

# 50 IDEAS FOR MARKETING TO TEACHERS



Here are 50 marketing ideas for reaching teachers. Many of these would also work for professors or staff.

1. Create emails for the sales team to send to cold lists of teachers that they research online or buy.
2. Record videos your sales team can use in their emails or meetings.
3. Send a monthly email newsletter to people in your database.
4. Create promotions or discounts coordinated with times of the year, like back to school or the start of the spring semester, shared on the website and in email.
5. Send emails to segmented lists of your database with free resources or product news.
6. Submit your company blog to be listed on blog directories for teachers.
7. Create a student competition that teachers can use in the classroom.
8. Put together free resources related to your product that teachers can use, like worksheets or videos.
9. Create a free video series that gives teachers tips.
10. Release a limited version of your product for teachers to try.
11. Offer free trials of the product.
12. Mail a free copy of some of your product (if it's a physical product).
13. Host virtual or in-person networking and learning events and issue PD certificates.
14. Mail items teachers will use in the classroom that have your logo on it.
15. Have a booth at conferences teachers attend, regional or specific to the type of teacher you're trying to reach, and give something away at the booth.
16. Partner with a customer and speak together at conferences teachers attend.
17. If the teachers you're marketing to are active on social media, actively post and engage on that platform.
18. Find teacher influencers who have a following and send them a free product or trial.
19. Partner with other companies who are marketing to the same group of teachers but with a non-competing product to cross-promote through email or host events together.
20. Run Google ads if the type of product you're marketing is one that they research about.
21. Run retargeting ads that advertise across websites or Facebook to people who have visited your website or your existing email list.
22. Run ads in newsletters, podcasts, or websites that are about specific topics the teachers are interested in.
23. Host your own community through your website or in a Facebook group, answering questions, sharing resources, and bringing in speakers.

24. Develop a brand ambassador program with existing customers, giving them early access to your product and opportunities to engage with other educators in exchange for promoting your product.
25. Encourage employees to share company social media posts.
26. If the leader or founder of your company has a following on social media, they should post regularly on their personal page.
27. Participate in podcast interviews and share the recordings through email and social media.
28. Apply for industry awards and share the news on your website, email, and social media when you win.
29. Optimize your website for SEO (search engine optimization).
30. Create blog posts, videos, and social media posts for SEO using keywords that teachers search for.
31. Participate in existing online communities with helpful comments.
32. Feature new updates on your website through banner ads or pop-ups.
33. Interview other teachers for a podcast or video series.
34. Run a giveaway where teachers win a free resource or trial.
35. Include a branded item or printed resource in a swag bag at a conference or event teachers attend.
36. Develop webpages specific to the types of teachers you're marketing to.
37. Add a newsletter sign-up form on your website.
38. Develop an interactive quiz for teachers to participate in that is fun.
39. Create a good product with a responsive customer service team—word of mouth is the best form of marketing.
40. Offer an online chat on your website to answer questions.
41. Include videos and graphics on your website that explain your product.
42. Create outlines that compare your product to alternatives for your website and sales team.
43. Get listed in business directories.
44. Post case studies and testimonials on your website and use in emails and social media.
45. Pitch ideas to website publications that teachers read to be featured.
46. Have a referral program.
47. Highlight news, promotions, or free resources in employee's email signatures.
48. Sponsor classrooms or teachers by encouraging donations to pay for their classroom supplies.
49. Offer an email course where you send teachers emails over a set number of weeks, educating them on a topic related to your product.
50. Send free snacks or lunches to schools, including some branding (you will need to coordinate this with the main office).