



**EdCuration**  
Instructional Procurement Simplified

# 4 Ways to Reach New Education Customers in 2023



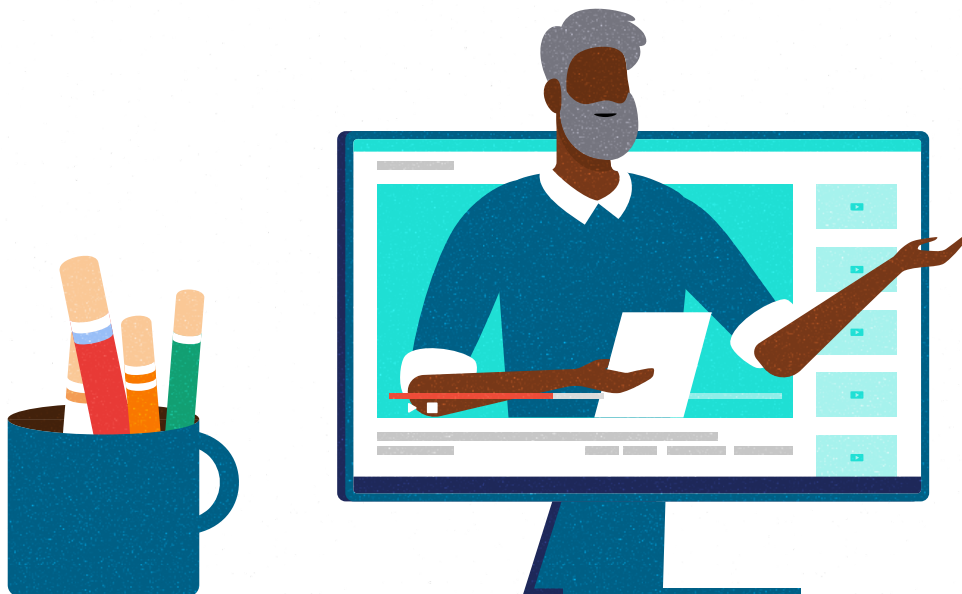
# 4 Ways to Reach New K-12 Education Customers in 2023

The K-12 education curriculum market has drastically changed over the last few years. We've gone from a handful of textbook companies monopolizing the market to an oversaturation of resources and tools that are getting lost in the sea of offerings. The COVID-19 pandemic only exacerbated the issue. As in-person events were shut down due to social distancing, education companies were no longer able to reach new audiences at in-person conferences. Rather, they focused less on new audiences and more on their existing customers to help with the transition to distance learning. Being sensitive to the urgency administrators were having in making fast transitions, providers demonstrated how their tools and resources could assist with the difficult task of moving all students to remote learning.

In light of these changes, K-12 vendors are adopting new sales and outreach strategies to meet the demands of the new market. Below are four productive ways to reach your target demographic.

## 1 Reach a New Audience through Online Programming

One way to increase brand awareness and build strong relationships with a new audience is to host or participate in online events such as virtual conferences, webinars, forums, and podcasts. The main objectives for educators who engage in these events are to learn from thought leaders and gain professional development, discover what's innovative in K-12 teaching and learning, and develop relationships with education providers. Participating in these types of online programming provides an opportunity to showcase your products and services to potential customers and detail how your solutions solve a gap in the market. Depending on the programming format, education providers can also have in-depth conversations to assess the needs of instructional practices at the building and district levels. This information is vital to record, as it should be used when personalizing your follow-up pitch after the event. As a host, sponsor, or participant, many marketing activities can take place to increase lead generation such as promotional discounts, demonstrations of the product/service, or even a raffle to collect contact information. Also, a post-event communication strategy is necessary to nurture warm leads and bring them further down the sales funnel.



## 2 Attract New Audiences through Content-Focused Digital Marketing

Another way to attract a new audience is through digital marketing, specifically, variations of content marketing. Content marketing is a strategic approach focused on creating and distributing valuable and relevant content that attracts a target audience and retains their interest through thought leadership. This method is more about providing useful content to prospects and customers in helping them solve a problem and less about the sales pitch of a product or service. Writing blog articles, whitepapers, or ebooks are a few of the many avenues of content marketing. This establishes the provider as an expert in the field and shows the market the extent of knowledge in a specific subject. Building credibility allows potential customers to seek out these education companies for advice and opens the doors for future sales.

When developing content, think about the importance of the information and if it is worthy of exchanging the content for the reader's contact information. This is called gating content. Evidence-based research is a great example of content to gate. Gating content creates a database of leads that can be nurtured into future sales. Once there is a database of warm leads, providers can start executing email campaigns that speak specifically to their products and services.

## 3 Tap into Partnerships with Education Associations

Developing partnerships with education associations is critical when reaching out to a new audience. Your target demographic is looking to these associations as their source of information on what is new in teaching and learning. These associations usually host annual conferences where thousands of educators and administrators come together (in person or virtually) to learn from K-12 experts and gain exposure to new education companies. When partnering with an association, it can lead to engaging with their membership that involves some degree of cost. It would be a worthwhile expense as these members have a higher percentage responding to communication.

Education companies can consider reaching out to regional and/or national education associations depending on their business goals. Regional associations may have a lower, but targeted, membership, and it can be easier to develop a relationship. There are hundreds of regional and national associations. You can find the right national associations to target in this [comprehensive list](#).

There are many ways to partner with associations. Education providers can develop a joint venture event that showcases their solutions while providing value-added content. They can do this by contracting with instructional leaders to present content. Companies can also offer exclusive pricing for members and negotiate a profit-sharing model with the association. Finally, education vendors can take advantage of the association's advertising opportunities. Although this could be a costly option, the return on investment can be high, as their membership is a built-in audience that anticipates marketing communications on a weekly or monthly basis.



## 4 Connect with Your Target Demographic through an Online Procurement Platform

For some time, researching curriculum programs and vendors was a cumbersome and outdated process, where educators spent too much time and money looking for the right instructional program. Knowing there was a need in the market to improve the procurement process, EdCuration developed a comprehensive, intuitive, online sourcing platform that is no-cost for educators and cost-effective for curriculum providers. EdCuration's marketplace is a two-way platform that brings vendors and their products directly to educators seeking comprehensive learning tools and curriculum. Your target audience can finally perform the important task of finding exactly what they are looking for without the typical deterrents of the antiquated procurement process.

This convenient online marketplace lets educators search by grade level, subject, content area, and resource type in a single location where data and information can be reviewed. This allows for the procurement process to be shorter, while also providing information on new, innovative, high-quality instructional resources. In addition, the platform gives educators the opportunity to collaborate and share notes with colleagues and committees on the programs they are considering, communicate directly with vendors, and even pilot featured products.

Curriculum providers can join the platform at a fraction of the cost of other marketing activities and reach their target demographic with the help of EdCuration's tiered pricing model and marketing commitment. Tools such as website advertising, blog articles, newsletters, social media posts, webinars, and podcasts help reduce the burden of creating online programming, content marketing, and targeted messaging for curriculum providers. This is key to building thought leadership in the marketplace and closing sales.

Learn more at [edcuration.com](https://edcuration.com).

