Data Analytics at a Language-Learning School: Using Data to Guide Marketing Budgets and Choices

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Agenda

- Intro
- Summary – Old vs. New Marketing Strategy
- CRM
- Discussion
- KPIs
- Results of Implemented Marketing Strategy
- Financial Results
- Recommendations
- Kahoot

Introduction

Scuola di Lingue is a language school based in Italy that specializes in teaching English. Despite being well-established and offering high-quality language instruction, the school is facing challenges related to declining enrollment and increased competition, both from traditional competitors and emerging online platforms.

Old Marketing Strategy

- High marketing investments, low performance (€101,042 from 1995-2018)
  - Power shift to customers
  - Increase in product selection
- Reporting & budget allocation spreadsheet had many contacts and lack of structure
  - Internal analysis
- No marketing plan adjustment since old management
  - Pivoting

New Marketing Strategy

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Develop a data-driven strategy to understand consumers better and grow the business.

Objectives

- Drive sales
- Improve customer loyalty
- Increase online visibility

Tactics

- Reallocating budget according to specific spending and results KPIs
- Process-mapping document w business model, customer journey, operations, and technology stack

Customer Relationship Management

1. **Data Analytics and Customer Insights:**
   - The school's use of data analytics is a key aspect of CRM as they receive knowledge of preferences, behavior, and satisfaction levels.
   - This data could help the school increase student engagement and gain more personal, lasting relationships.

2. **Improved Customer Experience:**
   - The focus on KPIs shows a desire to enhance customer lifetime value.
   - CRM systems can help track customer interactions, preferences, and purchase history to provide better service and support.

3. **Marketing Automation:**
   - CRM often uses marketing automation tools to advance communication and campaigns.
   - Scuola di Lingue could use this to automate email marketing, personalized offers, and follow-up communications.

Discussion

In addition to using different marketing channels, the school began using referral programs to incentivize current students to refer their friends and family.

o Why do you think this is an effective method for

gaining new customers?

o Are you incentivized by referral programs?

o Are there any other promotional methods they

could have implemented that you believe are
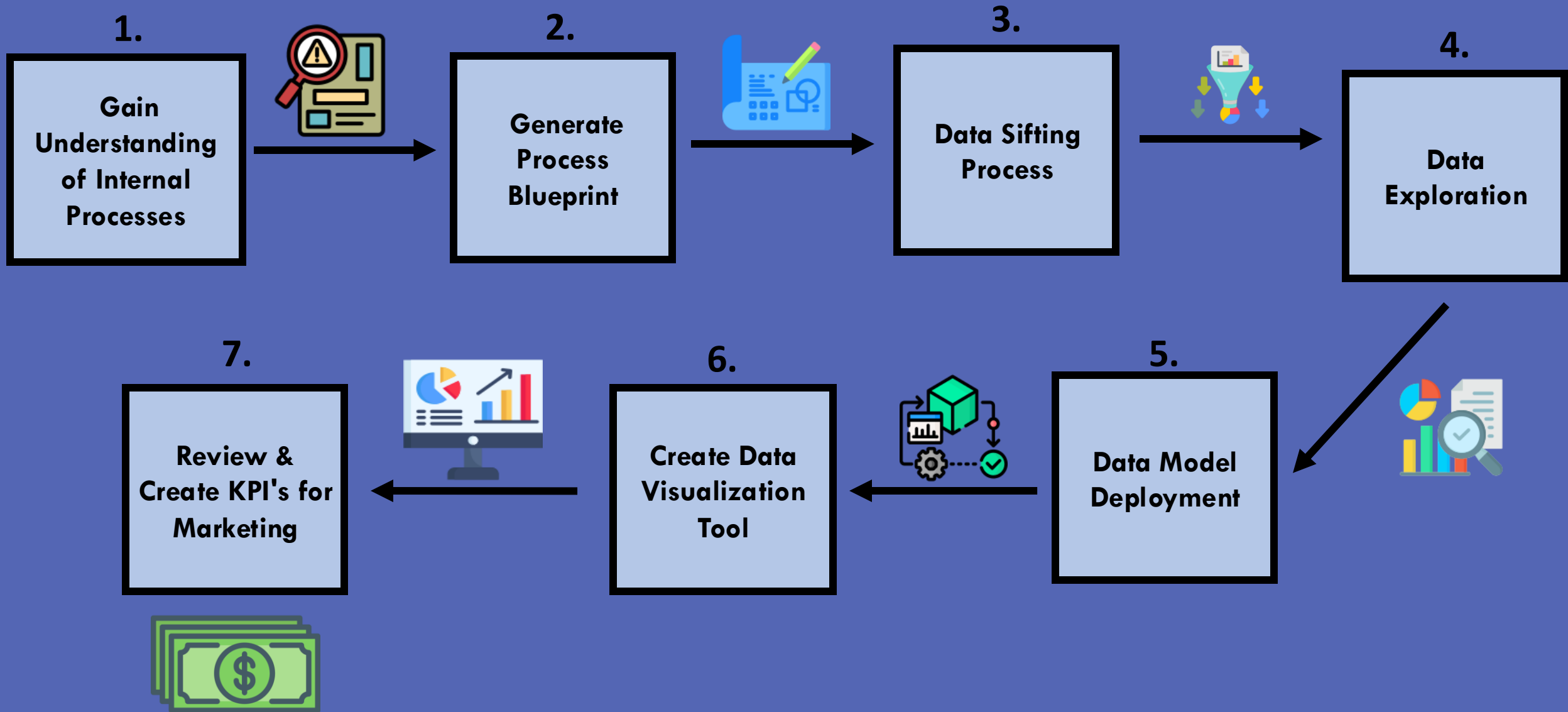
effective?

