Media Kit & Agency Services
“Education is the most powerful weapon which you can use to change the world.”

Nelson Mandela
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What We Do

The creative marketing agency at MDR specializes in one thing and one thing only—the school channel. Not to toot our own horn, but we got this. We are the experts at engaging educators, kids, and families. Whether your goal is to see your cool new product adopted in classrooms everywhere or you want to influence the next generation of kids, connecting with MDR could help you get there.
Who We Work With

We are a trusted partner to corporations, nonprofits, and some of the best-known consumer and education brands around. Here are a few of our recent partners. All of these brands love teachers and kids almost as much as we do.
Our Media Brands

How can you reach educators, school administrators, and the millions of families they serve? WeAreTeachers and School Leaders Now can help you get your story out through the school channel and drive real-time engagement with this influential audience.

WeAreTeachers inspires educators and helps them succeed every day by sharing real-life advice and humor, practical classrooms ideas, giveaways, freebies and more.

By the Numbers

2.7M Social Media Followers (March 2018)
287M Social Media Impressions (March 2018)
12.5M Total Website Page Views (Q1 2018)

School Leaders Now is all about the job of education leadership. It’s an amazing source of big ideas and down-to-earth advice for school leaders from principals to supes.

By the Numbers

53K Social Media Followers (March 2018)
4.6M Social Media Impressions (March 2018)
232K Total Website Page Views (Q1 2018)
Our Data

There are millions of educators in the United States and we’re on a first-name basis with almost all of them. Our proprietary database has over 7.6 million K-16 educators. MDR’s data combined with our agency prowess can give you an unsurpassed reach into the school channel and deliver results you’ll be proud to put up on the board.

- **6 million** K-12 Educator Contacts
- **5.6 million** Email Addresses
- **5 million** Targeted Web Reach
- **3.3 million** Facebook Contacts

Get real-time counts and precise targeting with our ConnectED Data audience builder tool.

https://data.mdreducation.com
Our Approach

Create meaningful and lasting connections with educators by guiding them through a thoughtful, educator-first marketing funnel. Start with authentic teacher-to-teacher content and move toward a pointed, conversion-driving call to action.

**Attract Audience**
Leverage MDR’s direct marketing channels as well as our influential WeAreTeachers and School Leaders Now websites to build an engaged audience for your brand.

**Create Awareness**
Build equity and increase awareness about your brand with teachers and administrators through thoughtful content marketing via WeAreTeachers and School Leaders Now.

**Build Engagement**
Ignite excitement about your brand through our trusted social communities to create meaningful connections with your target audience via a custom, educator-first strategy.

**Nurture Teachers**
Keep your brand top of mind with educators. We will place pixels on asset landing pages, allowing for further direct contact with key targets across multiple channels.

**Drive Conversion**
Finally, launch retargeting to direct traffic to your desired destination and drive conversions through a pointed call to action to teachers who have previously expressed interest or engaged with your brand content.
One child, one teacher, one book, one pen can change the world.

Malala Yousafzai
If you plan for a year, plant a seed. If for ten years, plant a tree. If for a hundred years, teach the people. When you sow a seed once, you will reap a single harvest. When you teach the people, you will reap a hundred harvests.

Kuan Chung

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Influencer Programs

Teachers are some of the most influential members of society. Their direct impact on students, parents, other educators, and their community is unmatched. Tap into our database of teacher and administrator influencers to build grassroots momentum through meaningful content partnerships.

Surprise & Delight
Brand Awareness
Engagement
Community Growth

Drive grassroots awareness and engagement for your brand. We will identify 15–20 teachers who are micro-influencers on Instagram and fit your target profile. Each influencer will receive a care package filled with your brand’s products and swag with special messaging to encourage sharing on their social channels. This outreach reinforces your brand as a leader, while featuring key products through organic influencer endorsements.

