

# How To Reach Educators

2025 Marketing Trends & Prediction Report



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2024 was nothing short of rapid in education—new AI models are launching faster than one would expect, curriculum remains in flux, blended learning opportunities are making their way into every classroom, and it only grows harder for marketers to zero in on which trends matter most to their audiences.

The good news is that you don't have to be lost in the barrage of digital noise. We're here to offer you the information you need to engage with educators where they are, develop a data-driven strategy, and ultimately inspire more conversions.

Our team at [We Are Teachers Studio](#) and [MDR Education](#) is diving deep into the top marketing trends for 2025 with a special focus on education. With our extensive expertise in reaching educators, we leverage a [website](#) that attracts 5+ million monthly pageviews, have established marketing channels with a loyal following, and sponsored content that provides actionable insights on supporting both teachers and students.





AI Content

# AI Tools Will Allow Marketers to Focus on **Quality AND Quantity.**

“Less is more” may not be the way to go anymore. Thanks to AI efficiencies, teachers will likely be flooded with more and more marketing content competing for their attention—so how will you keep up and stand out?

## Our 2025 Prediction for Content Creation & AI:

The ability to generate content more efficiently with AI means marketers will compete to create more high-value content at greater speeds and frequencies.

- **56% of marketers** say their company is taking an active role in implementing and using AI.
- **50%** of marketers are already creating content with AI.

Source: [Survey Monkey](#)

## Things You Can Try Generating With AI:

- Blog topics and outlines
- Frequently asked questions (FAQs)
- Social media captions
- Sales emails
- Ad scripts
- Product descriptions

## Prioritize the Educator Perspective:

We recommend you resist the urge to focus your marketing output on what makes you stand out. It's important to maintain a creative approach that centers educators and their pain points.



Email Marketing

# Quality Personalization is the Key to Email Engagement.

There isn't much time to grab an educator's attention. If they see something that isn't relevant to their subject, goals, or budget, they're far more likely to glance and go than they are to open the email.

## Our 2025 Prediction for Educational Email Marketing:

AI generated content will increase emails being sent to schools.

Personalization is not something new but it will become more important to include in well placed locations and to make sure it is accurate. Be respectful with your personalization so it matches what the reader would expect you to know.





## Email Marketing

### Based on Our 2024 Performance, We Believe These Are the Best Practices for Educator-Focused Email Campaigns in 2025:

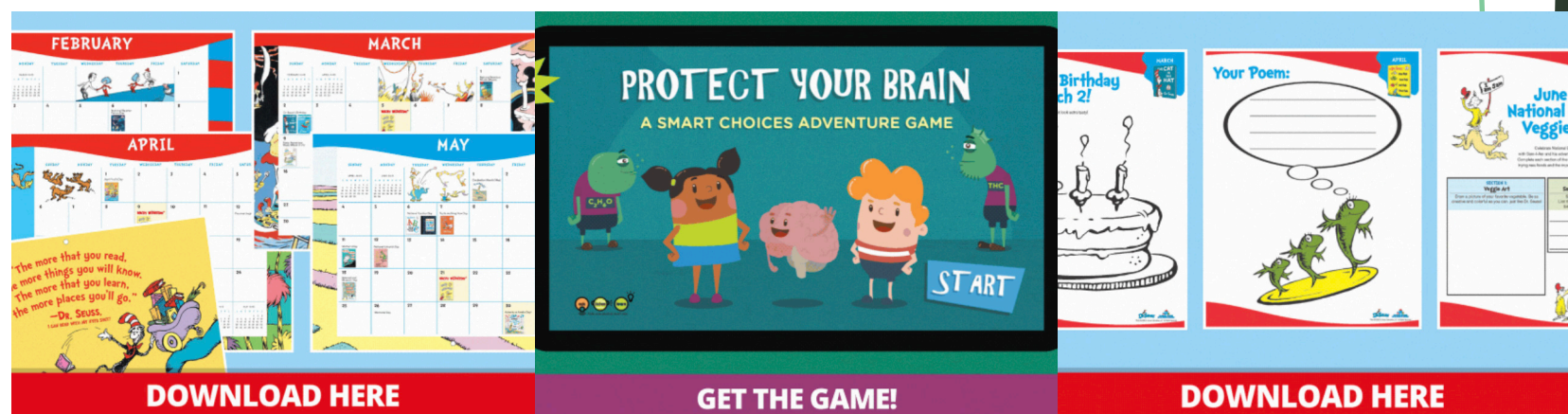
Never underestimate the importance of personalizing your subject lines and introductions, in particular!

