



AGILE EDUCATION MARKETING

Industry Perspective Session

October 25, 2023

AGENDA

Agenda 1



Know Your Districts - Starting with a Solid Data Foundation

Agenda 2



Convert Districts into Customers - Omni-Channel Strategy

Agenda 3



Client Success Stories



ABOUT AGILE

Strategic Data + Marketing Solutions for the Education Sector

**REAL-TIME UPDATED
EDUCATION DATA**



**DATA HYGIENE +
MANAGEMENT**



**INTEGRATIONS + ON-
DEMAND LIST BUILDING**

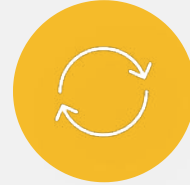


**DIGITAL MARKETING +
ADVERTISING**



KNOW YOUR DISTRICTS

HITTING A MOVING TARGET



20% K-12 turnover rate
year-over-year



31K new principals +
4,500 new
superintendents

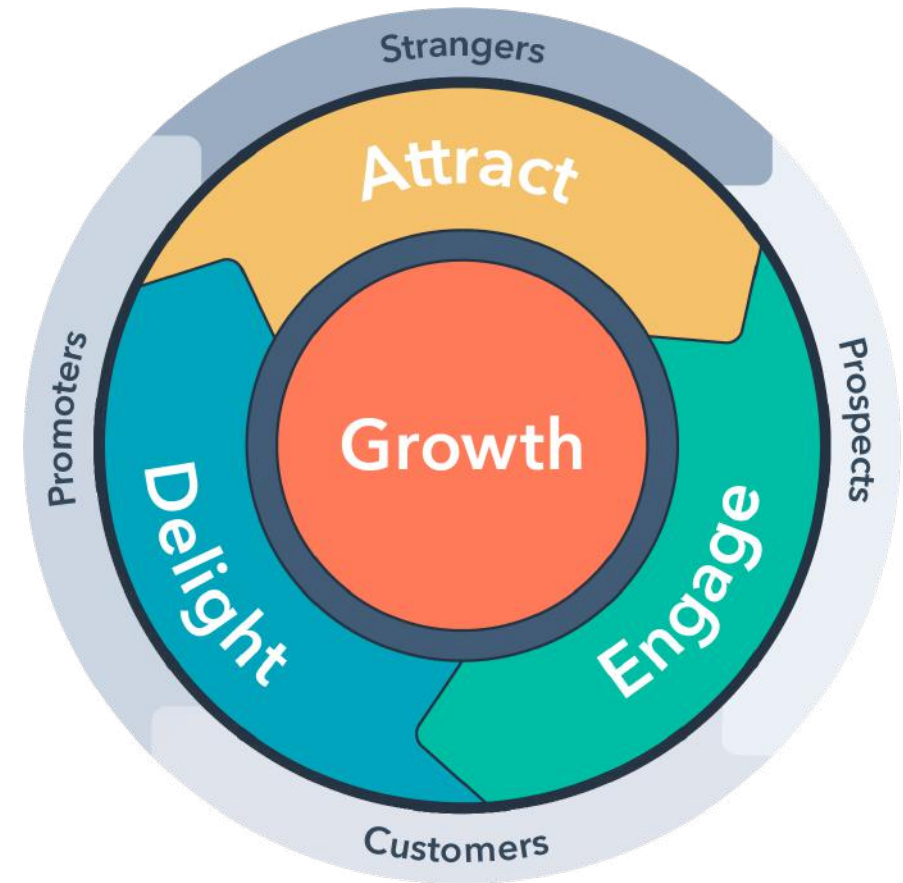


New superintendents
added **every week** in
last 18 months

REACH THE RIGHT AUDIENCE

Risks of Bad Data for Budget + Brand Authority

- Wasted marketing dollars + diminished reach
- Damage to brand reputation
- Poor deliverability or worse (email jail)



WITH THE RIGHT MESSAGE



Leader Priorities

Access the most current decision makers who are setting district + school priorities.



Current Needs

Engaging stakeholders at the start of the new school year is vital to keep pace with current challenges + needs.



