



THE ACADEMIC YEAR AT A GLANCE



Teachers and children in England, Wales and Northern Ireland return to school this week for the start of the new autumn term. Schools in Scotland are already back in the swing of things having returned a couple of weeks ago.

This is a fantastic time to sell to schools as teachers are feeling refreshed after the summer break and are eager to implement new ideas to further their children's education.

It's also the start of the new financial year for **academy schools**. There are now nearly 5,000 academy schools in the UK so this is a great time to take advantage of their new budgets with your schools marketing.

Visit www.schoolmailings.com to see how we can help with your marketing to schools.

Week's beginning



Autumn half term week in Scotland.

AND



Autumn half term week in England and Wales.

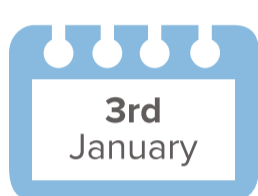


Schools across the UK close today for the Christmas break.

Did you know? At least **76%** of teachers check their emails outside of term time so you still have plenty of opportunity to sell to them during school holidays.



Visit www.schoolmailings.com/marketingresources for some more great schools marketing insights



Happy New Year!

Teachers and children across the UK return to school this week for the start of the spring term.



Only **eight weeks** until the end of the financial year! This is a fantastic time to promote your product or service to schools as they will need to use up any left over budget before the end of the financial year.



Email info@schoolmailings.com to get your schools marketing started now

Week beginning



Spring half term week in England and Wales.



Schools all over the UK will finish today for the Easter break. Most schools will be closed for around two weeks between now and the start of the next term in April.



Today is the start of the new financial year for UK schools. The education budget in 2015–16 is expected to be over **£90 billion**.

Selling to schools now is a great idea to make the most of fresh ideas brought about by the new budgets available.



Read our blog at www.schoolmailings.com/smblog



Schools and teachers across the UK return this week and next for the start of the new term.

Secondary schools and colleges will be preparing for the fast approaching exam season.



Half term week for schools in England, Wales and Northern Ireland.



Teachers and children return to school for the last half term of the year.

Academy schools will now be looking to spend any remaining budgets before the end of the term. This is a great time to run a schools marketing campaign.



Call us now on **01257 460036** to get started



Schools in Scotland start to close this week and next for the summer break.



Schools in Northern Ireland start to close this week for the summer break.



Schools in England and Wales start to close this week for the summer break.

Remember though – teachers and decision makers will still be hard at work during the summer getting prepared for next year. Make the most of their new ideas and plans for the next academic year and get your product or service noticed now!



Email us now on info@schoolmailings.com



A-level results day.



GCSE results day.

Results days are a **great time** to run a schools **email marketing campaign** as you can guarantee that all teachers are in school on these days!

WHAT DOES THIS ALL MEAN FOR MY MARKETING TO SCHOOLS?

Throughout the academic year there are many great times to promote your product or service to schools, and for lots of different reasons.

Contact us now to get some great advice about the best time to start your marketing to schools.

info@schoolmailings.com | [01257 460036](tel:01257460036) | www.schoolmailings.com

We hope you enjoyed this informative content. Don't forget, we are here to help develop your education marketing knowledge and further your marketing to schools campaign

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