

School Insights Survey 2024-25

Annual Report



In our annual School Insights Survey...

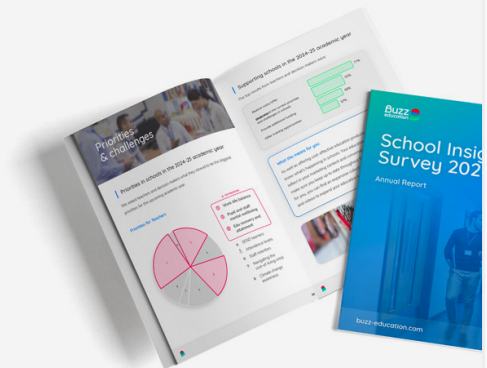
we asked teachers and decision makers all the important questions for your education marketing. This report provides a detailed overview of the responses collected, with invaluable insights from hundreds of education staff in schools across the UK.



What's covered:

From the biggest priorities in schools in the 2024-25 academic year, to which day of the week teachers are most active on their school email account, you'll find eye-opening insights to advance your lead-generation strategy.

- Priorities & challenges
- Teacher email activity
- School spending & financial planning
- Choosing education suppliers

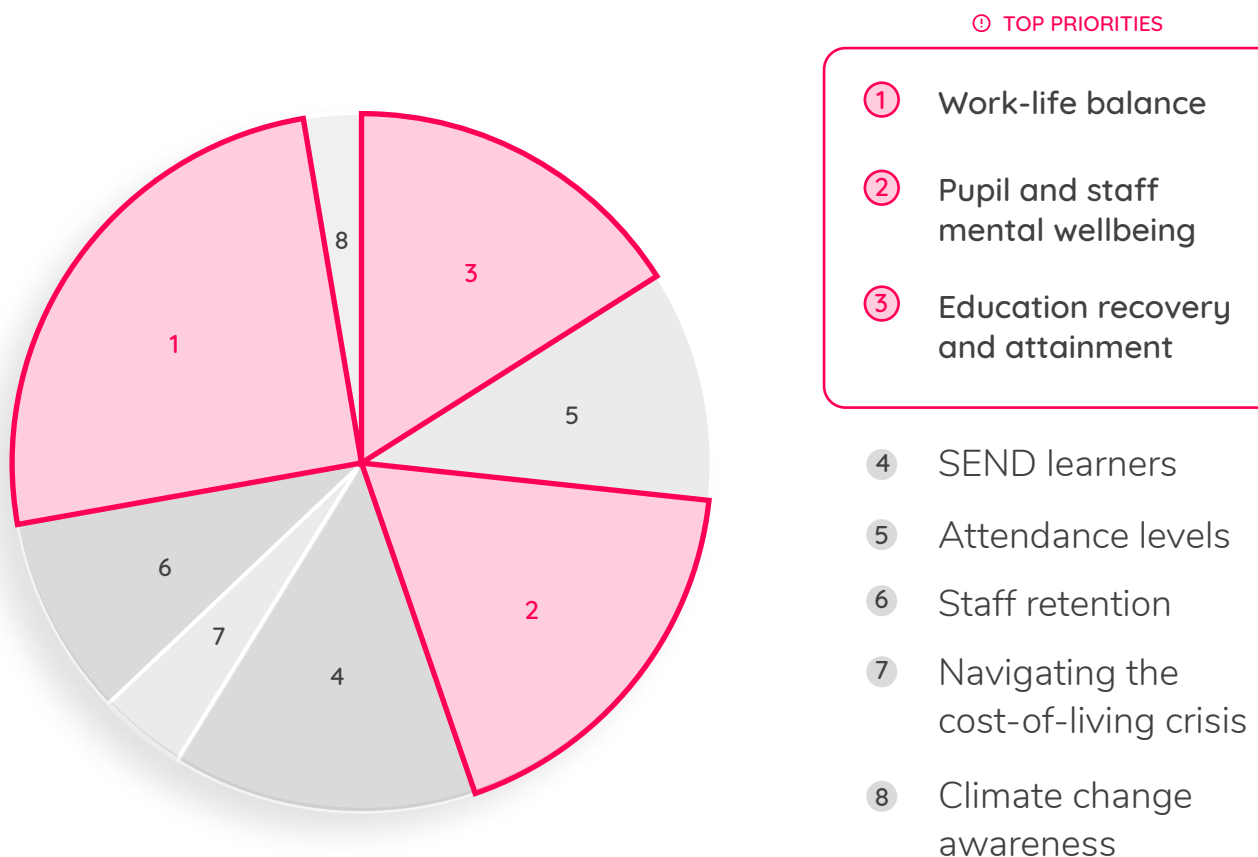


Priorities & challenges

