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PUBLIC CASE STUDY

Client Inc. | Education market

Education Market Outreach Case Study

Revenue Advisory | Commercial Execution

An anonymized case study on education-sector market access, qualification, and campaign discipline.

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The challenge: building a disciplined education-market outreach motion

Current state analysis

Client Inc., a children's book and book-fair company, was expanding its reach in the education sector. The market required relevant contact selection, seasonal context, and messages that respected the limited time available to school leaders and Parent-Teacher Organizations.

Metellus Partners was engaged to structure targeted outreach to schools, PTOs, librarians, and principals, then use campaign response data to refine the commercial motion.

COMMERCIAL FOCUS

Build relevant access without trading quality for volume.

SCHOOLS | PTOs | LIBRARIANS | PRINCIPALS

01

Targeted segmentation

Reach education stakeholders by role, context, and relationship to the seasonal buying process.

02

Seasonal relevance

Frame outreach around the timing and operating conditions that matter to schools and book-fair organizers.

03

Response discipline

Use campaign signals to identify which conversations warranted the next commercial step.

WHY IT MATTERED

The objective was not activity alone. It was a more controlled way to identify and progress relevant education-market conversations.

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Establish a qualification-first outreach motion

The engagement began in August 2024 and included multiple campaigns to school districts and educational networks. The work combined campaign design, contact selection, response review, and structured follow-up.

The operating standard: outreach activity needed to lead to a meaningful commercial next step, not simply an open or a reply.

01

Define the market

Focus the campaign on schools, PTOs, librarians, and principals with a direct role in book-fair activity.

02

Build the message

Use sequential email campaigns and personalized copy that recognized each audience's context and available time.

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A campaign system built around relevance and review

The execution framework brought targeting, message development, campaign delivery, and follow-up into one operating rhythm. Each stage produced a signal that informed the next campaign decision.

01



Target account structure

Campaign cohorts were built around the education-market stakeholders the source material identified as central to the book-fair buying process.

02



Multi-touch messaging

Sequential email campaigns paired targeted outreach with personalized commercial context.

03



Weekly response review

Performance metrics were reviewed weekly and targeting was adjusted based on response and positive-reply signals.

04



Retargeting and nurture

Follow-up workflows re-engaged prospects and kept relevant conversations visible for the next step.

WHY IT MATTERED

A defined commercial rhythm made it possible to separate broad outreach activity from the qualified conversations worth progressing.

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Campaign performance, made visible.

04

The source records response, positive-reply, and booked-meeting measures across eight campaign periods.

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Measured campaign outcomes

36,344
Unique leads
Contacts processed across all campaign periods.

5,284
Replies
14.54% overall response rate.

747
Positive replies
14.14% positive-reply rate.

373
Meetings booked
1.03% appointment-booking rate.

HIGHEST-PERFORMING CAMPAIGN

Spring Fair | Oct. 7

22.72%
reply rate

155
meetings booked

Booked meetings by campaign period



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From meetings to an illustrative revenue model

The source material includes a modeled revenue scenario, not a reported realized-outcome statement. The scenario applies assumed show, close, and prospect-value inputs to the recorded meeting total.

01

373 meetings

The source records 373 booked meetings across the reported campaign periods.

02

Assumed conversion

An 80% show rate and 25% close rate are used in the source's illustrative model.

03

$13,000 value

The source applies an estimated lifetime value of $13,000 per prospect.

SOURCE-SUPPLIED MODEL

373 meetings × 80% show × 25% close × $13,000

$4.849M
pipeline-revenue model

$973.6K
modeled realized revenue

INTERPRETATION

The model is included as supplied. It illustrates the commercial significance of meeting quality and follow-through, and it is not a forecast or performance guarantee.

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Relevant outreach is more useful when it has a commercial standard.

This case study shows how Metellus Partners structured an education-market outreach motion around audience relevance, sequenced messaging, response review, and measurable meeting activity.

REVENUE ADVISORY | COMMERCIAL EXECUTION | PIPELINE QUALITY

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This public case study is based on supplied engagement material. Metrics and modeled scenarios are contextual evidence, not a promise of future performance.