



RECRUIT  
RETAIN  
RETURN.

Creating a lifetime of communication.

# WELCOME to Precision.



Direct Mail is a much-lamented media channel that prior to the Covid pandemic was losing favour as an advertising and communication channel. Digital Marketing and customer apps replaced mail as a cheaper and more instantaneous method of communication.

But things have changed or at least rebalanced.

A renaissance for printed mail happened during a lockdown caused by the Coronavirus. The amount of information that needed to be shared ramped up considerably and mail was turned to as a trusted and reliable communication medium.

QR codes became commonplace and accepted by a society advised not to touch anything or anyone. A behavioural switch happened where society understood that a simple scan of a code opens the information they needed. The QR code has always been a very useful and powerful technology, containing heaps of data, especially for bridging the gap from the physical to the digital and being able to track engagement and subsequent purchases, registrations, or subscriptions.



The letterbox has become somewhat of an open channel while digital advertising has become crowded, intrusive and suspicious. We now think twice before we click on a link or search for a product on Google as we will have our social media space raided by unwanted adverts.

There is a place for mail in a world being overwhelmed by digital communication. This is especially true for young adults starting their journey through higher education.

By the end of this module, you will understand how data, combined with technology, feed a highly sustainable production hub situated in the Suffolk countryside, to spearhead your lifecycle of student communication through our Recruit, Retain and Return programme.

You will understand how consolidation and automation deliver a highly cost-effective results-driven method to recruit students to you, retain students through their time with you and stay in touch with your all-important alumni so they always return to you. ”

**Gary Howard,**  
Director  
Precision





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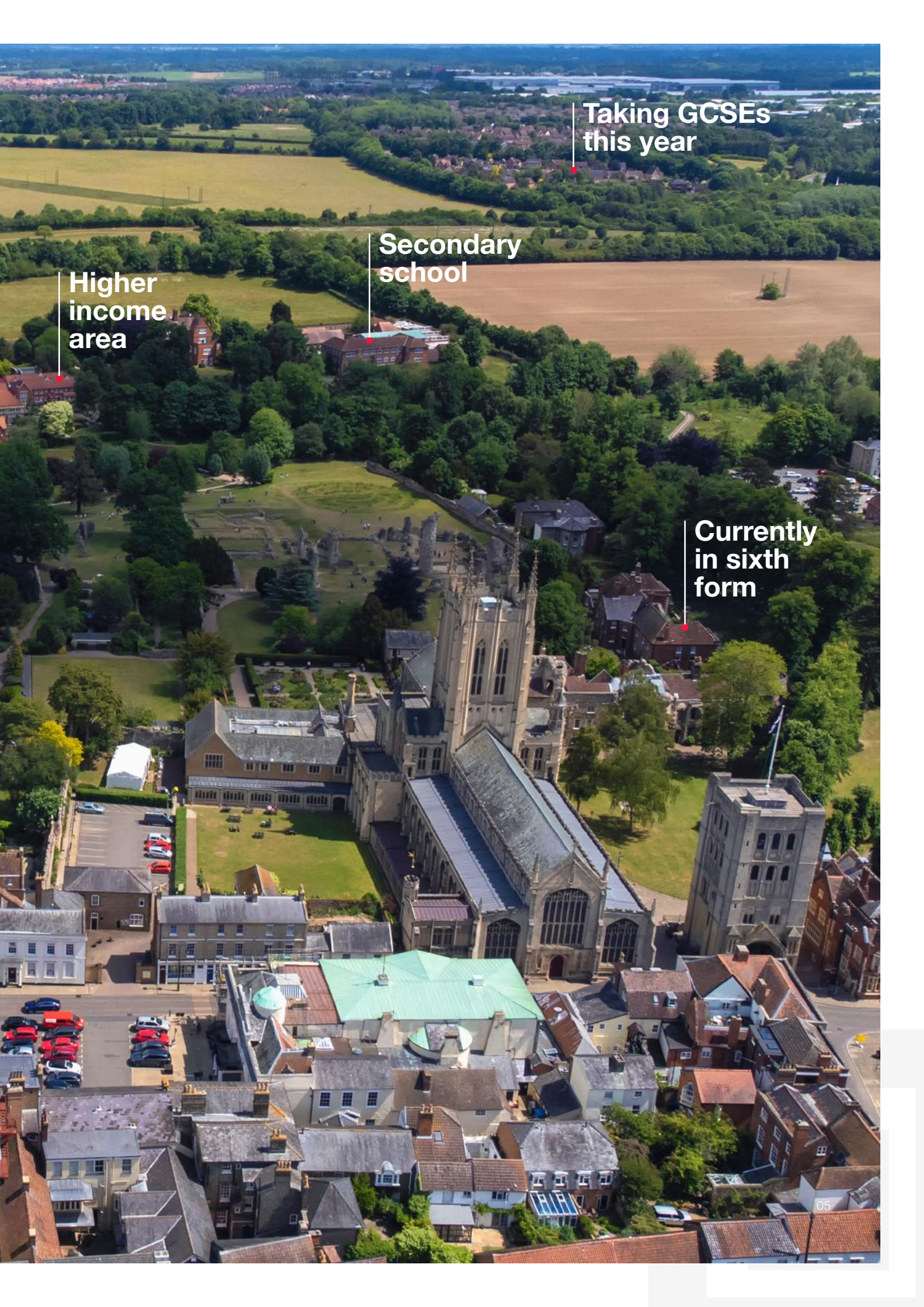


