



ImpactEd
Group

Adopting mission-led marketing and communications

An approach designed for educational programmes

September 2025



The
Brilliant
Club

PLMR

communications + impact



Education
Endowment
Foundation

Overview on a page

The education sector is unique, driven by a shared mission to improve young people's lives rather than profit. However, it is complex, fragmented and shaped by high accountability, (often) limited resources and diverse stakeholder needs.

Together, this makes traditional sales and marketing approaches ineffective. What is needed to achieve cut-through, is an approach that prioritises trust, authenticity and purpose – and all in a way that aligns with the sector's mission and values-led approach.

This guidance document and accompanying practical tools, developed by ImpactEd and PLMR, offer an overview of how to market to, and create sustainable relationships with, education audiences through strategic storytelling, community building and evidence-based engagement. It also offers a practical framework to assess market readiness, the results of which can be a roadmap to addressing any identified gaps.



Key messages

Key message 1:

Lead with professional generosity to build trust

By supporting the people who support others, we not only earn their time, we share their mission.

Key message 2:

Define and evidence your purpose

Purpose only holds value if it is true, distinctive and evidenced. If it possesses these characteristics it will have the power to be the reason people choose to work with you, trust you and stay with you.

Key message 3:

Segment and tailor your communications

Effective communication in education isn't just about being seen - it's about being understood by the right people, in the right way, at the right time.

Key message 4:

Use convening power to listen, learn and lead

Organisations that create space for collaboration earn trust by showing they value shared ideas, not just their own.

Key message 5:

Harness peer advocacy to amplify your impact

Peer advocacy turns customers or service users into collaborators, creating a community of practice that champions your work from the ground up.

Key message 6:

Strengthen your digital presence as a trust-building tool

Your digital presence shouldn't just inform, it should engage, adapt and earn trust at every click.

Key message 7:

Balance always-on content with big campaign moments

Some content quietly builds trust over time, while bigger campaigns grab attention when it's needed. The most effective strategies use both in harmony.

We have also developed the following documents that you may also find helpful to consult:

- Building Recurring Partnership Revenue Models to Support Ongoing Impact
- Understanding Commercial Models for Scaling and Sustainability
- Using Technology to Support Scale

These can be accessed [here](#).

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Glossary of Terms

Convening power: The ability to bring the right people together, such as teachers, school leaders, policymakers or researchers, to share ideas, collaborate and create solutions. Using ‘convening power’ helps an organisation move from simply providing a service to shaping the wider conversation.

Digital presence: How an organisation appears and engages online, including its website, social media channels, emails and other digital spaces.

Earned media: Coverage or attention you secure (‘earn’) at no cost, rather than content you pay to promote.

Evergreen content: Content that is useful and remains relevant over time, rather than going out of date quickly. Examples include case studies, how-to guides and blog posts that continue to offer value long after they are first published.

Hero campaigns: Short-term, high-impact marketing and communications focused on a specific moment or goal, like launching a new programme, sharing new research or promoting a funding deadline. These campaigns are designed to grab attention and drive immediate action.

Leads: Potential customers or organisations that have shown some level of interest in your product or service. In education, this might include a school that has signed up to a webinar, downloaded a resource or submitted an enquiry form.

Mission-forward: An approach that keeps the organisation’s purpose and core values at the centre of all decisions and actions – especially in how it communicates, delivers services or makes strategic choices.

Owned media: The channels and platforms an organisation fully controls, such as its website, email newsletters or official social media accounts, where you decide and ‘own’ the content, style and timing of communications.

Peer advocacy: When people who already use or value your service, such as teachers, schools or MAT leaders, speak positively about it to others. Their real-world experiences and testimony create greater credibility for the brand.

Permission to play: The idea that an organisation should only contribute to sector conversations where it has real credibility, based on its experience, evidence or practitioner insight, rather than speaking on topics outside its expertise.

Professional generosity: The practice of sharing useful insights, tools or support with others in the sector without expecting something in return. This builds trust and shows genuine commitment to shared goals.

Purpose-driven: Being guided by a clear, meaningful reason for existing beyond profit. For education-focused organisations, this usually involves improving outcomes for children and young people or supporting those who work with them.

