

4 Ways to Reach New Education Customers in 2021



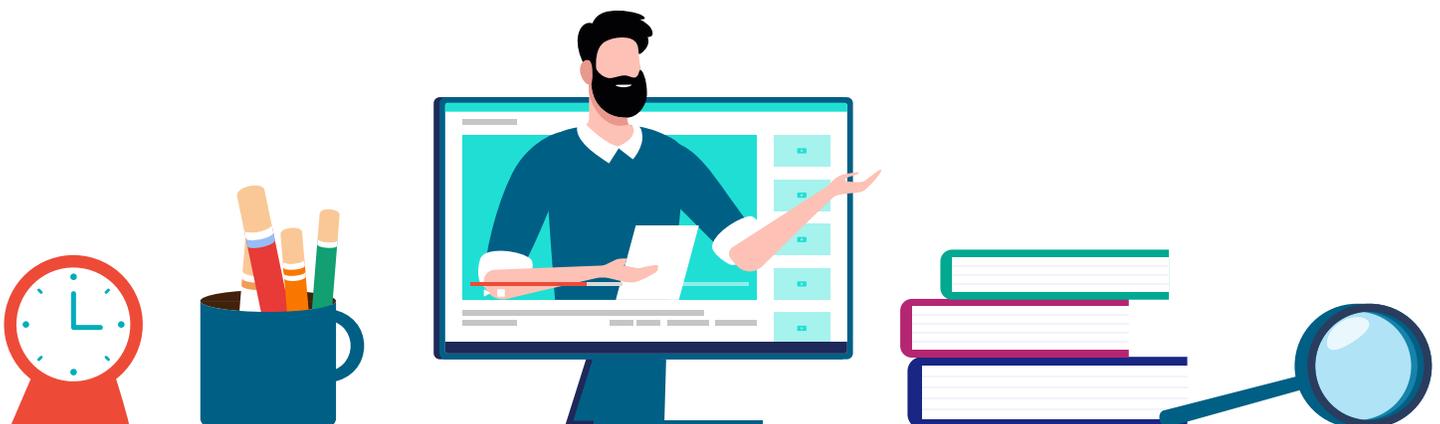
During the Covid-19 pandemic of 2020, education companies focused less on new audiences and more on their existing customers to help with the transition to distance learning. Being sensitive to the urgency administrators were having in making fast transitions, providers demonstrated how their tools and resources could assist with the difficult task of moving all students to remote learning.

The education environment and market was forever changed, however, we will move past the pandemic by spring or summer 2021. K-12 vendors can plan for the next sales cycle and start reaching out to a new audience again. If you are seeking to communicate with a new audience who is purposefully looking to build relationships with curriculum companies, below are four productive and useful ways to reach your target demographic.

1. Reach a New Audience at In-Person or Virtual Events

One way to build strong relationships with a new audience is to attend industry conferences and expos. The main objectives for educators who attend these events are to learn from thought leaders and gain professional development, network with colleagues, discover what's new in K-12 innovation, and develop relationships with education providers. Exhibiting at a conference provides an opportunity to showcase your products and services to potential customers first-hand and detail how your solution solves a gap in the market. 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 conference. As an exhibitor, 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.

Another option is to participate in a virtual event as a thought leader or exhibitor. The COVID-19 pandemic created opportunities to partake in an inexpensive option of event marketing. Many virtual events have exhibiting opportunities that are half the cost of an in-person event and provide longer exhibiting hours for participants pre-, during, and post-event, with more dedicated marketing resources from event organizers who are dependent on vendors and exhibitors. This platform gives your target audience more time to explore exhibitors at their own pace.



2. Approach New Audiences through Content-Focused Digital Marketing

One way to approach 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 a sales pitch of a product or services. Writing blog articles or participating in a podcast are one 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. Gating content creates a database of leads that can be nurtured in the future. 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. Many times, these associations have yearly conferences where thousands of educators and administrators come together to learn from K-12 experts and meet with 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. Reach 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, a comprehensive, intuitive online sourcing that is no-cost for educators and cost-effective for curriculum providers was developed.

[EdCuration](#) is a two-way marketplace 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 featured products 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, and podcasts help reduce the burden of creating content marketing and targeted messaging for curriculum providers. This is key to building thought leadership in the marketplace and closing sales.

Learn more at www.edcuration.com.