Try including these words in subject lines, all of which were featured in We Are Teachers emails that had open rates of 50% or higher:

- Enter
- Free
- Win
- Books
- Gift Card
- Printables
- Creative
- Reading
- Want (as in "We Want," or "You'll Want")
- Day (as in "Day 1", or "Day 6," of an ongoing series)

Make it clear to educators that you are offering them resources that will help save them time in the classroom, not add to their workload.

Keep emails short and sweet with animated images and buttons to drive action.



Free

Books

Gift Card

Printables



Email Marketing

# Fun Facts About Our Email Campaigns



**Small but Mighty:** 58% of campaign segments target under 10,000 recipients.



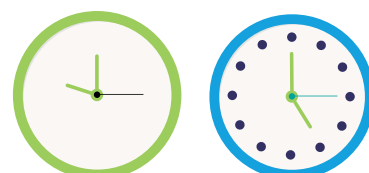
**Midweek Magic:** The most popular days to deploy our emails are Wednesday and Thursday.



**Top Click Day:** Tuesday is the day when we see the highest unique click rates



**Weekend Slump:** Saturday and Sunday have the lowest unique click rates.



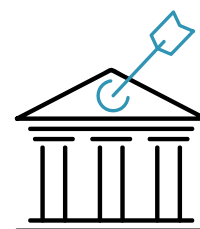
**Prime Times:** The best times for unique click rates are 10 AM & 5 PM.



**Peak Months:** May and October are the months with the highest unique click rates.



**K-12 Focus:** Principals are the top targeted job title in K-12 education. Specialized titles show the highest click rates.



**College Targets:** In colleges, the most targeted departments are Interdisciplinary, Humanities, English, and Social Sciences.

