

Selling to **Educators** *on* Social Media

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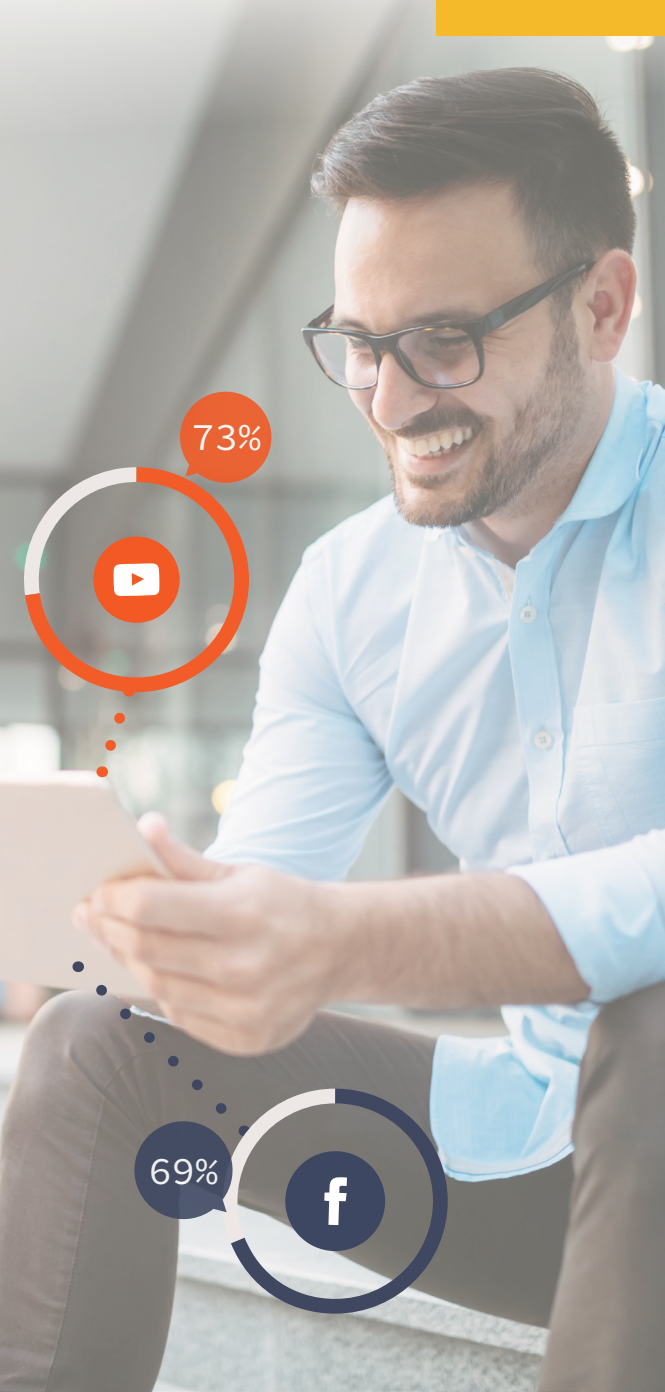
PART 1

Introduction

A thorough, thoughtful, targeted and carefully planned social media campaign is one of the most effective tools marketers have to reach audiences and engage with them as individuals across multiple channels.

Agile's depth of experience in creating targeted social campaigns has helped a range of clients reach education professionals, raise awareness of their products and services and encourage purchasing. We know what works when it comes to selling to educators through social media, from defining key audience segments to effectively connecting with them through multiple channels.





PART 2

How Educators Use Social Media On and Off the Job

One of the key factors driving the success of social media marketing and sales is broad use of these networks by the population in general.

Statistics from the Pew Research Center indicate that 73% of adults in the U.S. engage with YouTube, while 69% use Facebook.

Other networks don't perform quite as well in terms of total users, but that still means tens of millions of adults, including many educators, interact with them. Our own research found 88% of educators use social media, and 90% use social media as a part of the decision-making process for a purchase.

Social media can be especially valuable in the education space. Teachers can join groups on Pinterest, Facebook and other networks that encourage sharing information, discussing learning trends and discovering new and effective classroom strategies. This means an effectively targeted social campaign can reach a key segment of a wider audience.



PART 3

How Educators Use Social Media On and Off the Job (continued)

Social media has an increasing presence in classrooms. As teachers leverage student interest in social media to connect with them in new and relevant ways, they create more engaging, vibrant learning environments.

Some teachers create professional Facebook pages separate from personal accounts to offer a place for sharing information with students and fostering classroom discussions outside of the time students physically spend within their schools. YouTube is also commonly used in the classroom to easily share relevant and engaging videos with students, expanding the available resources of teachers.

Targeted social media marketing campaigns can also reach these very same teachers as they manage their professional Facebook pages or curate YouTube playlists for classroom use.



