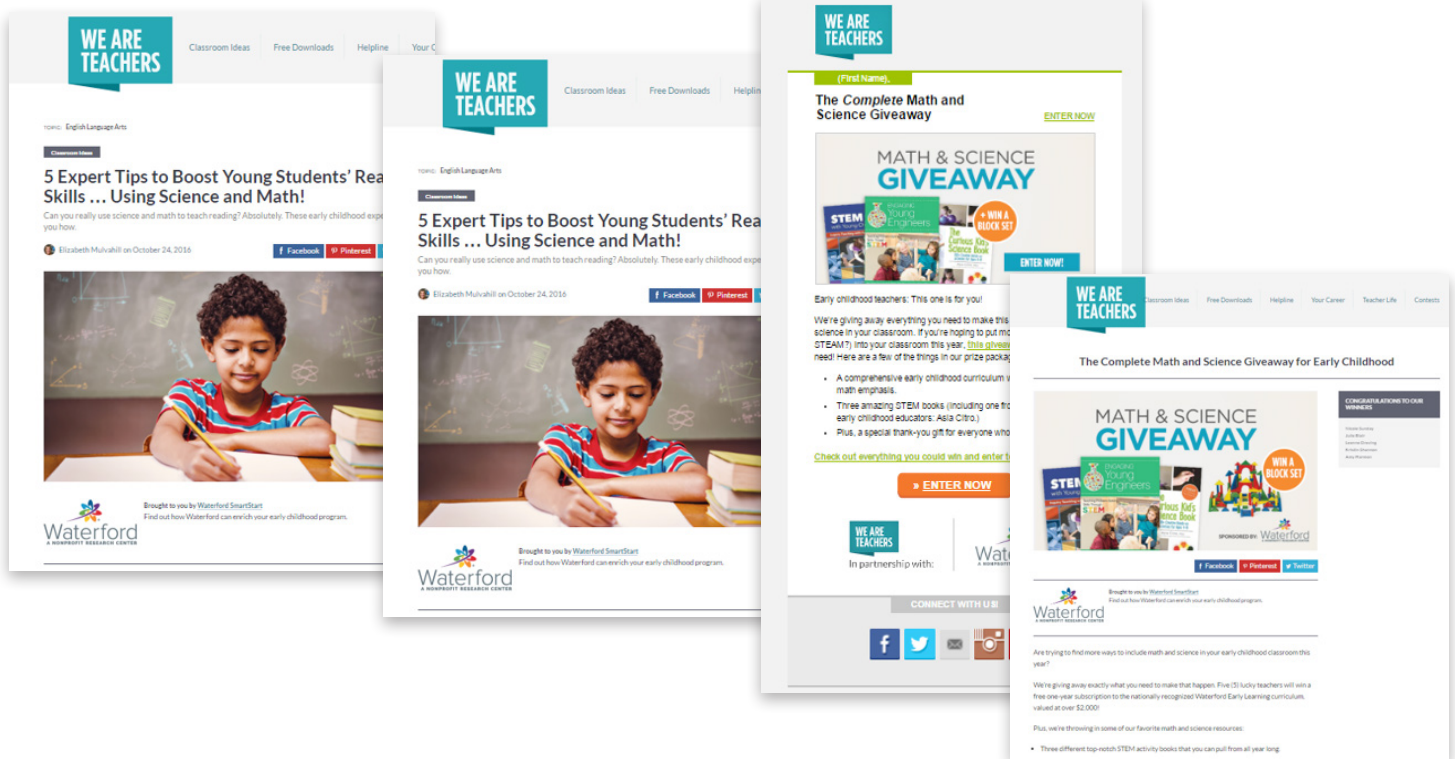


CASE STUDY

Giveaway and Article Program Successfully Connects with Early Childhood Educators



BACKGROUND

A non-profit research organization dedicated to early childhood learning needed to build awareness and thought leadership by showcasing their experts. They also wanted to connect with their early childhood audience, create teacher goodwill, and generate a pool of leads for nurturing.

TACTICS

The client worked with MDR to create an article written by one of their experts, and a giveaway that would appeal to their audience. Using the WeAreTeachers website and voice, this valuable content provided teachers with something they could use in their classrooms—tips from an expert for boosting reading skills and the chance to win math and science materials.

AUDIENCE

Early childhood educators and leaders

CHANNELS

WeAreTeachers' website, e-newsletter, Facebook, Twitter, Pinterest, and email

OUTCOME

With nearly 900k total impressions, email open rates above 9%, and over 14k leads delivered, the client's programs were a great success in connecting with their target audience.

To see more case studies like this, contact us at 800-333-8802 or visit MDReducation.com



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