## Prospecting Emails

Deliverability

93.4%

Total Click Rate

6.87%

Unique Click Rate

1.40%

Average Click Rate

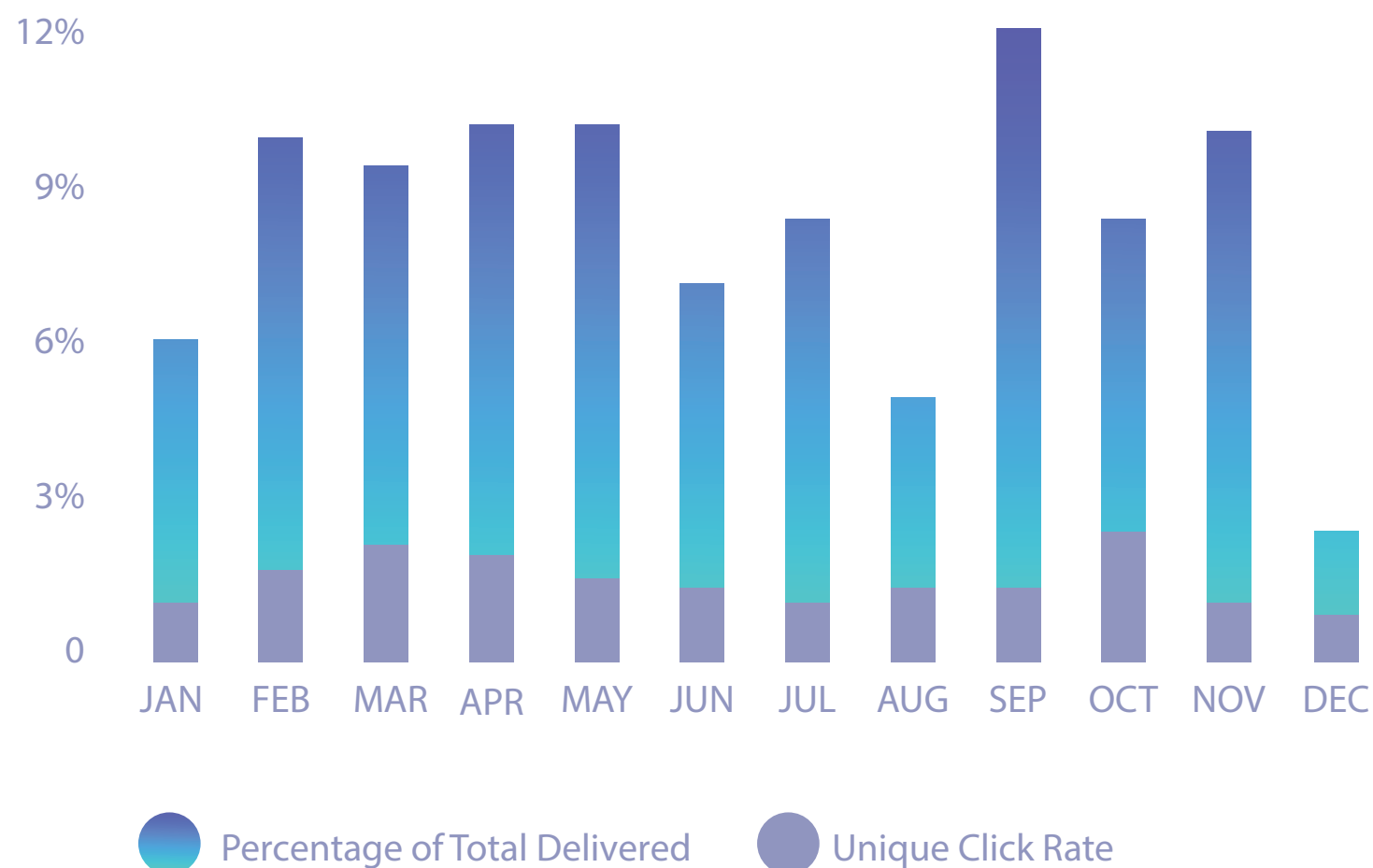
4.27%



Email Marketing



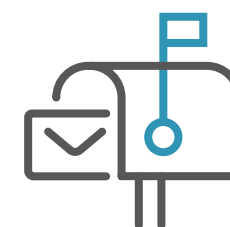
## Timing Performance: Unique Open Rates by Month



## Leverage MDR's Built-in Best Practices for Prospecting Email Performance.



**Email Authentication:** With MDR's platform, your emails are authenticated using DKIM, SPF, and DMARC. This ensures your emails are verified and improves your sender reputation.



**Address Testing:** MDR tests email addresses before deployment to domains, removing hard bounces and enhancing deliverability.



**Automated Messaging:** Leverage MDR's behavior-based automated messaging to significantly boost your click-through rates (CTRs).

- 80% of campaigns only sent one email with average click rate of 1.4%
- Of the 10% that did an open trigger email, the average click rate on the trigger achieved 10.2%



**List Segmentation:** Avoid spam traps with MDR's list segmentation shortcuts, allowing you to create smaller and smarter sends.



Direct Mail

# Direct Mail is Making a Comeback—Because It Works.

The continuing role of physical mail in a digital-first world—especially for educational product promotions and school communications—may not seem like a priority at first glance. But you might be surprised how receptive audiences are to direct mail.

## Our 2025 Prediction for Direct Mail Advertising in Education:

Having been on the digital wave for so long, more teachers and educational professionals will likely find direct mail advertising refreshing.

**90%** of marketers have confirmed that direct mail marketing positively impacted the performance of their campaigns.

**72%** of consumers reportedly engage with direct mail content on a weekly basis.

**61%** of marketers have expanded their investments in direct mail over the last year.

Source: [The 2024 Direct Mail Marketing Benchmark Report](#)





