

Make the grade with teachers

Make the right offers to educators and reap the rewards in improved response

Where do educators shop?

(for themselves)



(for their classrooms)



How do you earn educators' loyalty?

(With discounts...)

96%

are more likely to purchase from a company that offers a teacher discount online when shopping for classroom materials

85%

are more likely to purchase from a company that offers a teacher discount online when shopping for personal items

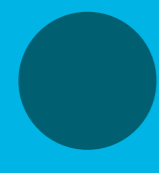
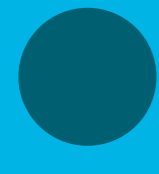



63% say discounts must be at least 20% to get their interest



What products do teachers want discounts on most?



Which email offers motivate teachers best?

-  Free shipping
-  Large discount off 1 item
-  Buy one, get one free
-  Smaller discount off total order
-  Free premium/gift with purchase

How do educators find sales, savings and discounts?



Sources:

Agile Education Marketing & SheerID, 2017 Teacher Purchasing, Spending and Loyalty Survey

Agile.....
EDUCATION MARKETING

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