PART 4

Building an Effective Paid Social Media Advertising Campaign



When you work with Agile to manage and execute your campaign, this knowledge can help you recognize the relationships between a variety of pivotal factors, from defining an audience to setting metrics and creating consistent, engaging messaging.

Let's look at some of the foundational considerations where a trusted partner can help you build a strong social campaign.



PART 5

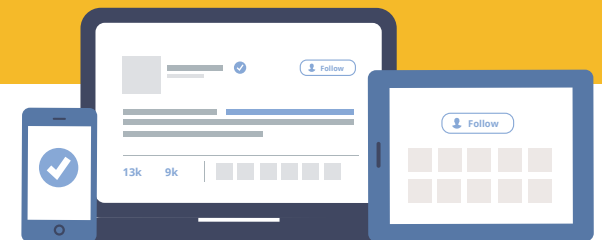
Building an Effective Paid Social Media Advertising Campaign (continued)

The intended audience of a paid social campaign, as well as the specific social networks that will be involved, influences many other elements of successful marketing. A targeted paid social campaign can draw on your company's existing prospects while also using specialized tools to identify lookalike audiences and use inclusion/exclusion decision-making to only focus on relevant prospects.

Defined, meaningful goals that can be accurately tracked – whether to deliver products or help clients install services – and have a timeline tied to the campaign's development and execution help make such an effort as effective as possible. With SMART goals – which may not be directly tied to a sale, but instead focus on website traffic, generating leads or asset downloads, and more – those in charge of social campaigns can maintain a high degree of vigilance within a consistent structure.

Setting SMART goals early on is another key factor. SMART goals are:

- **Specific.**
- **Measurable.**
- **Attainable.**
- **Relevant.**
- **Time-bound.**



PART 6

Building an Effective Paid Social Media Advertising Campaign (continued)

Metrics are the connection between a campaign's concept and its execution, providing a way to quantify goals and measure overall performance.

Having the tools in place to measure key performance indicators like audience engagement, clickthrough rates and purchases allows for effective adjustments as well as more informed campaigns in the future. With this data, campaign leaders can bridge the gap between the SMART goals they set and determine whether the objectives are on track or adjustments are needed. Social media's flexibility means campaign optimization and testing can happen nearly instantaneously, which is a major advantage.



Building an Effective Paid Social Media Advertising Campaign (continued)

An especially important concern is developing a plan for 1) content and 2) the messaging it intends to share with prospects. Agile can help you.



The content used in a campaign is the major touchpoint for the audience. It's the tool that encourages them to learn more, consider a purchase and, whether eventually or almost immediately, pull the trigger. To be effective and relevant, content needs to align with the structure of a specific social network and the expectations of the audience.

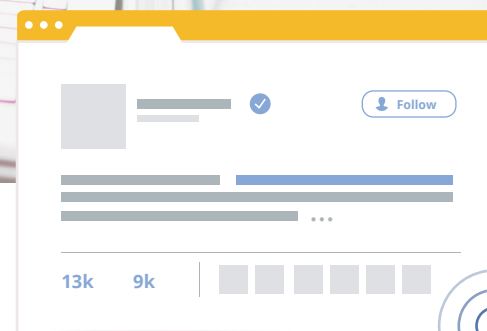
YouTube ads are generally videos or banner ads, for example, while Facebook can host a more diverse set of content types, providing prospects with the capability to engage by liking and commenting.

Depending on the exact nature of the product or service being advertised and the campaign's specific goals, content can range from customer testimonials and product demonstrations to special offers, deals and discounts.