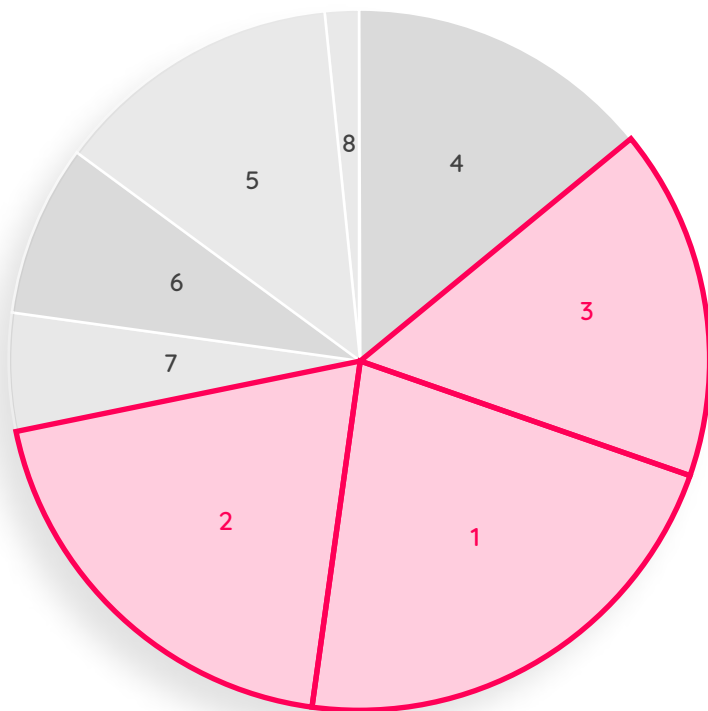
Priorities in schools in the 2024-25 academic year

We asked teachers and decision makers what they viewed to be the biggest priorities in the current academic year.

Priorities for teachers



Priorities for senior leaders



TOP PRIORITIES

- 1 Pupil and staff mental wellbeing
- 2 SEND learners
- 3 Attendance levels

- 4 Education recovery and attainment
- 5 Work-life balance
- 6 Staff retention
- 7 Navigating the cost-of-living crisis
- 8 Climate change awareness

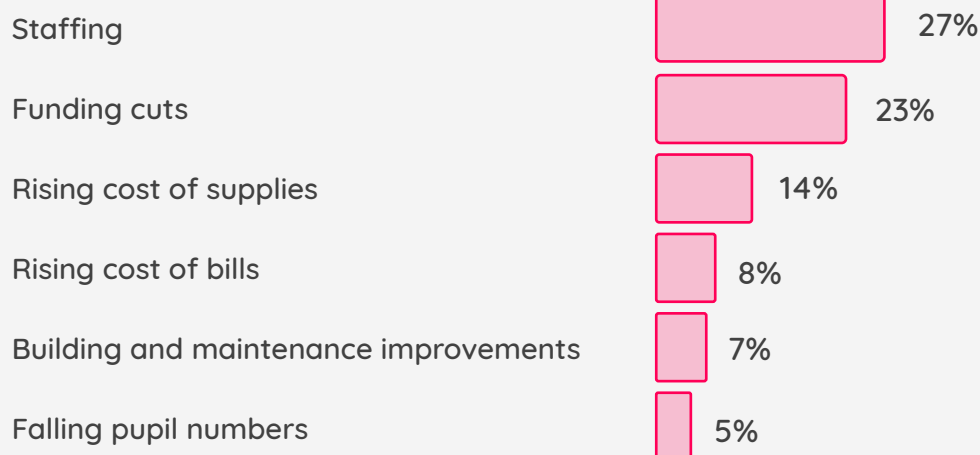
What this means for you:

If you can support schools with any of the priority areas, for example, through mental health resources for pupils, or engaging science workshops proven to boost attendance rates, make sure to communicate this in your marketing campaigns.