Return on investment (ROI): A way of measuring the value gained from a particular action or cost. In the education sector, ROI might not always be financial. It could include increased engagement, improved learning outcomes or stronger stakeholder relationships.

Segmented communications or segmentation: Identifying different audiences and adapting messages for these. Doing so ensures each audience, such as senior leaders, teachers or parents receives information that is relevant and meaningful to them.

SEO (Search Engine Optimisation): The process of making a website easier to find on search engines like Google by using the right words, structure and links.

Thought leadership: Sharing expert insights, ideas or perspectives that position an organisation or individual as a trusted voice in their field. In education, this might mean publishing articles, speaking at conferences or leading discussions on sector challenges, showing not just what you offer, but the value and knowledge you bring to the wider conversation.

Introduction

The Education Endowment Foundation (EEF) commissioned a consortium of three expert organisations (ImpactEd Group, The Brilliant Club and PLMR) to supply capability building support to EEF funded programmes in the 2024/25 academic year. The aim of the project was to support a selection of existing EEF projects to grow their setting reach longer term while maintaining quality programme delivery. This work has been facilitated through the Accelerator Fund, a DfE-funded project that is enabling the EEF to support programmes with previous evidence of impact to scale and reach more settings.

This guidance document has been developed out of this work, by this consortium, to support future EEF funded delivery teams in the area of programme marketing. This was selected as an area of focus in this work because:

- a. Although programmes may be well-developed and have evidence of positive impact from EEF trials, they may still experience challenges when promoting the programme to new settings.
- b. Delivery organisations often require support to better understand their market, the ways to reach the appropriate target settings, and how they can engage with key actors in the sector to support recruitment.

Who is this guidance for?

This guidance is designed for anyone working to engage education settings, teachers and education decision-makers, offering products or services to the education sector. It will be particularly useful for those responsible for marketing, communications and stakeholder engagement, but it also provides valuable insight for senior leaders, programme teams and anyone involved in building relationships with education settings.

Using this guidance

This guidance is designed to be used as a strategic planning resource. It is recommended that organisations work through the key messages and then use the practical tool at the end of the document to help assess your readiness to adopt a mission-led approach to sales, marketing and communications

The guidance focuses on seven key principles:

1. Professional generosity
2. Purpose-driven storytelling
3. Segmenting and tailoring communications
4. Convening power
5. Peer advocacy
6. Digital presence
7. Balancing evergreen content and campaigns

These principles are interconnected – progress in one area will support and influence progress in others. For example, developing stronger peer advocacy will feed into richer storytelling, and improving your digital presence will help amplify professional generosity.

When ImpactEd Group works with delivery organisations on capability building, we draw on our own Impact and Sustainability Framework, which considers impact and sustainability through the lens of eight dimensions:

1. Governance	2. Strategic Direction	3. Outcomes	4. Activities	5. Revenue	6. Operating Model	7. People	8. Community
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We believe that the leaders and teams of education and purpose-driven programmes need to think deeply about these eight dimensions in order to maximise their potential as impactful and sustainable programmes. This guidance document is particularly relevant to strategic direction, activities, revenue and community. However, it should be noted that decisions made in one dimension will have implications across the others, and we encourage users of this guidance to consider its impact across all areas of their organisation.

The authors would like to thank all those who contributed to the development of this guidance. In particular, we are grateful to the delivery organisations with whom we worked closely while providing capability-building support. The insights gained through this collaboration have been invaluable in shaping this guidance, especially our work with the National Day Nurseries Association (NDNA), Ark Curriculum Plus, and the Schools, Students and Teachers Network (SSAT).

Leading with professional generosity

In the current education landscape, meaningful engagement with education settings, teachers and decision-makers depends on more than just the strength of an offer, everything is about trust, and leading with professional generosity is one of the most effective ways to establish and maintain this credibility.

At its core, professional generosity is all about freely sharing time, knowledge and resources without an immediate expectation of personal or commercial gain. It is grounded in a spirit of collaboration and service, which resonates with those in education, and therefore builds trust by prioritising meaningful contribution over what could otherwise be a transactional exchange. In practice, this means showing up first as a collaborator, a thought partner and a contributor to shared goals, rather than a seller of services or products.

