Pearson Newsletter

Needs analysis

Based on a meeting between RW and ST on 16 Sep 2014:

General Marketing Goals:

English (which includes ELT and Assessment) is the primary area that PJ wants to promote ("back to basics"), and especially grow the English business in the Tertiary area. Specific promotion of kids material is to be discussed with a month or so.

Pearson's global focus on Efficacy is manifested in its Global Scale of English, Progess and PTE Academic, and increasingly with correlations for its courses, and, soon, with Versant, and these are all products that are priorities for promotion, with Progress being given special attention.

PJ also need to include top selling titles (EFH, readers, NorthStar, Impact series, etc.) in the prioritized products for promotions even if those are not correlated with GSE, they know it would make communications to the market a bit complicated though.

eDM

- minimum monthly "valuable content" newsletter to start beginning of October + 2~3 product focused mailings per month.
- discussed the languages to be used on newsletters, and agreed to see if it would be possible to indicate the summery for each topic on the newsletters in English and Japanese while to upload the whole content on website in English where social network scheme (Facebook, Twitter, etc.) would be equipped as well and could be accessed via "read more" on the newsletters.
- The first newsletters should announce a competition (e.g. Win an iPad!) for those signing up to the PJ Account.
- Down the line, we were looking at the possibility of having special sections of the website for academics, including the idea of having a Pearson academic (Sir Michael Barber, John de Jong) conduct a Q&A session with selected Japanese academics that other academics can join in on.

Current status

Now that this has been confirmed as a project that is part of the 400 hours we will move forward with our plans and have our proposal to you next Wednesday. Chloe Pursey, copied here, will be in charge of this. (FYI, Marc Helgesen has already given permission to use any of his Think Tank articles from ELTNEWS.com and will be looking for other material that can be used.)

Committed to:

- 1) Setting Up e-DM Ad Templates x 2 + Newsletter Template (24 hours) Technical set up + editorial + design
- 2) Monthly Newsletter in English with Japanese Summary of Key Content (5 hours per month 40 hours)
- 3) Creation and Sending of Two e-DM Ads per Month (5 hours per month 40 hours)

The Database

The Pearson Customer database has 44,086 records.

5,980 records include an email address. Of these records,

- 145 emails are unsubscribed and 44 invalid
- Only a real send-out will reveal how many email addresses are still active.
- 2,257 email addresses are school addresses, the rest either home or unknown
- 2,245 registrants are foreigners

The Newsletter

The Pearson newsletter so far has always been bilingual, with English and Japanese





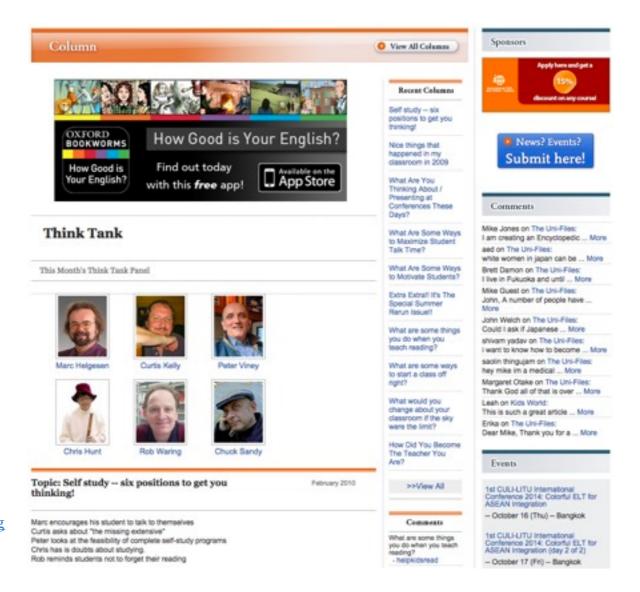
ttp://send.global2mail.com/display.php?M=7636166&C=dc9f9b5045cd0de2aeb8affa3830f198&S=17614&L=2976&N=7121 http://www.pearson.co.jp/mail/issues/20140905-en.html

The Contents

So far, the idea is to "recycle" contents from ELTNEWS, particularly from the Think Tank section:

List of all Think Tank articles

- 1 <u>Self study -- six positions to get you thinking!</u>
- 2 Nice things that happened in my classroom in 2009
- 3 What Are You Thinking About / Presenting at Conferences These Days?
- 4 What Are Some Ways to Maximize Student Talk Time?
- 5 What Are Some Ways to Motivate Students?
- 6 Extra Extra!! It's The Special Summer Rerun Issue!!
- 7 What are some things you do when you teach reading?
- 8 What are some ways to start a class off right?
- 9 What would you change about your classroom if the sky were the limit?
- 10 How Did You Become The Teacher You Are?
- 11 What was the best idea you had in the last year?
- 12 Sharing Our Stories
- 13 ELT News Think Tank Live at JALT2005 Preview
- 14 Do women learn differently? A conversation
- 15 Can we teach our students to be happy?
- How does one set up a reading class, especially in situations where extensive reading is not an option?
- 17 Should a teacher bring his or her politics and religion into the classroom?
- 18 What ELT books influenced you most as a teacher?
- 19 Should "real world" tragedy be brought into the classroom?
- 20 What are 5 things you wish you'd known when you started teaching? (Part II)
- 21 What are 5 things you wish you'd known when you started teaching?
- 22 "When and how should I correct my students?"
- 23 "What are good strategies or techniques for developing rapport with a new class?"



http://www.eltnews.com/columns/thinktank/