



EdCuration
Instructional Procurement Simplified

Go-to-Market Strategy for K-12 Curriculum Vendors



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The EdCuration marketplace is a one-stop shop where all educators go when they are seeking new instructional programs. In the marketplace, educators search, filter, discover, compare, and evaluate instructional resources. They can select favorites and connect with vendors to ask questions, request quotes, and consider a purchase.

Although it would be nice if educators made a purchasing decision based solely on a marketplace review, we find that educators typically 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 on social media, and our **Certified EdTrustee Program** are ways EdCuration supports 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 take place in person or online.

In order to support our customers, EdCuration hosts regular webinars and podcasts that feature vendors. We also produce **ExPLorations** courses, which are micro professional learning opportunities for educators that explain the why behind your solution and allow educators to experience the value themselves, plus receive PD credit.



Step 3: Engage Pilot Users

Once educators have experienced your solution, they typically 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 vendors to determine, as with any learning experience, the shortest 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 shortest possible engagement. We want them to experience the value and then convert to a paying customer.

EdCuration works with instructional resource providers to engage educators in piloting their solution through our **Certified EdTrustee Program**. EdTrustees are educational influencers who we train to conduct successful pilots and engage in at least one pilot 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 purchases 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 a “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 geographic area, 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 obtaining product reviews, writing case studies, employing sales outreach strategies to every school and district nearby, and capitalizing on the initial success to grow users. It’s important to build up and leverage your evidence base and efficacy reports from valued sources.

Learn more about how EdCuration can support your go-to-market strategy this year.