This matters because when leading with professional generosity, what's demonstrated is a deep understanding of the pressures and priorities faced by those who work in education. By approaching relationships and potential customers in this way, you're creating space for meaningful relationships to develop that are grounded in mutual respect and a shared commitment to impact for those the setting serves.

It is well-known that education leaders are under significant pressure to make fast, effective decisions while managing competing priorities. And, if that's well understood, it's easy to see how messaging that is overly promotional or self-serving can be at best, ineffective, and at worst, actively off-putting. Additionally, teachers and education leaders don't have time to sift through generic sales pitches, so developing an engaging approach to sales and communications that reflects their reality and offers immediate and practical value will in turn, have a more immediate impact on top-of-funnel activity and the subsequent customer journey.

Leading with generosity acknowledges and respects both the time pressure and the value-set of those working in education. It says: "We've thought about what matters to you, and here's something that might help". Whether it's a well-curated resource; insights drawn from recent data; or an invitation to contribute to an event, discussions or report, these conversation-starters signal credibility, empathy and alignment with those you're approaching and helps decision-makers connect the dots between your values and theirs, without feeling they're being 'sold to'.

Crucially, this isn't just about building rapport, it's about serving the sector in return. Most people working in education, do so out of a sense of purpose and wanting to help others. By reflecting that same ethos in the way we engage, we evolve from salespeople to partners who have co-opted into this mission to support children and young people. That may mean we use our insights to spotlight emerging needs, advocate for what matters to teachers or offering platforms to amplify their voices. It might also mean adapting what we offer and how, to better fit their needs and ways of working, rather than expecting them to fit within our existing structures and operations.

Additionally, it's worth noting that avoiding 'salesy' messaging doesn't mean hiding what you offer. It means framing it in terms of its genuine benefit and trust that, when the time is right, those who've benefited from your professional generosity will be more inclined to engage, not because they were persuaded, but because they were supported.

Key message 1:

Lead with professional generosity to build trust

By supporting the people who support others, we not only earn their time, we share their mission.



Purpose-driven and evidence-led storytelling

In a values-led sector like education, facts and evidence must be paired with purpose to truly shift behaviour. That's why effective communications must go beyond what a service does and focus on why it exists. Mission-forward and purpose-driven storytelling places values, beliefs and impact at the heart of the narrative, rather than tacking it on as an afterthought.

As mentioned, most people working in education are driven by the same ambition to help young people thrive – academically, but also socially and emotionally, and through the best-possible education experience and enrichment opportunities. This means purpose alone is a starting point, not a differentiator, to those you seek to engage. What will however, set you apart, is how clearly you understand your distinct purpose, how your organisation goes that one step further, and how visibly this is embedded in everything you do.

Identifying your purpose

The term “purpose” is bandied about in contemporary business and is, by some, adopted only at a surface level to try and engage the more conscious consumer market. But be warned, these very consumers, including those in education, are savvy to this and can easily spot when purpose is only a strapline and not an organisation's moral and strategic compass.

Therefore, to identify your organisation's true purpose, begin by asking some introspective questions:

- What problem are we here to solve, and why does it matter?
- Whose lives are we trying to improve, and how do we understand their needs?
- What are the values that shape the way we work?
- What would be missing in the world if we didn't exist?

The answers to these questions can then form the backbone of a purpose that is both authentic and actionable, internally and externally. Of course, communications and messaging on the website and marketing materials need to be covered, but this purpose must be lived through your internal culture, in the partnerships that are developed and in your strategic decision-making.

Identifying and developing your purpose in this holistic way, ensures you avoid the 'say-do' gap – the disconnect between what an organisation claims and what it delivers and/or how it behaves. Bringing this to life in the education sector, it's not enough to declare a commitment to

student success, for example, if that commitment isn't evident in your product design, your customer experience or the way you engage with the sector. We must embed this mindset and way of being in all aspects of operations and communications, be that through feedback loops that help drive improvements and innovation in a product or service or holding the business to account for outcomes, not just outputs, ensuring a positive impact has been felt by those we seek to engage and bring into our community.

