



## Persuading local businesses to engage with a FE college

### What was the requirement?

The objective was to target businesses across a wide area of the North East in order to:

- increase engagement with the college
- encourage businesses to take students on placement
- encourage companies to use the college for their corporate training.

### What kind of service did we provide?

We began by running customer profiling and market penetration analysis on Newcastle College's customer records. This enabled us to develop a scorecard which ranked the types of business most likely to respond to the college's offering. We were then able to identify specific company types which had a stronger tendency to engage; for example, larger businesses in certain market sectors. We provided a fully managed solution, including de-duping existing customer records; updating the prospect database; and capturing and removing any gone-aways in order to keep the database clean.

### What was the outcome?

Newcastle College was able to generate a higher response rate at a lower cost than previously achieved.

### What did the client have to say?

"Throughout our years of working with Data HQ, they've always provided excellent levels of service and fast turnaround times. Their data is reliable, and we continue to use their data management service to ensure we deliver effective direct-marketing campaigns."

## Company Facts



Newcastle College is one of the largest and most successful further education colleges in the UK, with nearly 30,000 students on a wide range of courses.

[www.ncl-coll.ac.uk](http://www.ncl-coll.ac.uk)