# RECRUIT

Lower socio-economic housing

Households with 3+ children





Taking GCSEs  
this year

Secondary  
school

Higher  
income  
area

Currently  
in sixth  
form



# RECRUIT.

**Your geo-demographically  
profiled student  
recruitment solution.**





**By leveraging targeted, location-based sustainable marketing communications, we help you reach your ideal prospective students - providing an invaluable boost to your student recruitment.**

From global competition to economic uncertainty, student recruitment can be a constant challenge. We built our web service, Precision Connects™ to deliver a targeted, geo-demographically profiled, direct recruiting solution.

- 27-million household records.
- Automated process.
- Dynamic QR codes, unique to each household.
- Zero and first-party data capture.



# RETAIN.

## A continuous programme of communication.

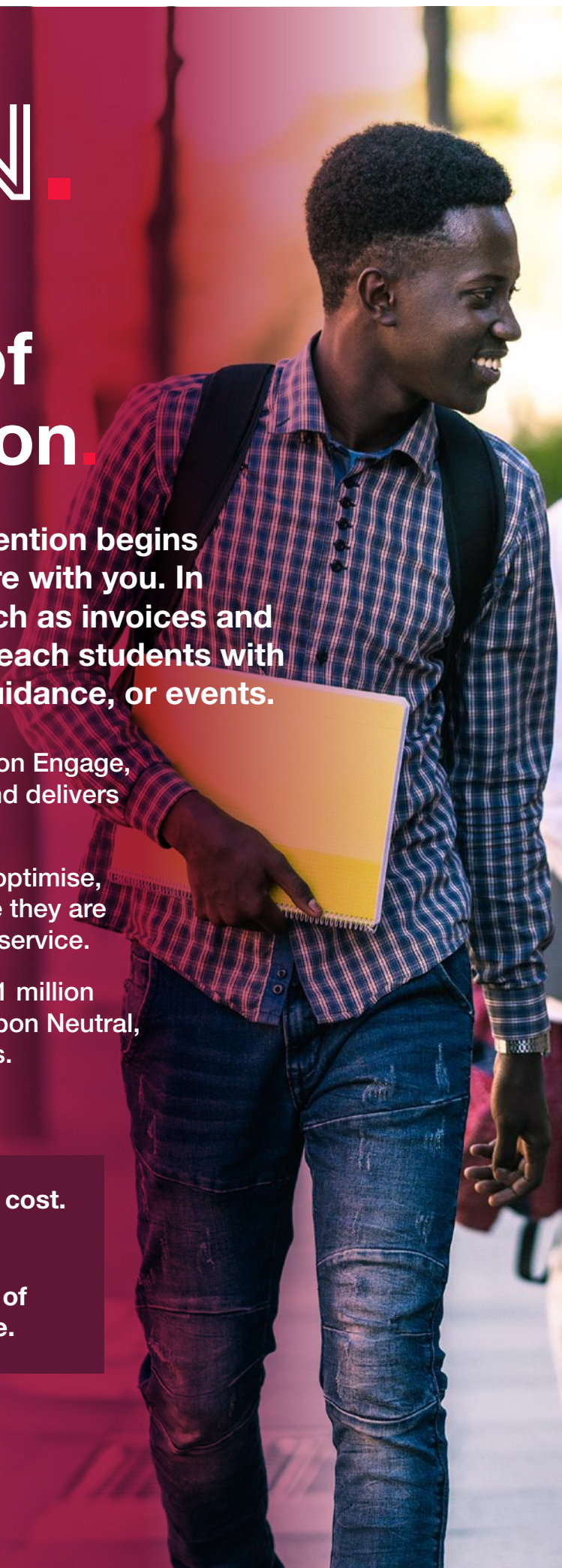
The programme of student retention begins and lasts for as long as they are with you. In addition to regular comms, such as invoices and statements, you may want to reach students with messages on wellbeing and guidance, or events.