Where do you have permission to play?

Having permission to play means you have the experience, expertise, relationships and, ideally, the track record that gives weight to your voice in a specific area. Once you've identified your organisation's purpose, you can then start thinking about where it has the permission to play. By that, you're considering the issues and topics that your organisation could legitimately champion and speak about.

Identifying this starts by being honest about where your authority comes from with some questions to consider being:

- Do you have deep practitioner insight?
- Have you co-developed solutions with those you aim to serve?
- Is your team made up of former educators or community leaders with relevant insight?

Additionally, remembering that trust plays a crucial role, it's also worth asking 'why you?' and 'why now?'

Demonstrating impact, but also further establishing where you have permission to play, consider if your work and offering is grounded in evidence. Understanding and sharing ambitions and being clear on your purpose is effective at opening doors, but evidence is what can sustain these relationships and help move customers through the sales journey. This is therefore not only about telling a compelling story, but clearly articulating how your product or service works, what it enables, the evidence behind its development and proof of impact.

If you can do this successfully and operate in the areas you have permission to play, tone of voice, brand storytelling and engagement with existing and prospective customers, as well as wider stakeholders, feels grounded, not opportunistic – setting you up for longer-term and more sustainable success.

Worked example

Organisation A runs a national professional development programme for schools, aiming to improve teaching practice and student outcomes. As it looked to increase its visibility in the sector, it wanted to clarify which conversations it could credibly contribute to and which it should leave to others.

- **Assessing expertise:** It reviewed its internal team and network, recognising a depth of experience in leadership development, school culture and collaborative improvement approaches.
- **Mapping relevant themes:** From this, it identified topics it could confidently champion while steering clear of areas outside its expertise. This included championing an equitable education, supporting teacher autonomy and building a positive and supporting culture.
- **Defining its contribution:** Choosing to fold communications and marketing efforts under a banner of improving the everyday classroom experience, Organisation A used this to then focus its profile-raising activities and marketing campaigns, while also identifying how it could amplify practitioner voices alongside its own.

By narrowing its focus to the themes where it had the clearest authority, Organisation A positioned itself as a trusted, authentic voice. This focus enabled it to evolve the content developed across its owned channels and throughout its marketing campaigns, helping it more effectively engage with target audiences.

Key message 2:

Define and evidence your purpose

Purpose only holds value if it is true, distinctive and evidenced. If it possesses these characteristics it will have the power to be the reason people choose to work with you, trust you and stay with you.

Segmenting and tailoring communications

Reaching the right audience isn't simply a matter of visibility, it requires a sophisticated understanding of who they are, what motivates them and how they prefer to engage. In a sector as layered and complex as education, this means communicating in ways that reflect the nuances of role, context and capacity of those you seek to reach.

To begin, segmentation should reflect tiers of decision-making, from MAT CEOs and Chief Education Officers through to headteachers and subject leads. These stakeholders have distinct priorities and pressures, for example, strategic alignment and return on investment (ROI) may guide one audience, while practical implementation and benefits to the classroom may matter more to another. Tailoring communications to these different priorities provides a greater chance of impact and success with your engagement.

Equally important is selecting the right channels for each audience. For example, email campaigns targeting senior leaders may perform better when personalised, insight-driven and linked to timely sector concerns. Meanwhile, social media content can be more effective in reaching teachers or subject leads when the content is visually engaging, focused on real classroom experiences, and centred around relatable challenges or practical solutions. Additionally, social media channels like LinkedIn are particularly effective for building your expert insights or perspectives amongst leadership audiences, while local Facebook groups, newsletters and network communications can drive grassroots engagement.

Webinars, when used strategically, are another effective tool, particularly when framed as spaces for learning, peer sharing and insight, rather than sales. Ensuring panellists include school leaders, teachers or recognised sector voices increases credibility, and follow-up content, such as one-page checklists or CPD-aligned summaries, can extend the value beyond the live event.

Critically, segmentation is not a one-off exercise but a continuous process of learning. Monitoring email open rates, webinar registrations, social shares and page interactions should inform not only what content to prioritise, but also when and where to deploy it. Over time, this builds a more data-informed, adaptive and effective communications strategy.