KPI's

✔ What is a KPI?

📏 **What were** the KPI's before/ what was the planning system before

🏎 Introduction of KPI's and Data

Data Management Setup

1.

Gain Understanding of Internal Processes

2.

Generate Process Blueprint

3.

Data Sifting Process

4.

Data Exploration

7.

Review & Create KPI's for Marketing

6.

Create Data Visualization Tool
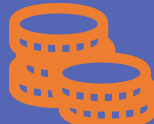
5.

Data Model Deployment

Implemented KPI's

Cost per Lead

Sales Conversion Rate

Revenue Per Customer

CAC (customer acquisition cost)

CLTV (customer lifetime value)

Lower or Higher?

Results of Implementation

Financial Results

The Scuola di Lingue increased in customers (from 471 to 575 average yearly customers) and revenue (from €214,354 to €339,400 average yearly income) after implementing data analytics.

The average course value also increased from €453 to €590 during the same period.

The school achieved these results while significantly decreasing its marketing budget (from €101,042 to €35,333 average yearly advertising budget).

The return on investment (ROI) also improved, from an average of 111% to 861% during the period.

Before & After

Table 2. Results Overview Chart

Factor	1995–2018	2019–2021
Average yearly advertising budget	€101,042	€35,333
Of which digital	€19,615	€35,333
Average yearly customers	471	575
Average yearly income	€214,354	€339,400
Average yearly course value	€453	€590
Average yearly return on investment	111%	861%

