

It started with a simple “chalkboard” calculation

For 30 years, Huntington Learning Centers have been helping children across America improve their reading, math, writing, study skills and phonics, with customized programs and one-on-one instruction. They've also been helping students improve their SAT and ACT test scores for better higher education opportunities.

The question is: How do they get to those most in need at just the right time? Working with PrimeNet, Huntington pulled out the chalkboard and came up with a few simple calculations that have become their ticket to success.

Set up

First, decide who to target

Learning from the experiences of their more than 300 learning centers in the U.S., Huntington found that most clients were children ages 7 to 16 from households with \$60,000 in annual income or more. PrimeNet helped Huntington determine the radius of each center's trade area and pulled the lists for them.

PrimeNet and Huntington also found that 5 ½ x 8 ½ postcards drove the most response.

Second, decide when to target

By timing the mailings to the date that report cards are distributed, parental concern is at the top of Huntington's mind and parents are ready to act.

Results

Incredible response and “stickiness”

Response rates for mailings have been up to 2.5% , very high by direct mail standards. Even better, Huntington has found that parents will send multiple children over time, just from one mailing.

Direct mail can be ordered online

Eight of every 10 centers using PrimeNet place their direct mail marketing orders online. Centers can use the site to order customized postcards and lists, and select drop dates to coincide with report card time.

Proof Positive

On behalf of Huntington Learning Center in Pearland TX, **THANK YOU** for the outstanding professional advice to help us improve our direct mail marketing.

We just completed our record high month for revenue (out of the past 2.5 years we've been open)! We took your advice to target households within our immediate radius with repeated offers, which proved to be extremely effective! Our ultimate goal is to grow another 50% by this summer!

Thanks again for your gracious and patient help so I could learn direct mail marketing!

Katherine Ideno
Regional Director
Huntington Learning Center®
Pearland TX 77581-4501



On-Line Ordering



Post Card Front