Reach Educators All Year Long

The traditional wisdom in education marketing has been to catch educators’ attention in the first two months of the school year. At MDR, we see educator engagement throughout the year. Our WeAreTeachers community interacts and engages all year long, including weekends, summer break, and holidays! Check out the top months in 2016 for reaching educators across channels.

Website

Educators find WeAreTeachers content through:

- Social Media: 64%
- Search: 36%

Top 6 Months for Website Visits

- **March**: 1.5M website visits
- **August**: 1.5M website visits
- **May**: 1.3M website visits

- **September**: 1.2M
- **October**: 1.1M
- **July**: 1.1M

Social

95.2M impressions

WeAreTeachers social channels* average reach per month

*Facebook, Twitter, Pinterest

Top 6 Months for Impressions

- **July**: 189M impressions
- **August**: 151M impressions
- **December**: 135M impressions

- **March**: 127M
- **January**: 120M
- **September**: 118M

Email

Teachers open emails on weekends, too!

- Average weekend open rates: OVER 12%
- October: 11.7%
- December: 11.7%
- March: 10.3%

Top 6 Months for Open Rates

- **November**: 14.2% avg open rate
- **February**: 14.0% avg open rate
- **September**: 12.3% avg open rate

Our channel audience continues to grow—in the last 12 months we delivered nearly 1.7 Billion impressions on our WeAreTeachers social channels and WeAreTeachers website sessions have increased by 50% year over year!

Interested in planning a year-round campaign to reach educators with MDR? Email us at mdrinfo@dnb.com.