Our document processing tool, Precision Engage, receives documents from your CRM and delivers them to an automated workflow.

Using our technology, we then check, optimise, categorise and sort your files to ensure they are sent via the most cost effective postal service.

Precision Engage currently processes 1 million posted items a month through our Carbon Neutral, solar-powered hub in Bury St Edmunds.

- Engage more sustainably, for less cost.
- Innovative approach.
- Stock management & distribution of communications and merchandise.










# RETURN.

**Your Alumni become your  
greatest advocates.**







**As you wave goodbye, you promise to “stay in touch” and “not be a stranger”, but does it always happen? From a commercial point of view, it is essential that it does.**

An ex-student or post-grad will become your greatest advocate, so keeping in touch with them is fundamental. Your alum stories are authentic, engaging, and a direct representation of you.

Precision Engage continues the program of communication beyond the time your students spend with you, and your lifetime of communication is made easier, more effective, more sustainable, and more efficient with Precision.

- Continue your programme of communication.
- Effective and efficient.
- Provide value.



# SUSTAINABILITY



## Stats:

- For 2022, we achieved a Carbon Reduction of 25%, a 60% reduction since 2018.
- 100% plastic and cardboard waste recycling.



# Our carbon neutral hub is based in the heart of Suffolk. We are proud to be a Green multi-award winning business.

Our commitment to sustainability goes beyond what could be considered standard measures. It must be a philosophy that extends through our supply chain and the product we offer to our clients.

Our latest initiative incentivised the Precision Team to travel more sustainably, and reduce our Scope 3 emissions. In just 2 months, we saved a total of 1460 fossil fuel powered miles, and made 158 green journeys!

- **BIO compostable materials.**
- **Company vehicles are 100% pure electric or PHEV.**
- **100% low energy LED lighting.**
- **Stock papers are FSC certified.**
- **We have 800 solar panels on our roof which produce sustainable energy.**
- **Vegetable inks on the print presses.**



Scan to  
find out more.

As part of our ongoing commitment to sustainability, we have partnered with Ecologi to offset our carbon emissions through The Wind Power Project in Mexico.

*Ecologi*





# Our Clients & SUCCESS STORIES



**KING'S COLLEGE**  
CAMBRIDGE



**mgs**

The Manchester  
Grammar School



Oakleigh House  
Independent Nursery and School  
FOUNDED 1919



**CAMBRIDGE REGIONAL COLLEGE**  
GREAT CAREERS START HERE



**a.r.u.**



**UNIVERSITY OF LEEDS**



**LONG CLOSE SCHOOL**

**COGNITA**



University of  
**Chester**



**UNIVERSITY OF CAMBRIDGE**



**WIMBLEDON HIGH SCHOOL**





# RECRUIT.





# Cambridge Regional College.

## Utilising geo-demographically profiled data to target ideal prospective students.

Cambridge Regional College were keen to boost their student recruitment by utilising the power of the letterbox, and our Precision Connects™ platform.

Direct mail offers a tangible and personalised approach, engaging students in a clutter-free environment. It stands out amidst digital noise and captures attention with physical presence. Its targeted nature allows for tailored, specific messaging, making a lasting impression.



Precision delivered a series of campaigns to target households in a pre-defined area, constructed from the college's 2 campus catchments plus selected hot spots, which were identified by analysing previous applicant data.



