



# City College Southampton

## Targeted Marketing: Total Solution Mapping™

“We were initially unsure about the true impact Total Solution Mapping would have on the campaign but knew our approach to marketing could be improved. I am delighted to report the results have easily exceeded our expectations and displayed an impressive return on investment. ACTIVE has shown us that by using powerful targeting software you can plan for success, by ensuring that data processing mechanisms are ready beforehand”

Julian Willans, Marketing Manager, Southampton City College

Southampton City College is a FE College located in the heart of a thriving city, attracting students from Southampton and surrounding areas. With over 1500 students aged 16-18, the College also caters for adult learners and international students. As part of their facilities, the college provides courses from a variety of community based centres across the city. Currently in the process of a £43.2 million redevelopment, the college exists to provide high quality education, training and promotion of learning.

### The Challenge

The College has 5 outreach community centres across the city delivering basic literacy and numeracy courses to adults, however enrolment is falling and is becoming increasingly unviable.

In order to tackle this issue, City College was tasked with quickly finding 100 new recruits for an immediate start on a range of flexible Basic Skills courses in numeracy, literacy and ICT. As part of this campaign, a direct mail activity was planned however insufficient information was available to base the campaign on. The College planned to target those households within 1 mile from each centre. In addition, blank targeting to all households was deemed too expensive, consequently they planned to target households likely to take up low level basic skills courses.

### The Solution

The College used ACTIVE's Total Solution Mapping™ to locate households in proximity to the outreach centres and through the use of Mosaic lifestyle data, they were able to determine the most appropriate target groups for basic skills qualifications through direct mail. This data was exported for a one mile boundary and target postcodes were run through ACTIVE Address Generator™ to return a list of full address ranges for the target postcodes.

### The Result

By determining appropriate geographic boundaries and targeting specific demographics appropriate to the courses on offer, City College was able to reduce their marketing expenditure by an initial 50%. On top of this, the college were able to reduce the cost by over 70% by ensuring they only sent the marketing material to households that not only match the target demographic, but were also more likely to respond positively to the direct mail approach.

In only one hour, the college was able to generate target data for this marketing campaign with significant cost savings from just taking a blanket approach. The subsequent result was a higher response rate compared to previous mailers and against a target of 100, 141 enrolments were achieved. City College's outreach centres are now full, with further bookings for future enrolments. From an outlay of £6,500 on materials, postage and one person day of preparation an immediate revenue of over £30,000 has been gained. In addition, further revenue of over £20,000 has been earmarked for future enrolments.



### Key Benefits

Avoiding a blanket approach saved **£20,000**

Target exceeded by 40%  
**£50,000** income from one campaign

Campaign planning **completed in 1hr**

**750%** return on investment

Campaign costs reduced by **70%**

### Future Projects

Further targeted campaigns

Employer engagement strategy

### Products used



**TSM**  
total solution mapping