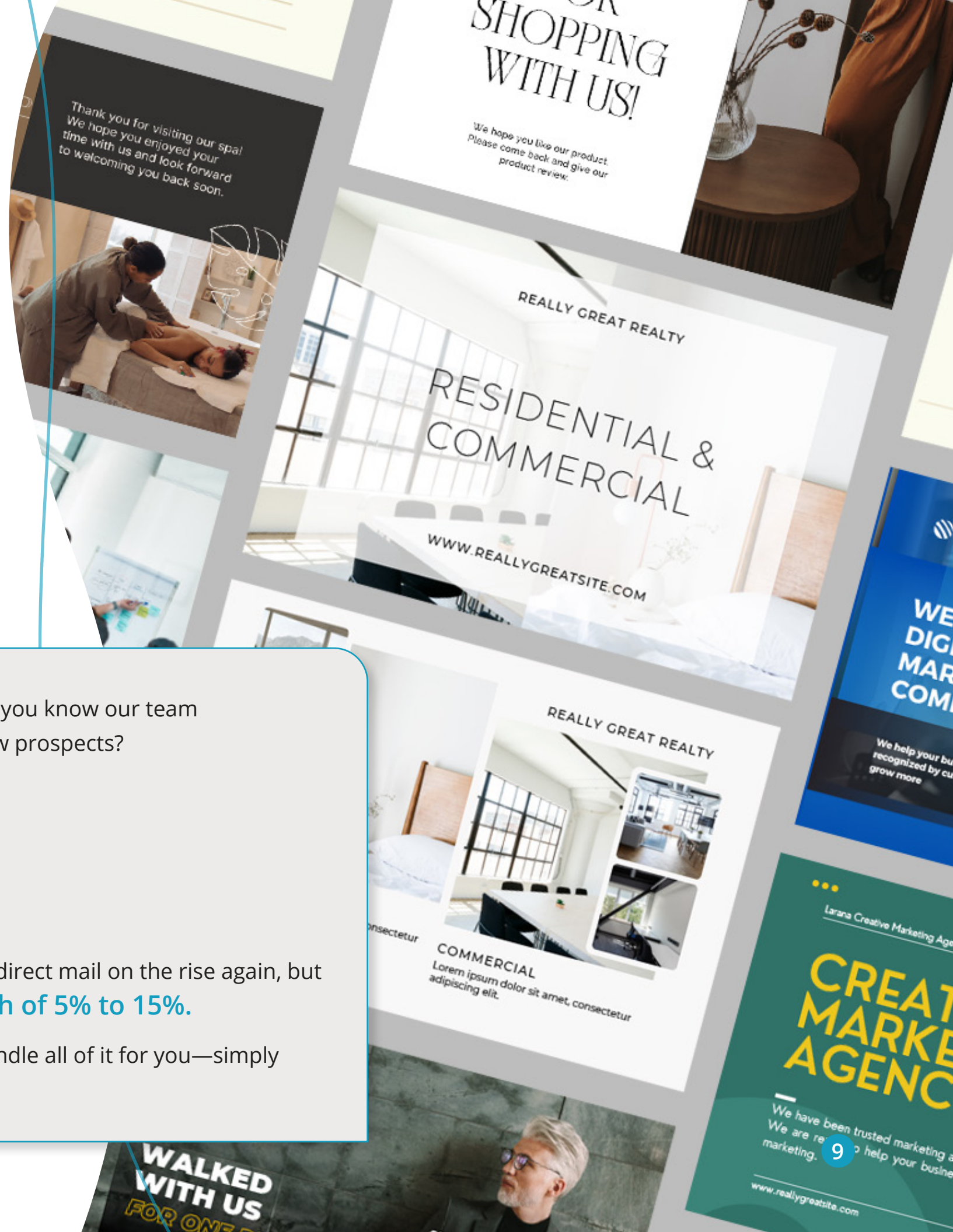
## Direct Mail

### Keep This in Mind for Direct Mail in 2025:

Our experience is that direct mail works best when **integrated as part of an omnichannel strategy** that drives requests and sign-ups for the mail.

**Try focusing on one call to action (CTA)** per direct mail piece to guide your audience to a clear, singular offer or resource.

Consider what opportunities you have to **personalize the direct mail pieces**. This can be as broad as designing a flyer for K-8 programs or as granular as greeting each teacher by name on a postcard.



**MDR Can Deliver Direct Mail Services & Results:** Did you know our team can help you get your offer into the mailboxes of your customers or new prospects?

#### We'll work with you on:

- An eye-catching postcard
- A luxurious trifold
- A personalized letter
- Everything—from designing to printing and mailing

Why add direct mail as a channel to your marketing strategy? Because not only is direct mail on the rise again, but companies that adopt omnichannel marketing **experience revenue growth of 5% to 15%**.

And if juggling multiple channels feels overwhelming, you're not alone. We can handle all of it for you—simply reach out to us at [mdrinfo@dnb.com](mailto:mdrinfo@dnb.com).



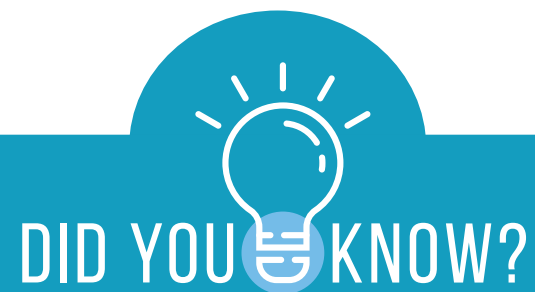
Social Media

## Zero-Click Social Media Content Rules.

Currently, social algorithms are favoring zero-click content, or posts that don't require users to click away from the platform they're currently on to find the information they want. This content especially performs well with teachers, since they often need bite-sized, easily digestible information.