Challenges for schools in the 2024-25 academic year

Teachers and senior leaders identified **staffing** as the biggest challenge for their school this year.



What this means for you:

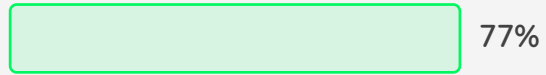
As staffing challenges continue, teachers may have to cover multiple job roles. If you can support education staff with reducing workloads and freeing up time, for example, with time-saving IT solutions, communicate this in your marketing. What's more, teachers will be looking for products and services that deliver good value for money. That's why we recommend including lead magnets in your campaigns. These are free resources, for example, a free A-level revision booklet, that you can offer schools in exchange for their contact information. It's a great way to increase your brand awareness and allows teachers to learn more about your brand before investing. Discounts, bundles, free demos and samples always work well too, so offer these too if you can!



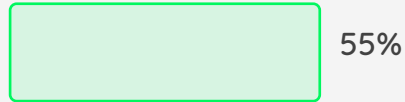
Supporting schools in the 2024-25 academic year

The top results from teachers and decision makers were:

Reduce costs/offer discounts



Understand the current priorities and challenges in schools



Provide additional funding



Offer training opportunities

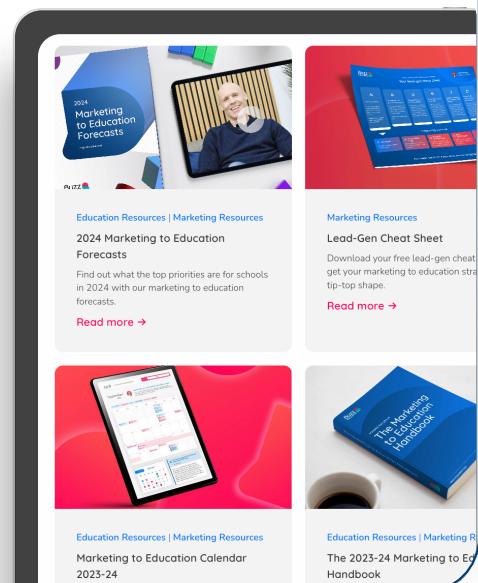


What this means for you:

Emphasise the cost-effectiveness and quality of your educational offering in your marketing campaigns to both new and engaged leads. And be sure to develop a strategy to nurture your existing school customers to encourage repeat business.

Lucky for you, you can find an expansive collection of resources, blog posts and videos to expand your education knowledge over on our website!