Key message 3:

Segment and tailor your communications

Effective communication in education isn't just about being seen - it's about being understood by the right people, in the right way, at the right time.

Using convening power for insight and influence

The education sector is driven by professional collaboration and evidence, so 'convening' can be a powerful lever for influence. It enables organisations to move from being a service provider to sector shaper, creating the space for genuine insight gathering, collective problem-solving and long-term trust-building.

At the core of this approach is a commitment to listening. Whether through steering groups, roundtables or targeted consultations, convening provides an opportunity to highlight practitioner voice, demonstrate thought partnership and co-produce meaningful content that goes beyond marketing.

For example, assembling a steering group comprising teachers, MAT leaders, researchers and policymakers offers an opportunity to explore a shared challenge, gather authentic insight and ultimately co-create a campaign that is genuinely sector-led. This might begin with a scoping letter or open call for contributors, followed by structured roundtable discussions, stakeholder surveys or regional listening events. The output could be a stakeholder insights report, webinar series or set of practitioner resources, all aligned around a shared and mutually beneficial theme.

Done well, convening delivers on multiple fronts. It can provide the organisation with up-to-date sector insight, position them as a credible convener of stakeholders and helps build recognition of the relationship between their offer and the real-world needs of education settings. It also creates a bank of data and communications assets which can form powerful quotes, impactful case studies, informative blogs and profile-raising media moments that can be used across your own channels and platforms as well as for sharing with external platforms for media coverage.

What's more, the very act of inviting participation demonstrates humility and a commitment to co-creation, which can shift perceptions from provider to peer. In a sector where relationships

are everything and there's a high sensitivity to commercial gain, this approach can create long-term value that can't be generated through campaign spend and sales pitches.

Worked example

Organisation B delivers a national subject programme designed to improve teaching confidence and pupil outcomes. It wanted to deepen its understanding of the sector's needs and position itself as a thought leader rather than just a service provider:

- **Planning the approach:** It set out a strategy to establish a steering group and series of roundtables, inviting a mix of sector leaders and researchers, to share perspectives on the challenges in its subject area.
- **Defining the purpose:** The aim of these sessions is to gather insights on what's working, where the gaps are and what support schools most value, creating a collaborative dialogue rather than a one-way consultation.
- **Next steps:** Findings from the roundtables will inform a research phase and the development of a sector-wide campaign, culminating in a published report that shares key themes and practical recommendations for schools, alongside actionable resources.

By laying out this plan, Organisation B invited target participants to join the steering group and contribute their perspectives. It also hosted a webinar featuring a respected senior sector leader, which helped spark interest, set the tone for the forthcoming roundtables and position the organisation as a credible thought leader.

Key message 4:

Use convening power to listen, learn and lead

Organisations that create space for collaboration earn trust by showing they value shared ideas, not just their own.

Building peer advocacy

In education, the most powerful messenger is often another teacher, nursery manager, college lecturer, school or MAT leader or decision-maker. Peer advocacy, the sharing of lived experiences, testimonials and success stories from these practitioners – from Early Years settings through to Further Education colleges – is one of the most effective tools for trust-building, particularly in the consideration and decision stages of the customer journey.

We know authenticity is key and prospective customers want to hear from others ‘like them’, with similar contexts, constraints and aspirations, and understand how your product or service has positively impacted their teaching and learning. This could be achieved through short-form videos, written testimonials, in-conversation webinars or co-authored blogs, but what matters most is that these voices feel unscripted, relevant and connected to tangible outcomes. In-person engagement also plays a valuable role. Site visits, networking events or speaking opportunities at conferences offer powerful ways to showcase real-world impact and build direct relationships.

To build an effective advocacy strategy, it’s helpful to start by identifying those who are already champions: settings with high satisfaction, successful implementation stories or senior leaders who are naturally vocal in the sector. These advocates can then be mobilised through structured programmes, for example:

- Facilitating introductions to peer education settings within the same region or MAT
- Capturing their stories in multiple formats to use across your marketing platforms, such as email, social media, website and events
- Supporting them to share their experiences through earned media opportunities, such as interviews, op-eds or setting-led coverage in education publications
- Involving them in co-creating or endorsing resources and campaign assets
- Equipping them with a communications toolkit (e.g. branded assets, press release templates, social media copy, etc.) to amplify the work in their own networks.

