

8 MARKETING TIPS FOR A SUCCESSFUL SCHOOL YEAR

1. CLEAN UP YOUR DATA

Having a good data hygiene practice is crucial to keeping up with changes in the market. Start the new school year off right by cleaning up your database!

■ Learn about our [Data Hygiene Solutions](#)

20%

Every school year, 20% of educator contact information changes

2. ENRICH YOUR DATA



1 million+

Educators a year that experience a job change

Adding job function fields to your data will allow you to get the most updated information, so you can avoid sending the wrong message to the wrong person.

Did you know you can match your customer data to the MDR database FOR FREE, to get an accurate, detailed view of your customers? Give it a try and see how we can enhance, clean, and update your customer file.

■ [Get a Free Customer Name Matching Quote](#)

3. KNOW YOUR BEST CUSTOMERS

Did you know that customers who have purchased from you in the past are more likely to purchase again? So, it only makes sense to gather as much information as possible about this important segment of your database. Uncover these patterns using MDR's comprehensive, easy-to-use analytics and modeling tools.

■ Pinpoint your best-prospecting opportunities with [MDR's eCPR Profile](#)



It costs **5x as much** to attract a new customer, than to keep an existing one. (["The Value of Keeping the Right Customers"](#) Harvard Business Review)

4. REFRESH YOUR MULTI-CHANNEL STRATEGY



Did you know the average customer goes through at least 6 touchpoints with a brand before converting?

We've done our homework to learn how teachers use the web, and the result is a keen understanding of educators' online preferences and buying behaviors. Get better results from your digital campaigns by using a multi-channel strategy that includes digital advertising, social media, retargeting, PPC, and more!

■ [Download our Digital Trends Report](#) to help you plan your next multi-channel campaign

5. PLAN YOUR MARKETING CALENDAR WITH HELPFUL CONTENT

Education marketers shouldn't overlook those special times, events, and rituals that are unique to the school environment when planning their marketing campaign calendar for the year.

■ Mark your calendar with [these school events and holidays](#)



Seasonal content can be a great way to engage audiences

6. GET A BETTER UNDERSTANDING OF SCHOOL FUNDING



While a majority of school purchases take place over the summer, smaller purchases will be made throughout the school year. Be sure to keep updated on federal, state, and private funding information, as well as bids and RFPs to maximize your sales and marketing campaigns. MarketView gives you access to the most complete view of the K-12 and college education markets available.

■ [Get your free trial of MarketView](#)

7. KNOW K-12 SCHOOL SPENDING TRENDS

It's crucial to understand the districts you aim to work with, from demographics, to federally funded education programs, to school spending, and ways that schools engage in business.

■ [Get your copy of the State of the K12 Market 2018 Education Landscape Report](#)



\$263

Average amount spent per pupil by U.S. School Districts for all instructional materials

8. BE PREPARED TO REACH EDUCATORS ALL YEAR LONG



July, April and January were the top 3 months for open rates of prospecting emails sent to teachers in 2017

The traditional wisdom in education marketing has been to catch educators' attention in the first two months of the school year, however, we're continually seeing engagement throughout the year—including weekends, summer break, and holidays!

■ Learn more about the [top months for reaching educators](#) on the web, on social, and through email.