

CASE STUDY

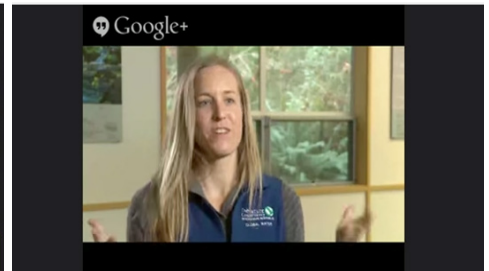
Live Virtual Field Trips Engage Teachers and Students



The Coral Reefs of Palau: Nature's Amazing Underwater Factories



Take a Virtual Field Trip to the Deserts and Grasslands of Africa



Wild Biomes: From America's Rainforest to America's Desert



BACKGROUND

A non-profit committed to conservation and protecting the Earth's natural resources wanted to help educators teach young people about nature with free resources. This organization needed to connect with upper elementary and middle school teachers and students, and build visibility for and engagement with their educator downloadables, lesson plans, and other classroom resources.

TACTICS

The client partnered with MDR to engage educators in their target audience with a series of exciting live Virtual Field Trips and videos for classrooms. The live events were recorded, with the videos posted on YouTube and promoted heavily, resulting in additional views of this evergreen content. Providing teachers with valuable resources to use in their classrooms and getting students interested in learning about different ecosystems paved the way for ongoing cultivation of educator leads and increased awareness of their classroom resources.

AUDIENCE

Upper elementary and middle school teachers, administrators, and students

CHANNELS

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

OUTCOME

Over 10,000 classrooms registered to participate in these virtual events! Email promotion of the live events had a healthy open rate of 5.2% and follow up email promotion of the client's resources yielded nearly 60k email leads.

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