Program Enhancements
• Video Montage

Influencer Content Partnerships
Brand Awareness
Thought Leadership
Drive Traffic

Leverage our partnerships with key influencers in the teaching community to increase social community size, drive traffic, and elevate brand awareness. We will identify the best influencers for your program and work directly with them to create custom content about your brand by tapping into their engaged, loyal audience to drive traffic and raise awareness about your products and offerings.

Program Enhancements
• Video Montage
A teacher affects eternity; he can never tell where his influence stops.

Henry Brooks Adams
Website Content

Build awareness for your brand and drive continued results by publishing search-engine-optimized, sponsored content on WeAreTeachers.com or SchoolLeadersNow.com.

**Sponsored Article**

**Brand Awareness**

**Thought Leadership**

**Drive Traffic**

Reach educators on the websites they love with a custom sponsored article that will drive page views for your brand. Includes targeted email and social promotion, integrated links, and opportunities for exclusive calls to action on the page that will drive traffic to your website.

**Program Enhancements**

- E-news Spotlight
- Social Promotion Boost
- Facebook Live Announcement
- Designed PDF of Article
- Additional Round of Social Promotion
- Lead Collection Form

**Multimedia Article**

**Brand Awareness**

**Thought Leadership**

**Drive Traffic**

Create a custom, long-form article that integrates original reporting and research with video, animated infographic, photography, and polling that readers will share on social media and discuss with colleagues. Includes a robust promotion package of email and social.

**Program Enhancements**

- E-News Spotlight
- Social Promotion Boost
- Facebook Live Announcement
- Social Gallery
- Additional Round of Social Promotion
**Sponsored Giveaway**

**Lead Generation**

**Brand Awareness**

Generate leads for your brand with an attention-getting prize package that will showcase your products and build your email list for future promotions. Includes email and social promotion with custom branding. Confirmation email and landing page will drive entrants directly to your site or a special offer.

**Program Enhancements**
- E-news Spotlight
- Social Promotion Boost
- Facebook Live Announcement
- Social Gallery

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**Sponsored Content Collection**

**Brand Awareness**

**Thought Leadership**

**Drive Traffic**

Launch a dedicated hub of resources around a certain topic, allowing educators to quickly find and engage with your content on a deeper level. Includes a promotion package with several rounds of email and social promotion served over time.

**Program Enhancements**
- Lead Collection Form
- Social Gallery

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**Sponsored Classroom Posters & Printables**

**Brand Awareness**

**Thought Leadership**

**Lead Generation**

Get your brand in front of teachers and students with mini-posters, bookmarks, fun learning worksheets, seasonal cards, screensavers, desktop backgrounds, foldable books, checklists, admin one-sheeters, and more. Email and social promotion are included.

**Program Enhancements**
- Additional Resource
- E-news Spotlight
- Additional Round of Social Promotion

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**School Leader & Teacher Downloadable Guides**

**Brand Awareness**

**Thought Leadership**

**Lead Generation**

Create an original PDF sharing your thought-leadership on a compelling topic of your choice. The guide will be hosted on WeAreTeachers or School Leaders now and will feature a sign-up form to collect leads. Includes a robust email and social promotion package. Additional copies can be printed.

**Program Enhancements**
- E-news Spotlight
- Additional Round of Social Promotion
- Facebook Live Announcement
The future of the world is in my classroom today...

Ivan Welton Fitzwater
Email Services

Our powerful email database, with millions of contacts, is the perfect way to spark a conversation with your specific educator audience. Whether you want help deploying an email or need a full-service creative solution, our team is eager to help!

**Email HTML Programming**

Drive Traffic  •  Brand Awareness

MDR can program and deliver your fully HTML-programmed email. You provide the email text and basic design and our expert email team will do a review of the provided content and provide feedback on the messaging, CTA, subject line, and design as needed.

**Email Design & HTML Programming**

Drive Traffic  •  Brand Awareness

With this package, MDR designs and programs the email. All you need to do is provide the messaging. Email will be designed and coded using responsive HTML.