Remembering that, at its core, communications is all about relationship building, over time peer advocacy can become more than just a sales and marketing asset. By creating peer advocates you can also enable teacher or education leader forums that embraces a sense of community and ownership of your product and service, and the challenge it seeks to resolve, from the grassroots, far more effectively than top-down marketing ever could.

Key message 5:

Harness peer advocacy to amplify your impact

Peer advocacy turns customers or service users into collaborators, creating a community of practice that champions your work from the ground up.

Enhancing digital reach

While much of this mission-led approach to marketing and communications involves direct communications and relationship-building, there's no denying that a strong digital foundation is important to support high volume lead generation. That means treating your digital presence not just as a static shop window, but as an active, optimised and insight-driven platform for engagement.

Starting with the website, it's important that this is not only visually aligned with your brand and values but also structured with clarity and the user experience in mind. Key actions should include:

- Placing trust signals prominently above 'the fold' (the part of a webpage you see before scrolling) - for example, endorsement from third-parties with their logos
- Including sector-relevant social proof (for example, celebrating how '20 schools signed up this month') to generate momentum
- Embedding FAQs that pre-empt concerns and reduce friction in the decision-making process
- Regularly updating banners, landing pages and curriculum sections to reflect campaign priorities and user needs
- Refreshing website copy to align with current sector challenges, policy changes or funding updates, ensuring relevance and demonstrating awareness of the education sector

Search engine optimisation (SEO) should also be a core part of this, with site architecture and copy tailored to high-value keywords, and internal links helping boost engagement and visibility.

Alongside this, a strategic use of email marketing and social media can help guide audiences through the customer journey. Email content should be audience-specific, concise and mobile-optimised, with engaging headers and clear Call-To-Actions (CTAs). Automated flows based on

user behaviour, for example webinar sign-ups or resource downloads, can also help tailor follow-ups and sustain engagement.

For social media, balancing organic and paid content allows for both authentic reach and targeted acquisition. Organic content should prioritise thought leadership and storytelling, leveraging peer advocate voices and sector news, while paid socials can be used to expand visibility and reach niche groups, with targeted ads, A/B testing (a method for comparing two versions of something with two separate audiences) and retargeting based on behaviours such as site visits or content downloads.

Crucially, all digital activity should be monitored, analysed and adjusted regularly. Tools like Google Analytics, social platform insights, and CRM tracking allow you to understand what's working, where activities aren't performing as well and how to better meet users where they are.

Key message 6:

Strengthen your digital presence as a trust-building tool

Your digital presence shouldn't just inform, it should engage, adapt and earn trust at every click.



Balancing long-lasting content with big campaign moments

Effective mission-led marketing blends consistent brand storytelling with timely moments of activation. However, much like those working in education settings, it's not uncommon for organisations selling to education settings to also be time poor, particularly those that are start-ups or coming to an end of subsidised support. This is where balancing evergreen content and hero campaigns comes into play.

Evergreen content includes long-form blogs, case studies, video explainers, and toolkits – materials that retain value and relevance over time. These assets are essential for building visibility and trust and can be repurposed across channels to maximise ROI. For example, a case study can become a blog, a LinkedIn post and a webinar talking point.

Hero campaigns, by contrast, create urgency and raise your profile in relation to a specific moment, such as a programme launch, a closing application window or new research. These are typically more resource-intensive and time-bound but can drive spikes in engagement, reach new customers and move cold leads back into, and through, the pipeline.

The key is in the interplay. Evergreen content provides a stable drumbeat of relevance, while hero campaigns give people a reason to act. By aligning both to a shared thematic framework, for example, supporting teacher retention or improving subject confidence, organisations can build both consistency and dynamism into their marketing strategy in a way that is also sustainable for your operations.