### Our 2025 Prediction for Organic Social Media:

As teachers have less and less time, we'll likely see zero-click content on social media become more favored by users in the education space.



**Algorithms favor zero-click content** because it keeps users scrolling longer.

**On LinkedIn**, multi-image posts without links see nearly 30% more engagement than post with links.

**On Facebook**, album posts without links see twice the engagement of those with links

Source: [Social Insider](#)

# ZERO-CLICK SOCIAL MEDIA CONTENT





## Social Media

### Keep This in Mind for Organic Social Media in 2025:

- Try keeping text posts jargon-free, organized for quick scanning, and story-driven.
- Consider prioritizing short videos, carousels, and infographics.
- Experiment with different creative deliverables for different social platforms.

### Paid Social Media in 2024:

Now that we've discussed organic content, what should you keep in mind when it comes to your paid social media strategy? (Hint: It's not zero-click.) To get some insight, we looked back at our own data:

- In 2024, MDR Education's social media ads garnered an average of over 47,000 impressions with an average **total engagement rate of over 7%.**
- In 2024, We Are Teachers' social media ads garnered an average of over 147,000 impressions with an average **total engagement rate of over 5%.**
- The engagement rate for most social media advertisements would need to fall somewhere between 1% and 5% to be considered "good." As such, we can see that our social media advertisements generally performed above average for engagement.

\*Source: [Hootsuite](#)





## Social Media

Based on Our 2024 Performance, We Believe These Are the Best Practices for Educator-Targeted Social Media Ads in 2025:

- Utilize short, engaging videos for social media ads instead of static content.
- Implement a variety of types of visual and copy variations. Think A/B testing carousels, animated graphics, and multiple captions.
- Promote giveaways, as teachers always need more budget-friendly resources, and giveaways help to drive opt-in sign-ups.

**Paid social advertising with MDR Education's managed social media advertising and We Are Teachers. 2024 Results:**

- Average engagement rates of **over 5-7%**
- Average click rates of **1.7%-2%**

# Our 2025 Prediction for Social Media Advertising:

With millions of users exiting X (formerly Twitter), we **may just see Threads and BlueSky emerge as a top social media traffic driver in 2025.**

- By late 2024, BlueSky experienced rapid growth. Specifically, **BlueSky grew from 14.5 million users in October to 25 million** by December.
- Within five days of launching, more than 100 million users signed up for Threads.\* As of January 2025, not only did that number reach 320 million\*\*, but Meta also began to roll out advertising on Threads.

Source: [Statista](#)

Source: \*[Statista](#) \*\*[Social Media Today](#)





Online Shopping

# Teacher-to-Teacher Video Drives Purchases and Subscriptions.

Videos offer a dynamic and engaging way of conveying information to your audience, making them ideal for showcasing educational products, services, or ideas that enhance teaching and learning.

## Our 2025 Prediction for Online Shopping in Education:

The modern consumer journey will lead to video expanding its kingdom... into online shopping. Teachers will especially buy in when they hear the voices of their own colleagues.

- Roughly 62% of overall consumers today prefer video content when it comes to learning about new products.

Source: [Marketing Dive](#)



## Welcome to TEACHER PICKS

Welcome to Teacher Picks, where we feature some of the most innovative and effective products in education, all endorsed by real teachers. Every item showcased here has been tested in classrooms across the country and has earned the Teacher Picks badge.

### Our Teacher Picks Categories

We review excellent educational products across all subjects:

- **Tech** – Enhancing learning through technology
- **STEM** – Excellence in science, tech, engineering, and math
- **Literacy** – Resources to support strong readers and writers
- **Classroom Faves** – Organization, decor, and more
- **SEL** – Products that foster students' social-emotional learning
- **Contests** – The best contests in education



### Students Build Confidence and Language Skills With This Multilingual Tool

Lingolift's bite-sized video lessons help newcomer and emergent English learners build language skills and gain confidence speaking in class.

[Learn More](#)



This Teacher Shares How the Live Más

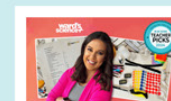


GRADES: GRADES 6-12  
This Car and Road Safety Program Is a Game Changer for



GRADES: HIGH SCHOOL  
This Biology Classroom Kit Makes Hands-On Science Easy

The NGSS-aligned Engage Cell Cycles kit helps teachers transform their biology lessons.