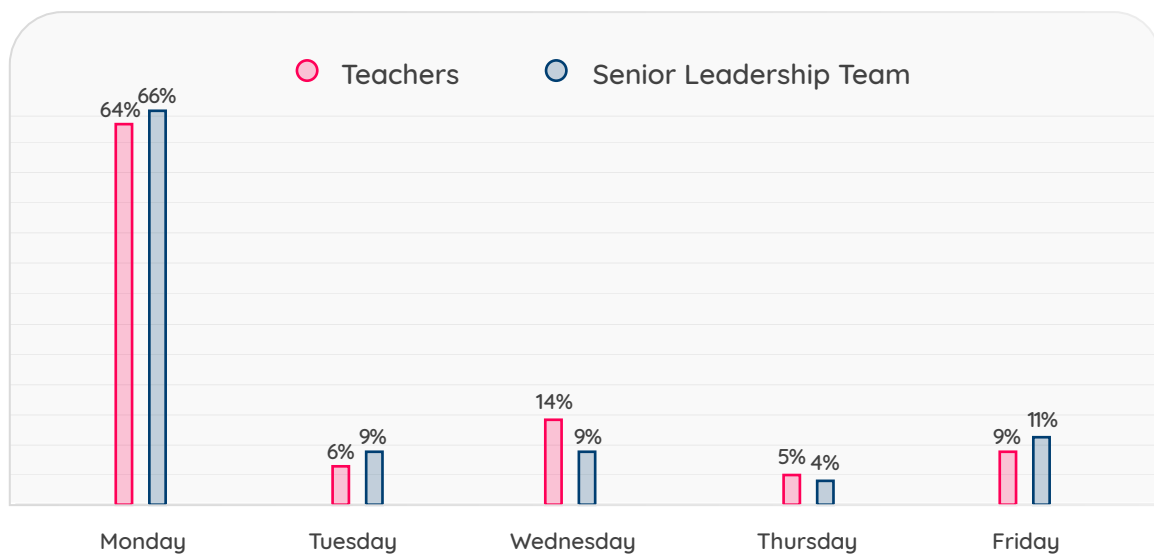
Take a look



Teacher email activity

Which day of the week are teachers most active on their school email accounts?

Monday! We asked teachers which day of the week they're most active on their school email accounts. Here are the results:



What this means for you:

Although most teachers chose Monday, we know from our campaign analytics that teacher engagement fluctuates throughout the week. Try testing different days to identify which generates the highest engagement for your unique organisation.



What time of the day are teachers most active on their school email accounts?

Anytime throughout the day. Yes, that's right. When we asked teachers and decision makers when they check their school email account, **67%** said anytime throughout the day, **30%** said before school starts and **20%** said after school.

What this means for you:

Test sending your email campaigns at different times throughout the day to see what generates the highest engagement for you.

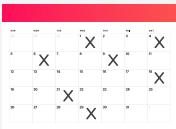


Do teachers check their emails throughout the school holidays?

Yes! **85%** of the teachers and decision makers we asked said they check their emails throughout the school holidays.



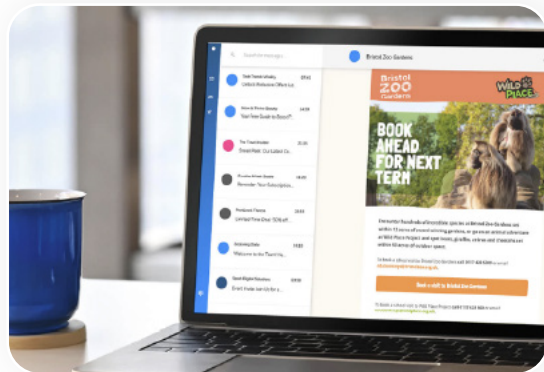
52% of senior leaders and **37%** of teachers said they check their emails every day throughout the holidays.



38% of senior leaders and **47%** of teachers said they check their emails every few days.