**Email Design & HTML Programming with Complete Message Development**

Drive Traffic  •  Brand Awareness

Looking for all-in email development? MDR can provide complete email services from concept to delivery. MDR will work with you to determine the goal of your campaign. Then, we’ll develop the messaging, optimize subject lines, design, and code using responsive HTML.

**Managed Email Deployment**

Drive Traffic  •  Brand Awareness

Looking for full-service email management? MDR can manage one of your email campaigns or all of them year in and year out. We will select and optimize your audience list, before scheduling the email to be deployed at the peek time for engagement. This program includes a robust report and complete optimization strategy.

**Email Check-Up**

Drive Traffic  •  Brand Awareness

This is a detailed 10-point assessment of your entire email marketing program. We’ll start with a six-month review of your email performance and deliverability metrics. All discoveries will be compiled in a comprehensive report that addresses any flaws and demonstrates how best practices can be applied to help accomplish your goals. Finally, we’ll provide a one-on-one consultation to discuss steps you can take to measurably improve your results.
Social Promotion

Leverage our trusted social communities to drive engagement, increase social community size, and build brand affinity. We will structure a strategy that authentically endorses your brand to a targeted educator audience.

Social Share Series

Increase Engagement
Social Community Growth

Build awareness and drive conversion with a series of social shares from your channels (Facebook, Twitter, Instagram, and Pinterest) to the highly engaged WeAreTeachers and School Leaders Now social audiences. It’s like a personal endorsement for your brand from WeAreTeachers to our 1.2 million followers that will serve to increase followers and engagement throughout the year.

Program Enhancements
• Social Share Creative
• Social Promotion Boost

Sponsored Instagram Story

Increase Engagement
Drive Traffic

Want to reach millennial educators? An Instagram Story is the way to do it. Your Instagram Story on the WeAreTeachers channel will feature 7–10 compelling slide images that draw Instagram users in and make them want to click through to your content!

Program Enhancements
• Producer On-site Travel
Twitter Party
Increase Engagement
Thought Leadership

Looking for cutting edge, tech-savvy educators and administrators? Let’s throw a party together on Twitter. Our social media strategists will work with you to develop a compelling topic or key question that will generate high interest and active discussion. Hosted by our brand and yours, a Twitter Party is a great way to share ideas and resources, reach key influencers, and spark a viral hashtag.

Program Enhancements
- Social Promotion Boost

Social Contest
Increase Engagement
Qualitative Feedback
Community Growth

Increase awareness about your brand and garner qualitative feedback through a Social Contest. We will publish a post with a challenge or fill-in-the-blank question on the WeAreTeachers or School Leaders Now channel of your choice, seeking responses. Users will enter for their chance to win by answering in a comment. All qualitative responses will be shared with you. MDR will be responsible for selecting and notifying the winner(s).

Program Enhancements
- Social Promotion Boost
- Facebook Live Announcement

Instagram Loop Giveaway
Community Growth
Brand Awareness

Create momentum and excitement surrounding your brand through an Instagram loop giveaway. Hosted by WeAreTeachers in partnership with your brand, a select group of influencers will post about the giveaway on their channels. The Giveaway will leverage WeAreTeachers’ loyal community of 200K+ teachers to introduce new customers to your brand and increase your Instagram community size.

Program Enhancements
- Social Promotion Boost

Facebook Live
Brand Awareness
Thought Leadership
Increase Engagement
Future Retargeting

Engage followers through a live video stream published on the popular WeAreTeachers Facebook channel. Videos are hosted by industry influencers and experts and feature key topics. Viewers can watch and engage with the influencers in real time. Video will be promoted prior to the event via social media, and the archived video will be promoted as well to drive additional views.