Figure 5. Return on Investment, Customer Base, and Average Course Value from 1995 to 2021
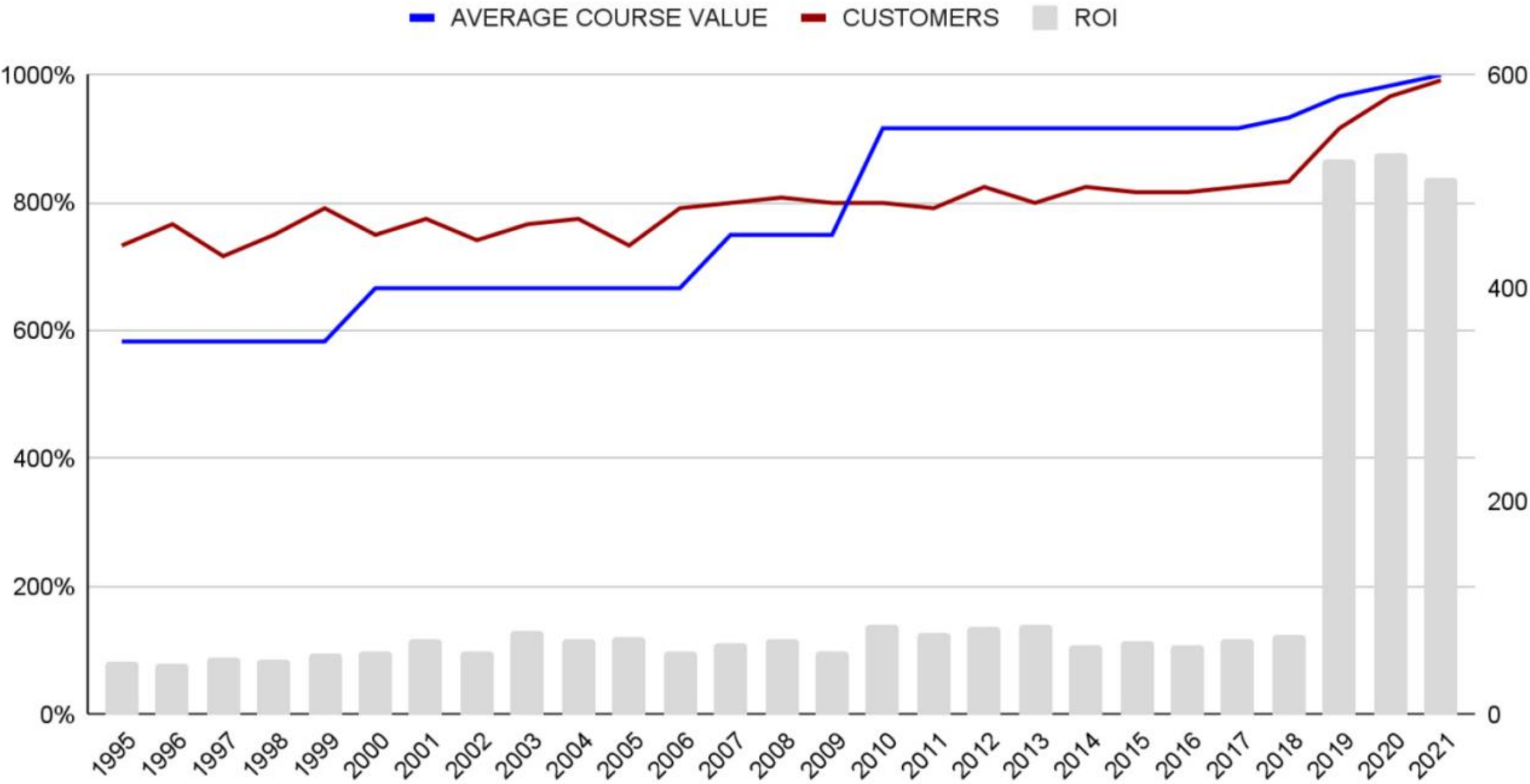
Improvements of New Strategy

Expanded marketing channels	Went from relying solely on word-of-mouth marketing to incorporating online marketing strategies like social media and email campaigns.
Improved targeting with data	Began to use customer data and analytics to identify their ideal student profile to tailor their marketing messages.
Revised pricing strategy	Reevaluated their pricing structure, offering discounts for early enrollment and deals for long-term students.
Increased Brand Visibility	Invested in digital marketing campaigns (SEO), and paid ads in which the school increased its visibility online.

Recommendations

- Produce social media posts, student engagement, and videos (TikTok) highlighting the benefits of learning a new language.

- Implement chatbots to assist students on the website with questions about courses and programs.

- Collaborations with other universities to offer language credits for students who may need to fulfill language requirements.

- Offer online/hybrid learning options to attract a larger audience.