GRADES: HIGH SCHOOL  
This Ward's Science Kit Saves Teachers Hours of Prep Time

Created specifically for OpenSciEd curriculum, the kit has everything science teachers need.

### How to be considered for Teacher Picks?

Submit a product that makes a difference for teachers and students?

[Submit Your Teacher Product](#)

Watch Teacher Picks in Action





**Online Shopping**

## Keep This in Mind for Online Shopping and Advertising in 2025:

- Try producing concise videos that educate teachers and admins on the specific benefits, features, and use cases of your products or services.
- Take note of how well your content performs when it features another teacher or educator versus when it doesn't.
- Check out [Teachers Picks videos](#) on We Are Teachers to get your product talked about from an educator's perspective!



Different consumers reportedly prefer different video lengths when discovering new products:



**37%** prefer short-form videos.

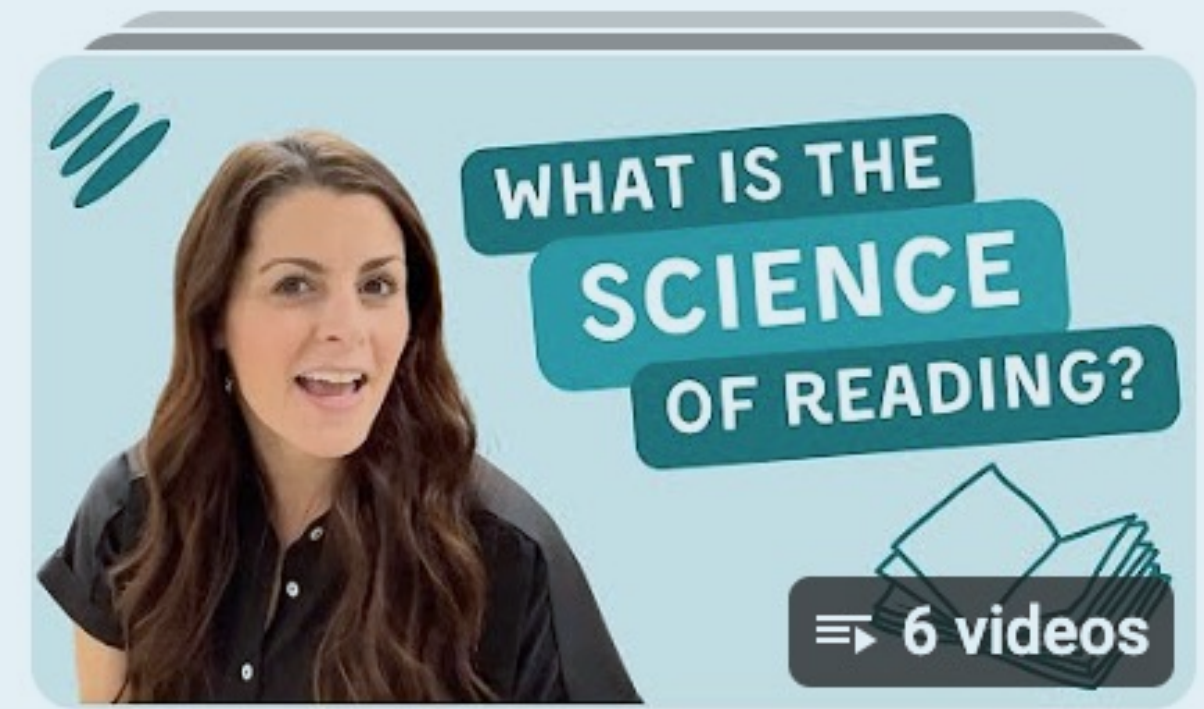


**8%** prefer long-form videos.



**17%** prefer video livestreams.

Source: [HubSpot](#)



## Buzzwords Explained



## Science Lab





Display Advertising

# Minimal But Dynamic Display Ads Are the Most Effective.

Educators—alongside most consumers—are experiencing advertising fatigue. As a result, the more complex an ad is, the more likely consumers are to keep scrolling.

## Our 2025 Prediction for Educator-Focused Display Ads:

Clean and straightforward ads sprinkled with a dash of animation will likely go a long way in terms of your display ad return on investment (ROI).