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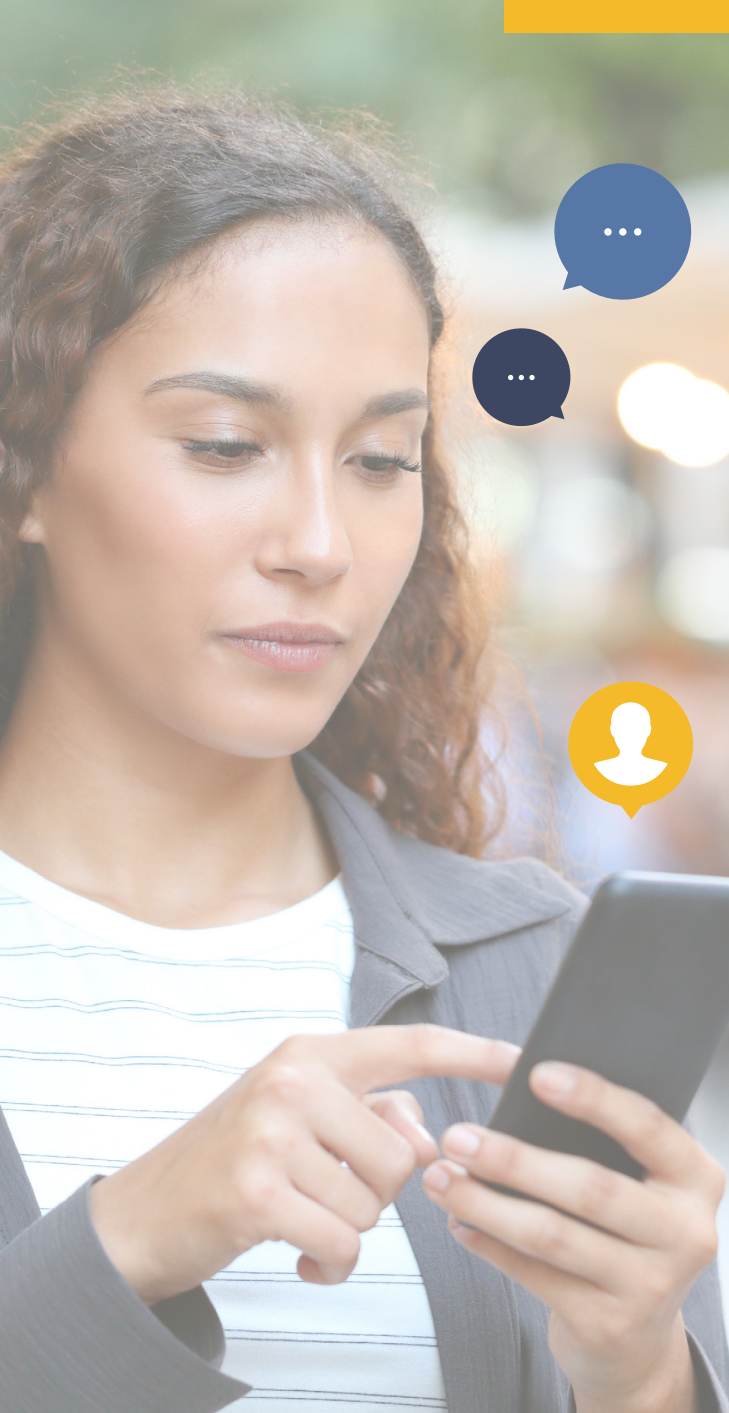
PART 8

Building an Effective Paid Social Media Advertising Campaign (continued)

As campaigns progress, it's vital to effectively utilize metrics, compare them with goals and track results. That's true during the active phase of the campaign and once it concludes. With accurate data in hand, marketers have the context they need to recognize what works and what needs improvement.

When companies partner with a trusted, knowledgeable leader in the education space, they can rest assured that experienced professionals will lead the charge and develop strong campaigns. Agile can help your business maximize the effectiveness of its targeted social campaign efforts from start to finish.





PART 9

How Agile Empowers Your Social Campaigns

Our foundation is built on making sure this critical information is consistently up to par.

Working with a dependable provider like Agile offers a diverse set of advantages. One area to keep in mind in terms of kicking a campaign off on the right foot is the value of accurate, current contact data for educators leased from Agile.

Research has found that roughly 15-25% of social profiles are fake leading to an increase in false impressions and clicks. Plus, Facebook disabled more than 1 billion fake accounts in 2018 alone. With accurate contact information at your fingertips, your campaign can defend against a potentially serious, widespread issue of audience and engagement inflation.



PART 10

How Agile Empowers Your Social Campaigns (continued)

We have the capacity to manage all of your targeted social campaign.

This allows your company to conserve valuable resources and deploy them in the most effective way possible, while leaving the heavy lifting of a successful campaign in our capable hands.

We bring several critical competencies to the table. That includes a deep understanding of current legal considerations and implications involved in social campaigns as well as in-depth knowledge of the potential types of ads and mediums that can be used in each social network. We also have a strong, practical grasp of what works and what doesn't in a variety of social contexts, meaning we can offer customized guidance for each and every campaign.



PART 11

How Agile Empowers Your Social Campaigns (continued)



When managing a campaign, we take a comprehensive approach to tracking metrics and goals, deploying content and managing its pacing. With a specific focus on targeting relevant audiences, we pay close attention to engaging teachers most likely to be interested in and benefit from what your company has to offer.

Targeted social advertising drives 10 to 30 times the website traffic made up of people more likely to convert.





PART 12

Conclusion

At Agile, we bring decades of experience within the educational space and working with marketers just like you to every targeted social campaign. We know how to lead and manage the entire process, from initial planning to final publication. We review performance metrics to determine optimizations for your next campaign as well. It all starts with our commitment to accurate, current contact data for education professionals, and extends through the life of each campaign.

To find out more about what we can do to boost your next targeted social campaign and how our approach leads to the best possible results, **get in touch with us today.**





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