Content Marketing

We help clients use content marketing to make a connection with educators through our educator-focused channels: WeAreTeachers and School Leaders Now. These best practices are our lessons learned from thousands of successful campaigns that generated the biggest responses from educator audiences.

Educators as a Content Marketing Audience

Educators are a tailor-made audience for relationship building through content marketing: they are smart, loyal, and they care. MDR research* reveals that educators are:

• Sophisticated consumers with 83% describing themselves as intelligent, smart, bright, and well-informed.
• Extremely interested in the world around them, seeking out information in multiple media on a regular basis.
• Loyal, valuing quality and brands they have learned to trust.
• Ethical with more than nine out of ten teachers agreeing with the statement: “It is important that a company acts ethically.”

Want to see real-life examples?

Check out the top content published on our WeAreTeachers channel that demonstrates these best practices in action and received the warmest welcome from educators.

MDR is 100% committed to education. We are continually watching, measuring, and analyzing educator audience from every angle—economic, demographic, firmographic, technological, and cultural. Insights like these are the product of our relentless curiosity about all things education and our commitment to helping brands, organizations, and educators build productive relationships.
Dos and Don’ts in Content for Educators

You’re opening a conversation, so focus on material educators will want to use or consume for its own sake, rather than a direct sales pitch. Our experience over hundreds of campaigns has taught us that there are specific themes that make content successful with educator audiences:

Show them that you know them

☐ **DO** speak their language, using a more informal tone
☐ **DON’T** use educational buzzwords
☐ **DO** think about how your product or service addresses classroom problems, then provide content that focuses on these challenges instead of the product itself
☐ **DON’T** use a tone that indicates that you can magically solve all their problems or that talks down to them

Give them something they can use

☐ **DO** provide practical tips and ideas that teachers can use in the classroom
☐ **DO** give them free downloads, resources and/or lesson plans
☐ **DON’T** ask them to fill out a form to get all of these resources, as this can reflect poorly on your brand as being unwilling to help
☐ **DO** consider doing a giveaway for teachers to provide them with tools or classroom items that they might otherwise have to spend their own money on

Touch their hearts...help them help their kids

☐ **DO** talk about students in a warm and caring way to connect with educators’ love of their students
☐ **DON’T** be afraid to use informal language that makes an emotional connection, referring to students as “kids,” for example
☐ **DO** provide information and free resources that help educators teach the whole child despite an already-packed curriculum
☐ **DO** tell stories of teachers who have helped kids overcome challenges or get through difficult times

Give them something timely or evergreen

☐ **DO** consider what is going on in the classroom at certain times of year. For example, March is testing month, a perfect time to help teachers and their students de-stress
☐ **DON’T** avoid summer months and holiday breaks to share your content. These are prime times when teachers are looking for content and planning for the upcoming year or semester
☐ **DO** also provide content that can be useful any time of year, such as ways to connect with parents or tips for keeping a classroom clean and organized
☐ **DO** re-promote your evergreen content to get the most mileage out of it throughout the school year

Make them laugh

☐ **DO** re-share funny teacher memes or GIFs and pay attention to content to which teachers respond well
☐ **DON’T** try to create your own humorous posts until you get an idea of how to hit the right notes with educators—a bad attempt at a humorous post could reflect poorly on your brand

TO LEARN MORE: Call your MDR Representative at 800-333-8802, email us at MDRinfo@dnb.com, or visit MDReducation.com.