Marketing To
TEACHERS

2017

MCH
Strategic Data

UNDERSTANDING K-12

IF YOU ARE PLANNING ON MARKETING TO K-12 TEACHERS IN THE UNITED STATES, GAIN THE INSIGHTS YOU NEED FOR MAKING YOUR STRATEGIES SUCCESSFUL.

MCH STRATEGIC DATA HAS BEEN PROVIDING ACCURATE, UP-TO-DATE MARKETING DATA FOR DECADES AND HAS BECOME A TRUSTED RESOURCE FOR RELIABLE DATA AND INFORMATION IN THE K-12 SECTOR.

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A CHANGING LANDSCAPE

THE K-12 MARKET SEGMENT HAS SEEN DRAMATIC SHIFTS IN RECENT YEARS, AND MANY PEOPLE PREDICT THAT THERE WILL BE MORE CHANGES IN THE NEAR FUTURE. AS A RESULT, TEACHERS ARE FORCED TO FIND NEW WAYS TO MEET CHANGING DEMANDS.

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Educators are frequently expected to balance learning new skills while meeting the rigorous demands of testing and assessments.

93%

OF TEACHERS ALSO TAKE IT UPON THEMSELVES TO SPEND THEIR OWN PERSONAL MONEY ON CLASSROOM SUPPLIES FOR THEIR STUDENTS.

They are time stressed and are expected to do more with less.

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COMMON ISSUES TEACHERS FACE

INADEQUATE FUNDING

ECONOMIC FRAGILITY OF FAMILIES

INSUFFICIENT STUDENT READINESS

TEACHER MORALE

NEW TEACHER EVALUATIONS

SUFFICIENT BANDWIDTH

ONLINE ASSESSMENTS

LACK OF TECHNOLOGY

An Education Week Research Center and MCH Strategic Data [survey](#) of teachers showed that 42 % say they have little to no influence on the professional development available to them. Teachers perceive that a wide range of common professional development activities would make a difference in their classrooms, including common planning time and mentorship for new teachers.

42%

SAY THEY HAVE LITTLE TO NO INFLUENCE ON THE
PROFESSIONAL DEVELOPMENT AVAILABLE TO THEM

COLLEGE & CAREER READINESS

Teachers are on the front line and can see firsthand that there are still too many high school graduates who find themselves unprepared for college work. There is currently a mismatch between job requirements in unfilled positions across the country and the qualifications of the young people interested in applying for those jobs.

School Administrators are well aware of the importance of both College and Career Readiness (CCR) and the need to expand Career and Technical Education (CTE) opportunities.

Middle School and High School teachers will be tasked to implement and weigh in on these new programs into their classrooms in the coming years to meet the new demands.

#1 SOURCE FOR INFORMATION

&PEERS COLLEAGUES

Building a referral program and asking for testimonials

is one way to garner the attention of teachers.

MEDIA CHANNEL PREFERENCE

WEBSITES & EMAIL

Teachers often look online to research products and services. They prefer email over social media for retail purchases. They look to social media to get advice and share information.

DID YOU KNOW?

93%
OF STUDENT TRIPS
ARE INITIATED BY
THE TEACHER.

&

77%
ARE RESPONSIBLE
FOR CHOOSING THE
DESTINATION?

They also spend a lot of their time

planning and organizing these trips.

CLASSROOM APPS

Teachers are tasked with finding new ways to capture a child's attention and get them engaged in learning. Being flexible and finding classroom apps that support their current curriculum goals is top of mind.

Most often the teacher is driving the decision on classroom apps based on experience and teaching style.

MARKETING TIPS

1. START WITH A CLEAN DATABASE OF TEACHER NAMES.

2. BUILD RELATIONSHIPS WITH TEACHERS THROUGHOUT THE YEAR.

3. UTILIZE EMAIL, ASK FOR REFERRALS AND TEST MESSAGE FREQUENCY.

4. UNDERSTAND PAIN POINTS AND LEAD WITH BENEFITS. FOR MORE INFORMATION ON HOW TO GROW YOUR K-12 TEACHER PROSPECTS, CONTACT US AT INFO@MCHDATA.COM.

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ABOUT
MCH STRATEGIC DATA

After decades of helping educators, students and families, the K12 and childcare markets are near to our hearts. Founded on the publishing and distribution of children's books, MCH has grown into a data information company that commits the same care and quality to our B2B clients as we did directly with schools and families.

For more information, visit our website at mchdata.com or email us at info@mchdata.com.

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