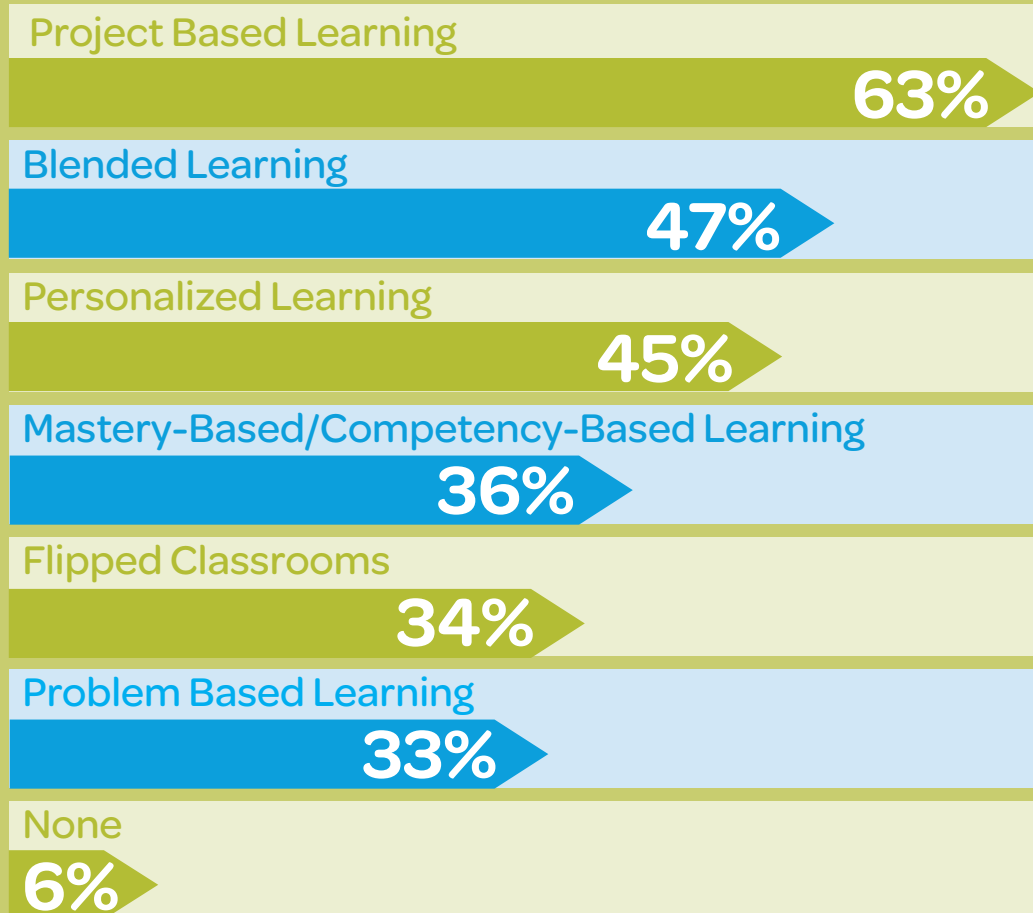


How to Market to New Teaching and Learning Trends

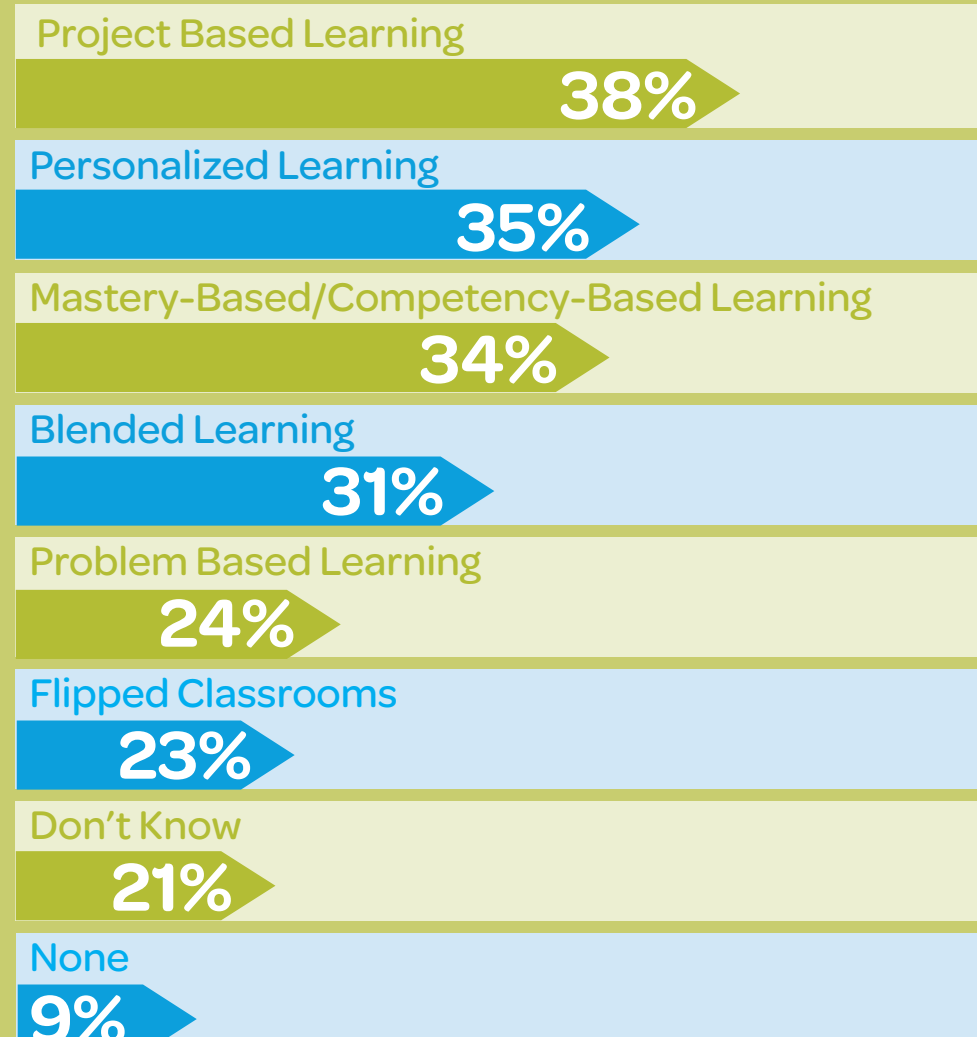


Educators are embracing new teaching and learning methodologies to support students, and they want vendors' help with implementation. Learn how to make yourself an invaluable part of the process with a strategic marketing and sales approach.

Methodologies Already Implemented



Methodologies Considering Implementing in 1 – 3 Years



MAKE YOURSELF INVALUABLE

Start marketing now.

A majority of methodologies are young: in the planning stage or 1 – 3 years old.

Not every school in districts are done with implementation.

22% have implemented flipped classrooms (lowest average implementation rate reported)

65% have implemented master-based/competency-based learning (highest average implementation rate reported)

Know which methodologies are in place before reaching out.

Do you expect vendors to be informed about initiatives in place?



Engage with educators early about products and services.

At what point in the decision-making process do you want to hear from vendors?



Beginning



Middle



After Implementation

Market to districts *and* schools when selling implementation solutions. Both play a role in adoption.



say schools are involved



say districts are involved

Provide support around implementation.



71%

want you to be a source of information about new methodologies and how to implement them



72%

want efficacy results



84%

want help with implementation



84%

want ongoing training and professional development

Deliver information on multiple channels. Educators don't rely on one single source.

Sources of Information About Teaching Methodologies



Sources of Information About Implementation Solutions



Get EdIntel.

EdIntel from Agile provides a powerful indication of the products and methodologies a district has **implemented** or is **interested** in for the future. Use this information to build compelling marketing campaigns and sales presentations. [Learn more.](#)

Visit www.agile-ed.com, or call 866.783.0241.

Source: February 2018 survey of school administrators