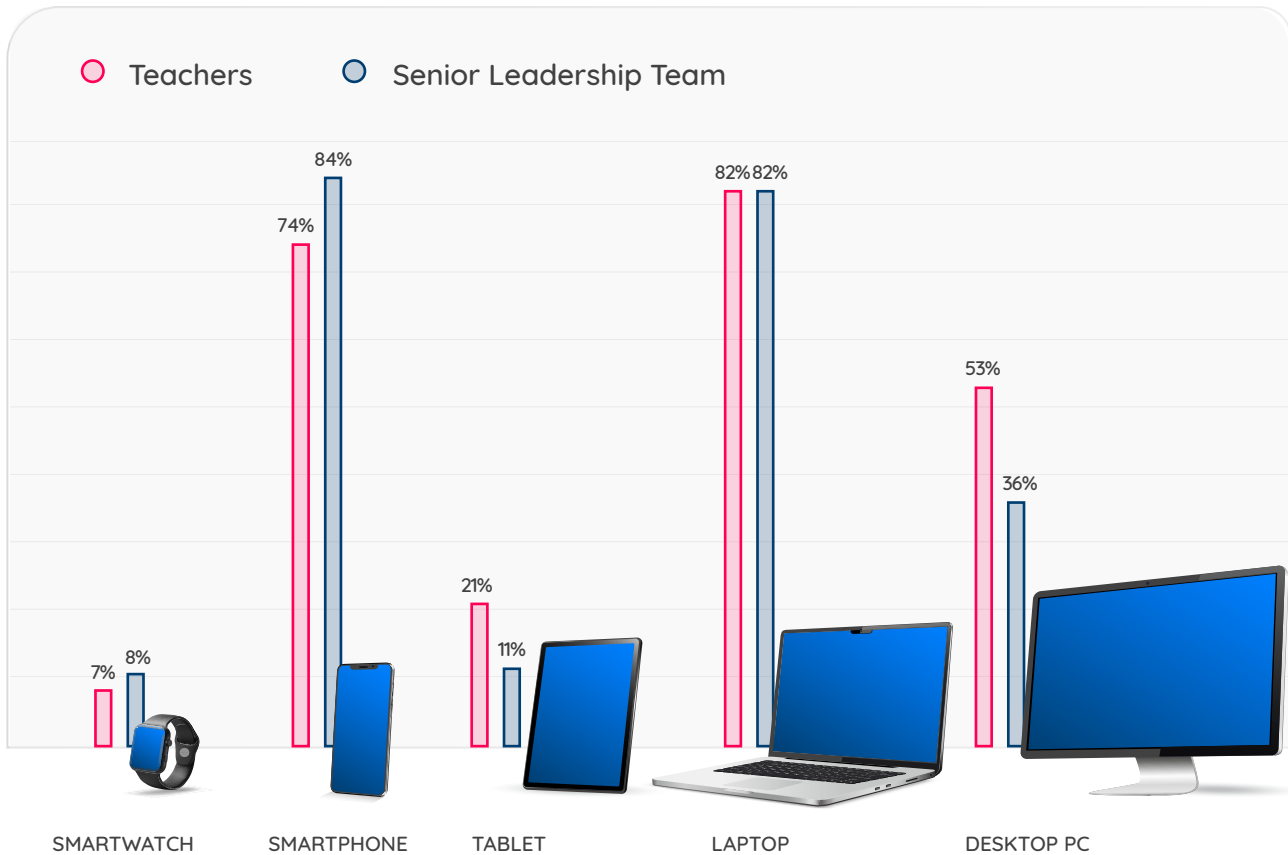
What this means for you:

Don't shy away from sending campaigns in the school holidays as teachers and senior leaders are checking their email accounts.



What devices do teachers use to access their emails?

Smartphones, laptops and desktop computers! Take a closer look at the results:



What this means for you:

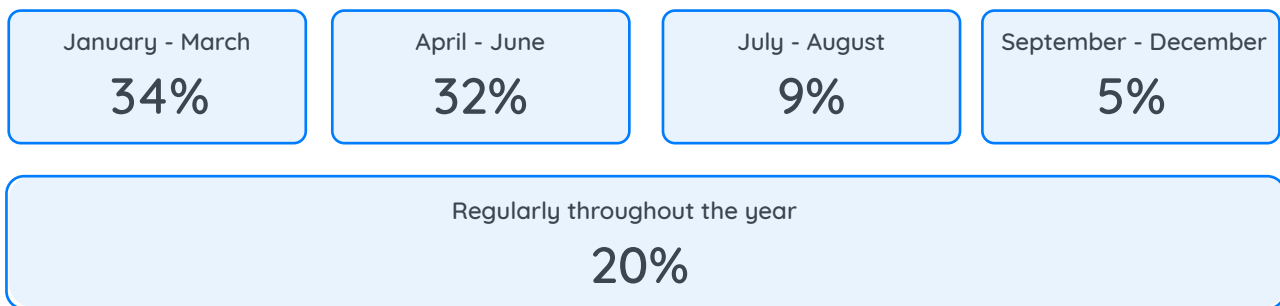
Make sure your campaigns are mobile-optimised, particularly if you're targeting senior leaders. If you need help optimising your campaigns for multiple devices, choose our expert email design service.

Our specialist digital designers are skilled in creating school-friendly email campaigns that generate high engagement.



School spending & financial planning

When do senior leaders plan for the new financial year?



We also asked senior leaders how often they have financial planning meetings. **36%** said they plan on a monthly basis, **23%** said termly, **20%** said six times per year, and **14%** said weekly. Only **7%** of senior leaders selected either quarterly or annually.