## Based on Our 2024 Performance, We Believe These Are Some of the Best Practices for Educator-Targeted Display Ads in 2025:

- Incorporate animation, even if it's just movement in a button.
- A/B test and iterate on your new, minimal display ad designs.
- Utilize frequency caps in order to avoid overloading your audience.
- Promote free downloads and giveaways.

## We Are Teachers's Top Performing Display Ads of 2024:



Last Day of School  
Printables

[View ads >](#)



Teacher Next Door

[View ads >](#)



End-of-Year Dr. Seuss  
Resources

[View ads >](#)

## MDR Education & We Are Teachers 2024 Results:

### Programmatic advertising with MDR Education audiences:

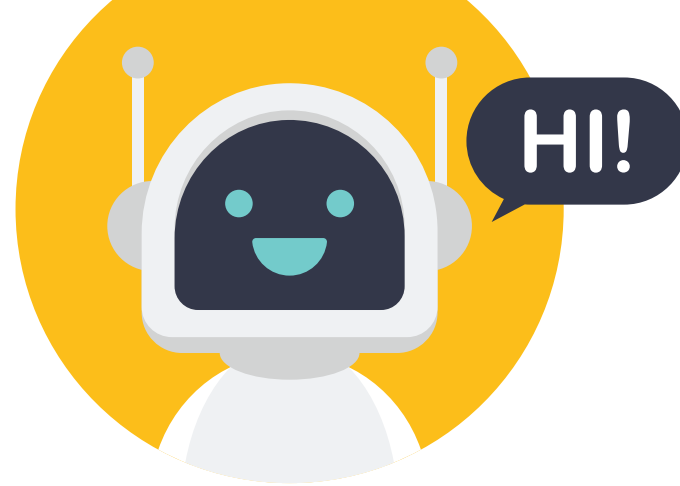
Average click rate:  
**0.13%**

Ranges:  
**0.13-0.37%**

### Display advertising on WeAreTeachers.com

Average click rate:  
**0.10%**

Ranges:  
**0.03-0.30%**



# In 2025, Educators and Students Alike Are **Turning to AI Chat Bots for Answers.**

The bigger AI chatbots get, the more people are using them in lieu of search engines for their desired information. This means generative engine optimization (GEO) is going to need a seat at the strategy table next to SEO.

## Our 2025 Prediction for AI Chat Bots and Search Engine Optimization (SEO):

As AI only becomes more prominent and powerful, more consumers in education may turn to ChatGPT with the queries they used to go to Google with.

Statistics show that Gen AI has been considered the leading disruptor of SEO performance since at least 2023, second only to [“E-E-A-T” \(Experience, Expertise, Authoritativeness, and Trustworthiness\)](#).

\*Source: [Statista](#)

## Keep This in Mind for Diving into GEO in 2025:


### Audience Inquiries

What does your education audience usually search for? Try putting those search queries into AI chatbots like ChatGPT, Claude, or Meta AI instead of Google and see what comes up to inform your strategy.

### Cross-Over in Content Planning

Since they both have the same key objectives, you can borrow some SEO methods for your GEO processes\*. For example, keyword strategy and authority building will be integral to both!

\*Source: [Search Engine Land](#)

A close-up photograph of a person's hand holding a smartphone. Overlaid on the screen is a futuristic chatbot interface. It features a glowing blue robot head icon surrounded by concentric dotted circles. A speech bubble from the robot says 'Hi! What can I help you with?'. Another speech bubble above it contains a series of hash marks '#####'.

Hi! What can I help you with?



# About MDR & We Are Teachers

Every day, we speak to educators and the future leaders of our schools.

Learn how we can help you reach them, too.

For more info:

[weareteachers.com/the-studio](https://weareteachers.com/the-studio)



## About MDR Education

MDR, the education division of Dun & Bradstreet, helps brands, marketers, and sellers establish valuable relationships with educators using vital data, intelligent targeting, engaging content, and integrated multichannel strategies

[mdreducation.com](https://mdreducation.com)

The logo for We Are Teachers, consisting of a teal-colored speech bubble shape pointing to the right. Inside the bubble, the words "WE ARE" are stacked above "TEACHERS" in a white, bold, sans-serif font.

WE ARE  
TEACHERS

## About We Are Teachers

We Are Teachers Studio is a creative agency from the team who built We Are Teachers into an award-winning media site. Let us help you connect your brand to millions of passionate educators and their students.

[www.weareteachers.com](https://www.weareteachers.com)