challenge

Educate Online wanted a more efficient way to market their services to the parents of prospective students. One that would simplify and expedite the enrollment process, as well as support student retention through regular, scheduled communication. That solution

## the solution

After gaining an understanding of their product life cycle, **echo** worked closely with Educate's Direct Marketing Team to construct a multi-touch, automated approach. Educate provided a data file listing all the qualified students within newly awarded districts. Educate also defined critical milestones in the program that required the student to take specific action. For instance, in order to remain eligible, students must take the online assessment test within 14 days of receiving their computer.

Once the computer arrives, students are required to take an online assessment that evaluates their learning needs in both English and Math. At the end of the program, these students are tested again to determine progress and evaluate further learning needs.

To market these services to school districts, Educate's account representatives would meet with Board of Education representatives to generate a list of eligible students. After a list was compiled, each parent was sent an enrollment packet.

would need to include a bilingual communication vehicle in order to accommodate both English and Spanish speaking parents. Educate had aggressive growth goals and needed a solution that would be scalable and responsive in turn-around times.

Incorporating the milestones defined by Educate, **echo** created a decision-tree response system that completely automates the marketing process. The multi-touch, multi-channel approach also incorporates a birthday card sent to the student as a customer loyalty component. The following diagram shows the response system in place for Educate.



Touch 1:  
welcome  
acknowledgement

NO RESPONSE FROM PARENT

PARENT ENROLLS CHILD



Touch 2b:

Touch 2a:



enrollment kit  
mailed to parents of  
prospective students

Touch 3:



notice computer  
is coming

Touch 4:



reminder to take test

## the **echo**effect:

- 📍 Astounding success! Out of 4,400 kits mailed, 4,000 were responded to - **a rate of 91%**.
- 📍 Due to the automated process developed by **echo**, Educate gained efficiencies in client communication, data quality, timeliness of communication and ROI.
- 📍 By prepopulating enrollment forms and automating the communication process, Educate received a **17% lift** over last year's program.