Program Enhancements
- Producer On-site Travel
- Additional Round of Social Promotion
- Social Promotion Boost
Video

It’s been said that video is king of the content world. Users are more likely to engage with video than any other form of digital content. This suite of videos includes a solution for each of your objectives. Is your goal to feature a key product? A how-to video is the way to go. Want to take teachers and students on an interactive adventure? Our virtual field trip will do the trick.

How-to Video
Brand Awareness
Increase Engagement
Future Retargeting

Captivate teachers by sharing a helpful resource. How-to Videos break down a project with simple step-by-step instructions. Often brand products are featured as a supply in these videos, driving traffic and conversion to your site. Showcasing your products to teachers in a useful way provides increased incentive to purchase.

Program Enhancements
• Producer On-site Travel
• Additional Social Promotion
• Social Promotion Boost

Slideshare Video
Brand Awareness
Increase Engagement
Future Retargeting

Elevate engagement for your brand by telling a story in a quick and intriguing way that begs for teachers to share the video across their social channels and with their friends. Slideshare Videos help to explain an idea. We tend to see very strong results when humor is incorporated into these videos.

Program Enhancements
• Producer On-site Travel
• Additional Round of Social Promotion
• Social Promotion Boost
Explainer Video
Brand Awareness
Increase Engagement
Future Retargeting

Grab teachers’ attention by demonstrating a concept or topic in an interactive and compelling way. Explainer Videos cultivate interest for your brand or an important topic through original footage paired with top-notch graphics or animation and scripting.

Program Enhancements
• Producer On-site Travel
• Additional Round of Social Promotion
• Social Promotion Boost

Edujournalism Video
Brand Awareness
Increase Engagement
Future Retargeting
Thought Leadership

Increase awareness about your brand or a compelling topic through a hosted edujournalism video. This news-style footage is a great way to gain media coverage in an organic way. We will send a reporter and video team to cover the story in person. A teacher influencer or host is available upon request.

Program Enhancements
• Producer On-site Travel
• Additional Round of Social Promotion
• Social Promotion Boost

Virtual Field Trip
Brand Awareness
Increase Engagement
Future Retargeting

Spark interest and drive engagement through a 20- to 30-minute live-streamed, classroom event. Teachers will sign up on a dedicated brand landing page to reserve their classroom a spot for the live event. During the virtual field trip, viewers can comment, ask questions, and share responses in real time. Includes a robust social media and email promotion package. Video will be promoted to social following the event to drive additional views.

Program Enhancements
• Producer On-site Travel
• Additional Round of Social Promotion
• Social Promotion Boost

Event Coverage
Brand Awareness
Thought Leadership
Increase Engagement

Activate engagement about your brand event by creating a virtual experience. We’ll send a team of editors and media specialists to your event or conference to make sure it is fully covered. Content will be published live from your event to our trusted social audience. We’ll invite others to join the event and highlight key topics in articles and across social media.

Program Enhancements
• Producer On-site Travel
• Additional Round of Social Promotion
• Social Promotion Boost
The art of teaching is the art of assisting discovery.

Mark Van Doren
Our suite of digital advertising solutions combines MDR data with educator-first strategies to launch conversion-driving web, social, and retargeting ads.

**Google Adwords**

**Drive Traffic**  •  **Brand Awareness**

Drive traffic from Google with a series of keyword-based ads. Our search-engine optimization (SEO) experts will develop custom content with the most relevant and highly searched keywords, then place ad dollars behind those words in order to drive search traffic to your content.

**Social Ads**

**Drive Traffic**  •  **Brand Awareness**

Use the power of social media to drive traffic and conversions for your brand. Our social media team leverages MDR data to create matched audiences so the teachers, administrators, and parents you want to reach will see your content on the social media channels they use most.

**WeAreTeachers.com Ads**

**Drive Traffic**  •  **Brand Awareness**

Reach educators on the most popular website for teachers. Your ads can be tied to key content categories, ensuring they’re reaching your target teacher audience at the most relevant time.

