

LEAD CONVERSION

Sylvan Learning Centers Gain Record Results



the company

Sylvan Learning Centers provides individualized tutoring services for students, pre-K through 12th grade. Operating under a franchise model, experienced tutors help children succeed in math, writing, reading, provide homework help and guidance with study skills. There are more than 1,100 Sylvan Learning Centers conveniently located in neighborhoods throughout the United States and Canada.

the challenge

Sylvan had recently finished an overhaul of their entire database in order to better qualify and manage incoming leads. This restructuring involved appending each individual data record with PRIZM data (PRIZM is a 3rd party system that scours an existing database then augments each record with corresponding financial, psychographic and demographic data).

Sylvan identified the common characteristics of existing clients and used a scoring system to generate four profiles:

1. **Platinum:** Contact now, highly likely to purchase.
2. **Gold:** High potential to purchase.
3. **Silver:** Value oriented prospect.
4. **Bronze:** Entry level prospect.

Prior to engaging **echo**, each franchise center ordered components in bulk from Sylvan's warehouse. They

the solution

echo met with Sylvan's Direct Marketing Team to devise a solution for all information requests through all channels. Now, on a daily basis, **echo** receives a data dump of consolidated:

- DVD Brochure requests
- Requests for emailed information

DVD Brochures: **echo's** solution includes a multi-touch follow-up to the DVD kits. The format of this communication is dependant upon whether or not the prospect information includes an email address. If an email address exists in the daily data dump, the prospect automatically receives an email the day the DVD ships, as well as a follow-up email seven days later inviting them to have their child participate in Sylvan's assessment test. If an

Sylvan gathers prospective client data via the 1-800-EDUCATE call center, Sylvan's website and email requests. Interested parents have several options to gain additional information on Sylvan:

- Request a free DVD
- Request information email(s)
- Find the Sylvan Learning Center closest to their home

were required to match the score to the proper collateral, address, stuff and post them within 24 hours. This turnaround is a critical component of the marketing process in order to maintain a high level of interest from prospects. Due to fluctuating office staff and schedules, information requests were often considered a low priority; therefore, the 24-hour turnaround timeline was often missed.

At the same time, email information requests were addressed by Sylvan corporate. A single, non-personalized email was sent to the interested parent giving them an overview of the Sylvan system and providing a 1-800 number for additional information. The corresponding franchise center was then provided the interested parent's email address for follow-up.

email address is not provided, prospects receive a postcard containing information similar to that contained in the follow-up email. A Personalized URL or pURL is created for each parent who requests a DVD. The pURL offers a discount for assessments and allows the parent to schedule a testing date.

Email Requests: Requests for additional information via email are processed daily. The **echo** system generates a personalized email to the interested parent containing information about the Sylvan system. The **echo** system automatically generates a series of four to seven follow-up emails over the course of the next few weeks. The quantity of emails generated is driven by successful delivery and unique opens of previous emails.

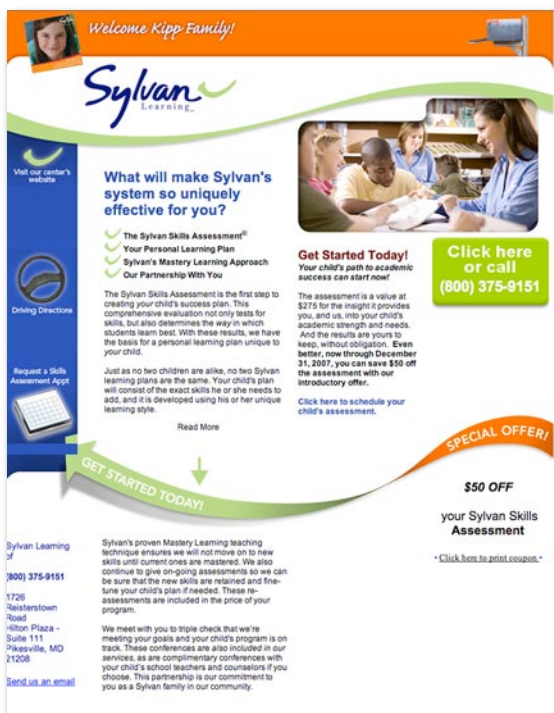


DVD Brochure

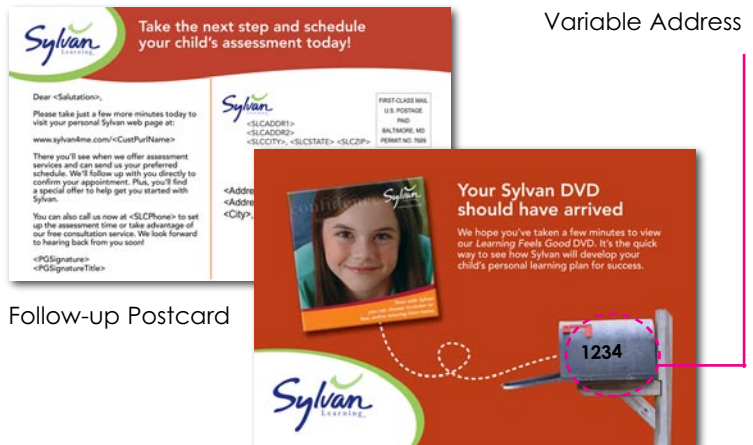
echo
enhance your return.



Personalized Mailer



pURL



Follow-up Postcard

the **echoeffect:**

echo's Lead Conversion solution shows extraordinary results!

- 📍 Results have shown a 41% lift in lead conversion versus a control group.
- 📍 Franchise centers have been relieved of the burden of following up on leads with printed collateral as the process is now centrally automated.
- 📍 Prospects now receive information in a timely, dependable way.