By explicitly targeting households with children in the relevant age group, the campaign was able to capture the attention of parents and students who were actively exploring post-GCSE education options.



Scan to  
find out more.



# Anglia Ruskin University.

**Fulfilment and supply of sustainable merchandise and welcome packs for student retention.**



With a focus on sustainability, and an aim to build and maintain a relationship with their new students, Anglia Ruskin University required an end-to-end supply, fulfilment, and distribution of their welcome packs.

The decision to start studying at University is only the first step of the journey for a student, and with 7 in 10 students considering dropping out, maintaining a relationship with new students even before they start their journey with you is essential.

Precision were able to supply and fulfil the mailing of branded thermal water bottles, re-usable coffee cups, notebooks, pens, and information leaflets as part of various welcome packs to their students.

Anglia Ruskin immediately created that desired relationship with their new cohort, giving them a sense of belonging, and reiterating that they have made the correct academic choice. The addition of branded water bottles and coffee cups alongside the information leaflets creates value and promotes advocacy, whilst also conveying the physical values of the University and its sustainable commitments.



Scan to find out more.



# RETAIN.





# RETURN.

## The University of Cambridge.



UNIVERSITY OF  
CAMBRIDGE



Scan to  
find out more.



# Sustainable Alumni mailings for engagement and loyalty.

With a large circulation for its alumni magazine, The University of Cambridge was on a mission to be more sustainable, whilst increasing engagement and loyalty.

When talented academics move onto pastures new following graduation, they can become your greatest advocates. Keeping in touch with your alumni is essential for several reasons: encouraging loyalty even after graduates have obtained their degree, circulating important University-related news, and requesting support for fundraising.

We provided the University of Cambridge with an eco-friendly alternative to package their CAM magazine, which is posted three times per year.

By replacing traditional polythene with a compostable eco-friendly mailing film, the university enhanced their green credentials, and this new production route helped build even greater trust and loyalty amongst the alumni.

Many took to social media to applaud the change, creating more awareness of the university's continued commitment to sustainability.





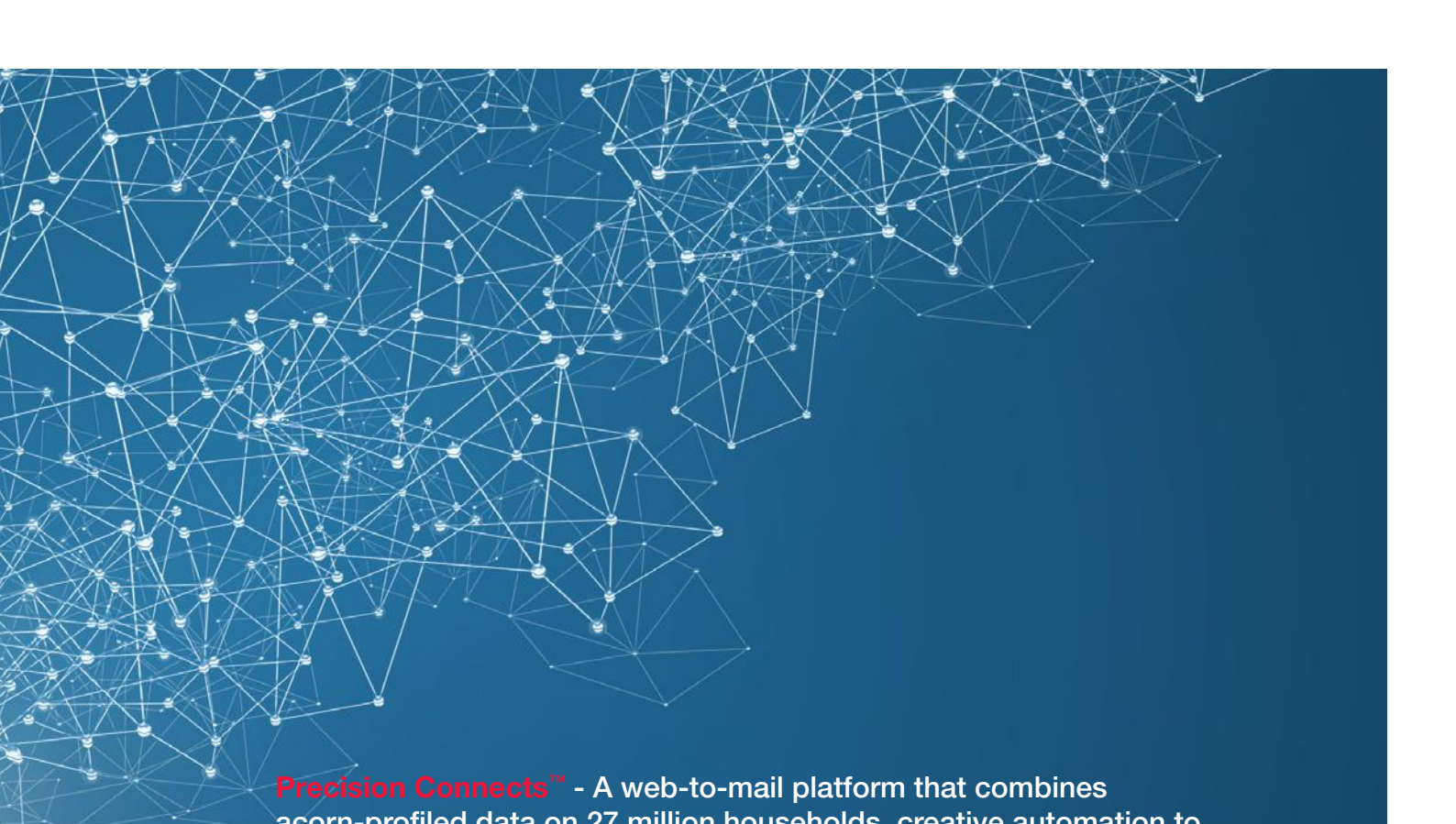
# TECHNOLOGY.