**Social Retargeting Ads**

**Drive Traffic**  •  **Brand Awareness**

Drive traffic to your site by continuing the conversation with interested prospects. A retargeting ad strategy brings leads from your content programs further down the marketing funnel.

**Web Ads**

**Drive Traffic**  •  **Brand Awareness**

Serve up relevant ads on the websites most frequently visited by your target audience. Our digital media team will develop optimized ad creative and select a target audience, using MDR data to place ads on highly trafficked, trusted sites.
Creative Services

Our suite of creative services allows you to tap into our talented integrated marketing services team and bring your big ideas to life. Whether your goal is to connect with teachers through a custom social campaign or to engage parents by leveraging our backpack channel, we are here to help!

Microsite

Brand Awareness • Thought Leadership • Drive Traffic

Create a custom website for educators, administrators, parents, or even kids. This search-optimized site will be a central hub for your brand content, resources, apps, videos, offers, contests, and more! Includes MDR database integration for easy lead collection.

Program Enhancements

• Research Package
• Additional Round of Social Promotion
• Lead Collection Form
• Social Gallery
**Print Posters**

*Brand Awareness • Thought Leadership*

Increase brand awareness by releasing custom posters for teachers to hang in their classroom. These co-branded posters can be fun, motivational, educational, or resourceful and can incorporate images, illustrations, or custom graphics. Lessons will be featured on the back of the poster, making it a valuable resource teachers can reference year after year. Teachers will complete a simple sign-up form to receive this poster, making this program excellent for lead generation.

**Program Enhancements**

- Video Montage

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**Classroom Kit with Parent Guides**

*Brand Awareness • Thought Leadership*

Engage a parent audience through the backpack channel with a printed classroom kit. Each kit includes a four-page teacher guide accompanied by 28 tear-out pages or booklets for teachers to send home to parents. The kit pages can include coupons, lists, recipes, crafts, articles, or printables.

**Program Enhancements**

- Research Package
- Video Montage
- Additional Social Round of Promotion
- Social Gallery
Social Content
Development Package

Increase Engagement
Drive Traffic

Engage your target audience through a series of custom, performance-driven social posts. We will draft a package of six pieces of content for your social channel of choice. Content will combine an educator tone with the authenticity of your brand to ensure engagement and results.

Pinterest Audit & Start Up

Community Growth
Increase Engagement
Drive Traffic
Thought Leadership

Connect with teachers through their favorite social channel – Pinterest! Our team of social strategists will perform a complete audit of your Pinterest platform and put together a recommendation that focuses on brand goals and how to leverage Pinterest to achieve them. Additionally, we will identify and optimize your top-performing pins and create a set of custom Pinterest templates that can be used for ongoing content development.

Program Enhancements

- Research Package

Social Media Audit & Playbook

Community Growth
Increase Engagement
Drive Traffic
Thought Leadership

Develop a solid foundation for your social presence through an audit and playbook. Our team of strategists will perform an extensive audit of your social channels and build a playbook with direction on how to maximize your efforts. The playbook will include content direction, community management guidelines, industry benchmarks, educator engagement trends, best practices, and more.

Program Enhancements

- Research Package
Social Media Strategy & Management
Community Growth
Increase Engagement
Drive Traffic

Maximize engagement across your social channels by tapping into our team of experts to develop a custom social strategy and lead ongoing community management. We will build your content calendar, publish original posts with striking images daily, and answer comments and messages with a promptness and style that builds brand affinity.

Pinterest Management
Community Growth
Increase Engagement
Drive Traffic

Build brand equity and drive traffic through a 24/7 Pinterest management solution. Our team will develop and lead an educator-first Pinterest strategy by monitoring industry trends, creating custom pins, and publishing content at peak times to drive maximum engagement for your brand.
Team MDR includes top email marketing experts, social wizards, the brightest of data geeks, award-winning writers, and many former teachers. If you're ready to get started building engagement with educators, schools, and families, contact us!

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