

AdWords for Educators

Make an Offer

Give educators an incentive to click. Agile data reveals that 96% of teachers are more likely to purchase from companies that give teacher discounts online for classroom materials.

Headlines = Subject Lines

The same factors that entice educators to open emails will entice them to click ads: Address a specific need or issue; make a special offer; promise information or advice of interest to them.

Include Keywords

Insert keywords educators will use during search. Try to include these 2-3 times throughout the ad headlines and description.

Free AdWords Writing Guide | Write Ads that Engage Teachers

Ad www.agile-ed.com/adwords-guide

Write AdWords that grab teachers' attention and drive conversion. Get the guide.

Be Direct About Benefits

Inspire action by using strong action verbs throughout the ad and explain how educators benefit by clicking.

Proof Before It Posts

CAPS LOCK. Spacing. Spelling and punctuation! Errors like these can affect your ad performance and crush your credibility.

Clear Path

Write the URL path to give educators a better idea of where you're taking them.

Strong CTA

Include a call to action (CTA) that tells educators exactly what you want them to do. Link them to a landing page with gated content that delivers exactly what you promise to deliver.

Character Counts

Headline 1: 30 characters

Headline 2: 30 characters

Description: 80 characters

Sell to the Ed Cycle

Focus less on self-promotion and more on serving educator needs. Deliver information educators are searching for at specific phases of the education cycle, such as key benefits, cost, evidence of success, features, implementation details, and examples of use in other schools and districts.