



schemesupport.co.uk | robert@schemesupport.co.uk | 0203 488 1623

Premium Listing Guidance

Thank you for your interest in a premium listing with Scheme Support. Our mission is to make choosing a scheme of work as easy as possible for schools, whilst highlighting the fantastic work publishers do. This document gives some suggestions as to the information that can be included in each category within a premium listing. We developed the categories below after speaking to schools about what they look for in a scheme of work, as well as what publishers most like to advertise about their product.

We're able to embed outbound links in any of the sections. Just let us know the exact URLs and alternative link text (if applicable). We also recommend keeping the marketing copy in each section as short and impactful as possible, hence the recommended word limit.

Product Title

The title of your scheme of work.

Publisher Name

The name of the company/organisation that has created the scheme.

Product Description

Max. 100 words. In this section you can outline your scheme of work, including history and user base. You may also want to mention if your product can be delivered to home-learners and/or is suitable for international schools teaching the English curriculum. If your scheme is a cross-curricular solution, you might want to go into detail about what subject areas you cover. You may want to mention if your scheme synchronises with SIM systems.

Product Images

We support up to ten high-resolution images with full screen previews. If there are any stand-out slides or screenshots of your product, include them here! You can also give a ten word description of each image, if needed.

Year Group

Please state the primary year groups your product is for. For example, is it just for Key Stage 2, or from Early Years Foundation Stage all the way up to Year 6? Although Scheme Support lists primary level schemes of work, some publishers like to mention here if their scheme supports Key Stage 3 and beyond.

Contents

Max. 80 words. What is actually included in your scheme of work. We can list these in a bullet point form. Think about things like assessment materials, progression maps and planning.

Support

Max. 60 words. What online or phone support is available? Think about INSET days, ongoing CPD opportunities and remote induction sessions. Some publishers also mention the online community they've built around their product as well as peer support from schools already using the package.

Impact

Max. 60 words (although we recommend around 50). Briefly list any awards, studies or research evidence that your scheme of work has. This section is also great for links to customer testimonials and school case studies.

Cost

Max. 60 words. It is up to you how much detail you'd like to go into here. On a basic level, it is useful to clarify whether the product is sold on a subscription or one-off purchase basis. Some publishers also include information about multi-school discounts, 'bundle' purchase options and seasonal offers. You may also want to mention if you offer a trial period and/or samples.

Contact Details

The most appropriate way for customers to get in touch directly by phone (if applicable), website and email. You may also want to include a direct link to an online calendar to book a demo call.

Website Link

As well as embedding links throughout the sections above, we have a website link button for each listing. Let us know the most appropriate URL.

Please get in touch using the details above if you have any questions.