

# EMAILING TEACHERS

## Subscription email: emailing advertising that approaches direct mail response rates

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Subscription email lists contain teachers who request regular news emails on their particular subject. These are not people who are phoned up and asked if they would like to get emails; they are people who take it upon themselves to request the service.

The fact is that the people who do this are those who really want to receive the information on offer. As a result open rates, click through rates and response rates are the highest in email.

Each week these teachers receive one or two news emails directly related to their specific area of interest. Additionally they are sent occasional advertisements – but never more than once a week. The adverts are written as advertorials in the same style and approach as the articles, and thus flow naturally within the context of the subscription service.

Subscription list emails are text only, and appear in their own distinctive design, always coming from the same email address, which helps the subscriber identify the email. Within the advertisement will be a link from the email on to the advertiser's website.

### **Technical details, costs and other matters...**

We have around 15 different subscription services all reaching different teachers. For details see the website link given below. There are samples of advertisements emails that have been sent out on this service at [www.emails.gs/sample.html](http://www.emails.gs/sample.html)

Advertisements are charged at approx 20p per teacher reached. Once you are ready to make a booking please call 01536 399 000 to take matters forward. We strongly recommend that you reserve your place in good time as some subscription services do get booked up far in advance.

### **The results**

Click through and resultant sales rates vary of course, but the Subscription service regularly gets the highest of all the email services and they do at times rival direct mail for response rates.

### **Free consultancy**

If you'd like to talk to us about your product or service and which email services are most likely to work for your product or service please do call.

Phone: 01536 399 000. Fax: 01536 399 012. Email: [Sales@hamilton-house.com](mailto:Sales@hamilton-house.com)

Subscription email website: [www.emails.gs/emailteachersdirect.html](http://www.emails.gs/emailteachersdirect.html)

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