When capacity is limited, hero campaigns can also be co-produced with sector partners, featuring shared panels or co-branded reports to broaden reach and lighten the load. In every instance, choosing themes and formats that authentically reflect your purpose and audience needs is what ensures these efforts cut through and are worth the effort.

Key message 7:

Balance always-on content with big campaign moments

Some content quietly builds trust over time, while bigger campaigns grab attention when it's needed. The most effective strategies use both in harmony.

Conclusion

In a sector as values-driven and nuanced as education, building meaningful and sustainable relationships with education settings, their teachers, decision-makers and influencers, requires far more than traditional marketing tactics. It demands an approach grounded in authenticity, purpose and trust.

This section of the guidance document has shared a practical framework for implementing an approach that leads with professional generosity, tells evidence-led stories, leverages the power of convening and peer advocacy, all of which can be disseminated through tailored and segmented communications.

Ultimately, the organisations that succeed in 'selling' to the education sector are those that show up not just as service providers, but as genuine partners. They are also the ones who listen deeply, act with integrity and contribute meaningfully to the shared goal of improving outcomes for children and young people, notably supporting those who do this important work.

In this sector, it's therefore worth remembering that while lead generation and sales targets are important, meaningful growth can also be measured by the strength of your relationships and the impact you achieve together.



Practical tools

Mission-led readiness assessment

The following diagnostic tool is designed to help you assess an organisation's readiness to adopt a mission-led approach to sales, marketing and communications. The outputs will highlight strengths and identify areas that need to be developed before implementing this approach.

Purpose and positioning audit			
Relevant key messages	Key message 2: Define and evidence your purpose		
Checklist statements	Yes	No	If yes, key learnings and insights ... If no, to complete this we need to ...
<i>Can you clearly articulate your organisation's purpose in one sentence and does this align with other colleagues?</i>			
<i>Is your purpose reflected in your product/service design?</i>			
<i>Is your purpose evident throughout your communications (e.g. website, sales pitches, scripts, email campaigns)?</i>			
<i>Do your colleagues align with and live this purpose?</i>			
<i>Is there clear alignment between what you say and how you act?</i>			
<i>Do you have clear evidence of the impact your work is delivering?</i>			
Next steps			

A reflection on professional generosity

Relevant key messages	Key message 1: Lead with professional generosity to build trust Key message 4: Use convening power to listen, learn and lead		
Checklist statements	Yes	No	If yes, key learnings and insights ... If no, to complete this we need to ...
<i>Do we have valuable insights or resources we can freely share?</i>			
<i>Are there opportunities to convene or support sector conversations?</i>			
<i>Can we show up as a contributor and collaborators, rather than sellers and if so, how?</i>			
<i>Is anything preventing us from being more professionally generous?</i>			
Next steps			

Permission to play diagnostic

Relevant key messages	Key message 4: Use convening power to listen, learn and lead		
Checklist statements	Yes	No	If yes, key learnings and insights ... If no, to complete this we need to ...
<i>Does your team include voices and/or colleagues with real-world experience in education settings?</i>			
<i>Is your product/service informed by sector insights?</i>			
<i>Which challenges in the sector does your product/service help address or overcome?</i>			
Next steps			

Audience segmentation matrix

Relevant Key messages

Key message 3: Segment and tailor your communications
Key message 5: Harness peer advocacy to amplify your impact

Map key audiences against their priorities, preferred channels, messaging needs and current engagement gaps

Audience	Priorities	Channels	Messaging	Current gaps
MAT CEO	ROI, Impact	LinkedIn, sector events	Insight-led, outcomes-focused	Limited case studies and evidence

Next steps

Communications health check			
Relevant key messages	Key message 3: Segment and tailor your communications Key message 5: Harness peer advocacy to amplify your impact Key message 6: Strengthen your digital presence as a trust-building tool		
Checklist statements	Yes	No	If yes, key learnings and insights... If no, to complete this we need to ...
<i>Is your messaging tailored to different roles?</i>			
<i>Do you use peer advocacy and education sector leader voices in marketing materials?</i>			
<i>Is your tone of voice sales-focused or purposeful and empathetic?</i>			
<i>Do you have a strategy for both long-term and campaign-based/time sensitive content?</i>			
Next steps			



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