What this means for you:

Senior leaders are planning all year round, with meetings held regularly. That's why we recommend sending campaigns to schools throughout the academic year to increase your brand visibility and stay at the top of teachers' minds during those important decision-making meetings.



What time of the year do schools spend most of their budgets?

Most senior leaders said they spend their budgets **regularly throughout the year**, with the second most popular answer being **April-June**.

63% of the teachers we asked said they had budget responsibility. And of those, '**regularly throughout the year**' was also the most popular response.

Are schools making cuts this year due to inflation or rising living costs?

84% of the senior leaders we asked said yes, with the majority choosing 'staffing' as the main area they're planning to cut down on.

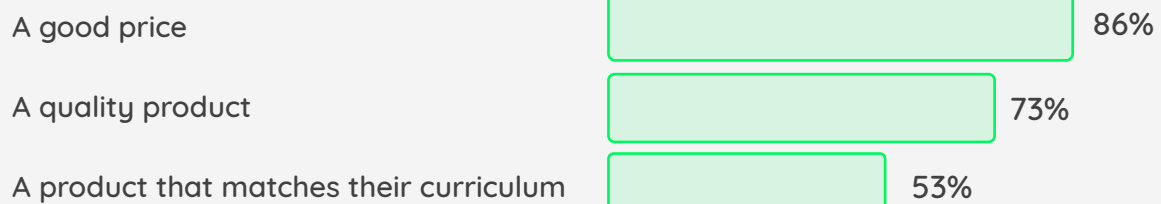
What's more, **54%** of senior leaders said they either have more than 5% surplus budget left to carry over into the next financial year, or a balanced budget with no surplus or deficit. This means, despite the cuts, schools still have budgets to spend on educational products and services in the 2024-25 academic year.



Choosing education suppliers

What do teachers look for when purchasing from education suppliers?

The top 3 responses:



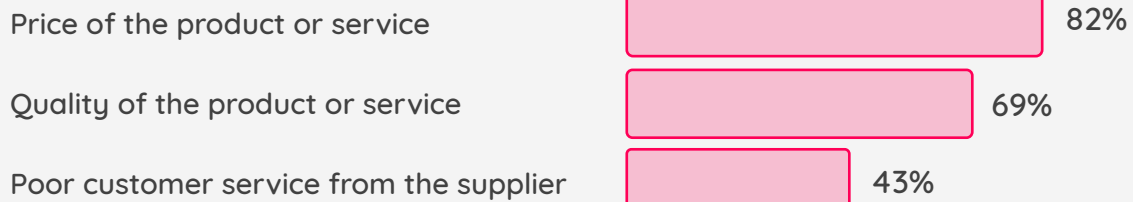
What this means for you:

Make sure to emphasise the quality, cost-effectiveness and durability of your educational offering in your campaigns, as well as how your product or service supports the school curriculum. And include positive reviews from schools you've worked with to demonstrate your credibility. Interestingly, only a few teachers and decision makers selected 'a local supplier', so if relevant to your offering, send your campaigns to schools nationwide. If you need help expanding your marketing mailing list, let us know – we can supply you with [real-time education data](#) for schools and education settings across the UK.



Why do schools change education suppliers?

We asked teachers and decision makers what might cause them to switch suppliers. Here's what they said:



What this means for you:

Emphasise the cost-effectiveness and quality of your educational offering in your marketing campaigns to both new and engaged leads. And be sure to develop a strategy to nurture your existing school customers to encourage repeat business.



Conclusion



Although there are challenges in education right now, these challenges bring with them new opportunities for education suppliers to support schools.

Student and staff mental wellbeing, SEND support, attendance levels, and education recovery are just four of the many priorities in education in the 2024-25 academic year. Whether you can directly or indirectly support schools with these areas, teachers will be open to learning about new products and services that alleviate the current pressures and improve the learning and teaching experience.

Use the insights in this report to fine-tune your education marketing content, optimise your campaign timings, and build lasting relationships with your target education contacts.

And remember, if you need any support with your education marketing, get in touch! Our team of education specialists are on hand to help you secure new business in schools all year round.

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