

EdCuration's Recommended Go-to-Market Strategy for Curriculum Vendors



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The EdCuration marketplace is designed to be the place where all educators go when they are seeking new instructional programs. At EdCuration, educators can search, filter, discover, compare, and evaluate instructional resources. They can select favorites and connect with vendors to ask questions and consider a purchase.

Although it would be nice if educators would make a purchasing decision based simply on a marketplace review, we find that educators need additional engagement opportunities before they make a purchase. They need to experience the instructional resource firsthand and understand the WHY behind the program, including its research base.

In order to help providers of instructional products, resources, or tools be successful in converting customers, EdCuration recommends the following steps for each company to take to secure new users:



Step 1: Employ Content-Focused Digital Marketing

Begin by gaining visibility through digital marketing, email marketing, paid and organic social media campaigns, influencer marketing, and promotional campaigns with industry publications that leverage relevant content. These are successful forms of education marketing.

EdCuration provides digital marketing for our vendors through all of these channels. Our **Impactful Learning** newsletter, dedicated engagement in social media, and our effort to launch the **EdTrustees** program in 2021 are ways EdCuration supports our vendors on the digital marketing front with both outreach and content development.

Step 2: Host Meaningful Learning Experiences

The next step required to engage prospective customers is to build a learning experience for educators that enables them to experience the benefits of the instructional program. This takes some work. The goal is to determine a brief experience that you can provide to educators to give them a taste of the value of your solution. Traditionally, these learning experiences can take place in person or online.

In order to support our customers, EdCuration hosts regular podcasts that feature vendors. We are building **Explorations: Micro Professional Learning for Educators** in 2021 that can explain your why behind the solution and allow educators to experience the value themselves.



Step 3: Engage Pilot Users

Once the educators have experienced your solution, they want to pilot it. They want to pilot it for free, or at least for a discount, before they commit to purchasing it to use on a larger scale. EdCuration encourages companies to determine, as with any learning experience, what is the smallest possible pilot that an educator will engage in to experience the full value of your solution? Is it one week? One month? One semester? Each program will be different, but the key is to determine the smallest possible engagement. We want them to experience the value and then convert to a paying customer.

EdCuration works with instructional resource providers to define what we call a “MicroPilot,” and to engage educators in piloting the solution through our **EdTrustees** and **MicroPilot** programs. EdTrustees are educational influencers who we train to conduct successful pilots and engage in at least one MicroPilot per year. EdTrustees then share their experiences about the pilot on social media and through our **Learning in Action** blog.

Step 4: Convert Pilot Users to Customers

It is usually only after most of the aforementioned activities have been completed that a school or district is going to purchase a new instructional program. Rarely will they purchase for the entire school or district, but usually for a smaller subset of users. This is the “Land” part of this “Land & Expand” sales strategy. The company should do everything possible to make sure that the first users experience complete success. It is more common for educators to stick with a program that is mostly working than to trade it in for a new one.

It is imperative to support users and new customers to make sure they understand how to implement the program. Use this as a chance to highlight key features and benefits. By building champions of your product, educators who truly understand how to implement your program with fidelity, you are creating long-term customers who will renew year after year.

Step 5: Expand to Others in the System

After an instructional program has one customer in a given school, district, and geography, all efforts should then be made to share the success of the work with other potential users in the system and in the surrounding geography. Special attention should be given to writing case studies, employing sales outreach strategies to every school and district nearby, and leveraging the initial success to grow users.

One difference between established providers of instructional resources and newer companies is that the established organizations realize that selling into schools is a long game, and careful customer nurturing is required. It is difficult for some new companies to dedicate so much time to customer nurturing, so this year EdCuration launched our **Fractional Sales Services**. Before companies are able to afford a full-time sales rep, EdCuration’s Fractional Sales Reps can be hired at 10, 20, or 40 hours per month for \$500, \$1000, or \$2000 per month in fees. This is an affordable way for companies to grow their sales outreach until they can afford to bring on their own full-time rep.

[Learn more](#) about EdCuration products and services for vendors.

