The Common Concern: Named vs Generic Emails

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Stop ignoring the way schools want to be approached—by overlooking their preferred contact methods, you risk missing out on meaningful connections and efficient communication with the very decision-makers you're trying to reach.

A question we often hear from clients is, "Are these named emails? We don't want generic ones." But let's rethink this for a moment. Generic emails, such as info@schoolname.sch.uk, are not just placeholders—they are the main contact point schools have explicitly put forward for communication. Ignoring them means ignoring the schools' preferred method of being reached.

The Problem with Third-Party Restrictions

Why, then, are these emails dismissed by third-party providers? Many platforms disallow campaigns targeting these addresses, citing policies against generic emails. But consider this: if most suppliers are funnelled towards targeting named contacts only, this creates two major issues:

1. Audience Saturation: Named recipients are overwhelmed with campaigns.
2. Underutilisation: Schools' primary points of contact—set up to streamline communication—are being neglected.

A Real-World Disconnect

Picture this: A school leadership team specifically instructs suppliers to email their main contact address, marking the relevant department in the subject line. This is their clear, intentional request. Yet, third-party platforms restrict this, preventing you from fulfilling the school's guidelines. Out of 25,600 schools providing these main email addresses, only a small fraction are being utilised. The result? Missed opportunities, inefficiencies, and frustration for both parties.

The Solution: Break Free from Restrictive Practices

It's time to stop letting third-party providers dictate who you can contact and how you can reach them. Instead, we must:

- Recognise the value of generic emails as the central hub for school communications.
- Adopt tools and systems that respect schools' preferences.
- Ensure compliance with regulations like UK GDPR while maximising outreach potential.

Conclusion

The education sector thrives on effective communication. By prioritising schools' own instructions and breaking away from restrictive third-party practices, we can ensure campaigns are meaningful, efficient, and aligned with schools' needs. Let's rethink how we engage with schools—on their terms, not under someone else's rules.