## Precision is a Data & Tech-Driven, Strategy to Delivery Company.

Printed mail delivers a high level of personalisation, data segmentation guides the personalisation, and creative automation delivers both content and image localisation to increase the relevance of the piece. This is proven to increase engagement, response and returns. We combine data with powerful publishing software to make this both viable and affordable.







**Precision Connects™** - A web-to-mail platform that combines acorn-profiled data on 27 million households, creative automation to provide brand-protected editable templates, an image library, a PDF upload tool and print-ready file generation.

Data drives the technology throughout, including the ability to include unique QR codes as a variable image. The QR Code is loaded with data that is tracked and reported on, in real-time. Our Connects platform is used by some of the leading Universities and Higher Education facilities in the UK and even Royal Mail uses the platform for their AdMailer service.

**Precision Engage™** - With changes in how both ERP and CRM platforms process printed documentation, many now generate a ready-to-print PDF as a single customer file. We developed Engage as an ERP/CRM plugin to deliver a continuous and automated workflow from PDF to post. Single customer PDFs are a more secure alternative to data transfer but are not presented as an optimised mailable product.

Engage processes thousands of files in minutes programmatically, creating a bulk file ready to print and mail. In addition, we have included the ability to provide dynamic streaming of inserts per customer ID. This process enables us to continually call on files until it is time to process, meeting stringent SLAs and maximising postal discount opportunities. Organisations that currently benefit from Engage include The National Education Union, and The University of Cambridge.



# SUMMARY.

## Why Precision is the perfect fit for the education sector.

**Recruiting a fresh intake of new students is obviously crucial, especially at a time when attitudes to the value of a university education may be changing. Competition remains fierce, as the lifetime value is extended beyond the time they spend with you. We realise that describing students as customers is often frowned upon, as they are not to be treated as commodities and the language could be softened - but their commercial value is real and essential.**

It also goes way beyond their monetary value as you could argue that their endorsement is worth far more. When a student chooses you, the next task is to keep them with you and make that experience memorable and rewarding.

That of course will come from the experience of university life itself but also how you engage, interact and focus on their wellbeing while they are with you.

Staying in touch beyond graduation then strengthens their advocacy and support.

What is sure is that they will never forget their time with you, so why should you forget them?

The return on investment here may be harder to measure, but we help you change that and show how your alumni become your greatest advocates.

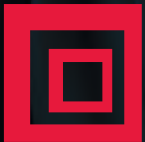
So choose Precision as your communication partner and remember the 3 Rs:

**Recruit, Retain, Return.**









**Get in touch to plan your next campaign**

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