

Welcome to *Between Issues*, a free e-newsletter from School Market Research Institute, Inc. (SMRI). This e-newsletter delivers information about marketing to K-12 schools. You have been selected to receive this newsletter because of your interest related to school marketing.

This issue reveals that, for the first time, school secretaries rate the Internet as the most important channel for learning about and purchasing educational materials.

Please feel free to forward this article to anyone who might be interested in this information. Please remember this article is copyrighted and may not be reproduced in any form without prior written consent. For permission to reproduce this article, please email SMRI at [info@smriinc.com](mailto:info@smriinc.com).

## **Internet outpaces direct mail for the first time in history.**

School secretaries rated the Internet as the most important channel for learning about and purchasing educational materials according to SMRI's Bi-annual School Secretary Survey. In all previous surveys, catalogs were rated as the most important. The number of school secretaries rating the Internet as the most important channel has grown steadily over the past several surveys while those choosing catalogs has been in decline.

Fifty one percent of responding school secretaries said the Internet was the most important channel for learning about educational products compared to 22% who chose catalogs. 46% of responding school secretaries said the Internet was the most important channel for purchasing educational products compared to 29% who chose catalogs.

It should be noted that most school marketers report surges in website activity shortly after catalog and direct mail promotions are mailed. Many school marketers feel that catalog and direct mail promotions drive more website activity than other media such as search engine marketing.

The second half of SMRI's Bi-annual School Secretary Survey results will be presented in the August issue of *School Marketing Newsletter* (SMN). The first half appeared in the July issue.

The survey also asks school secretaries:

How are catalogs and direct mail promotions distributed in your school?

What percentage of mail is distributed based on your judgment, regardless of to whom it is addressed?

What happens to catalogs and direct mail promotions addressed to teachers by name who are no longer at your school?

What percentages of teachers stay in your school but change teaching positions each year?

When are the best times to receive catalogs and direct mail promotions in your school in the spring and fall?

And much more.

You can preview articles from SMN and sign up to receive a free issue at [www.smriinc.com](http://www.smriinc.com).