Environmental Factors

Leverage the latest data on school/student performance, E-Rate, civil rights, and other market-driving factors to align messaging.



Funding + Purchasing Cycle

Prioritize prospects and develop territory plans based on where funding is available and synced with school purchasing cycle.

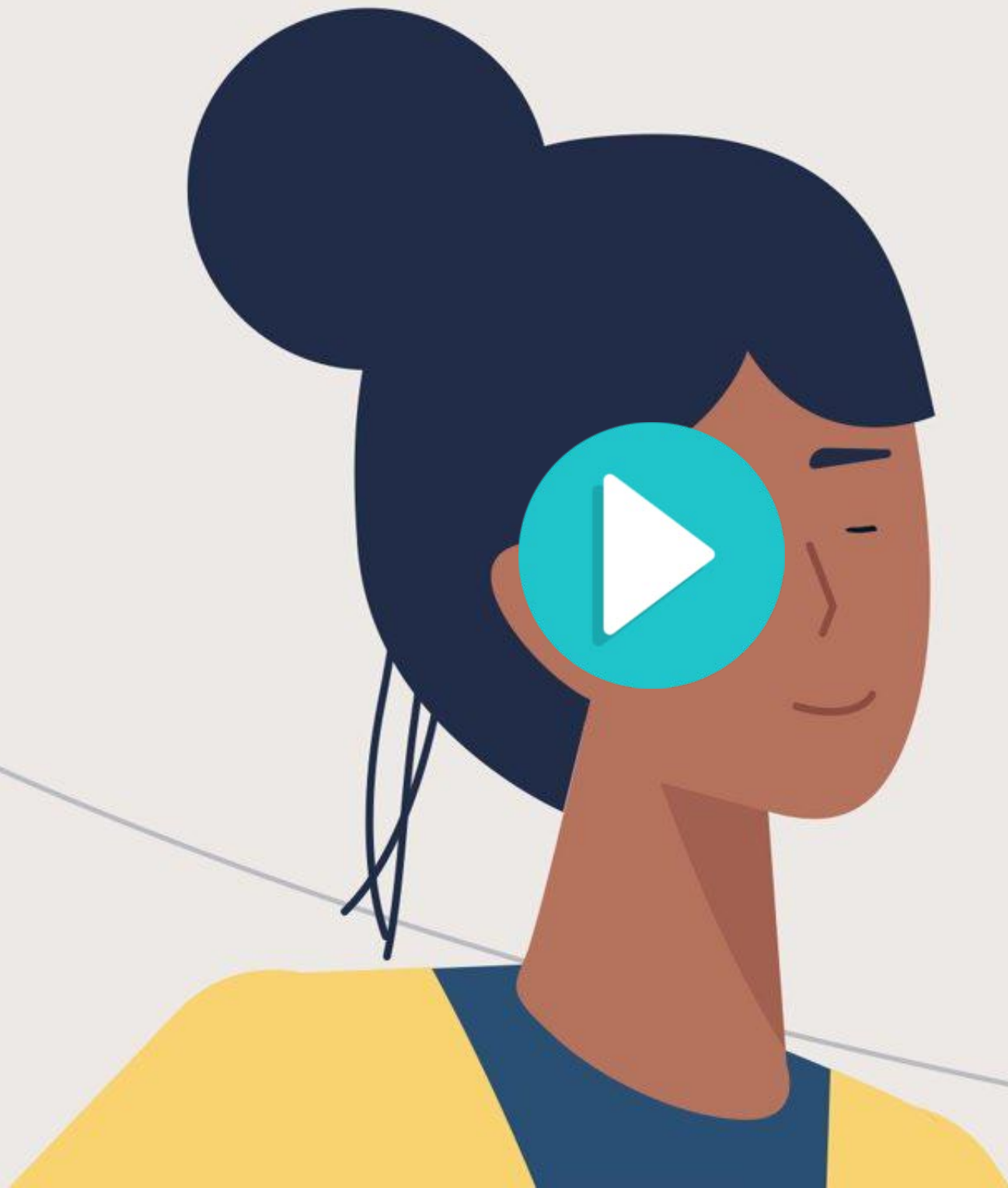
2023

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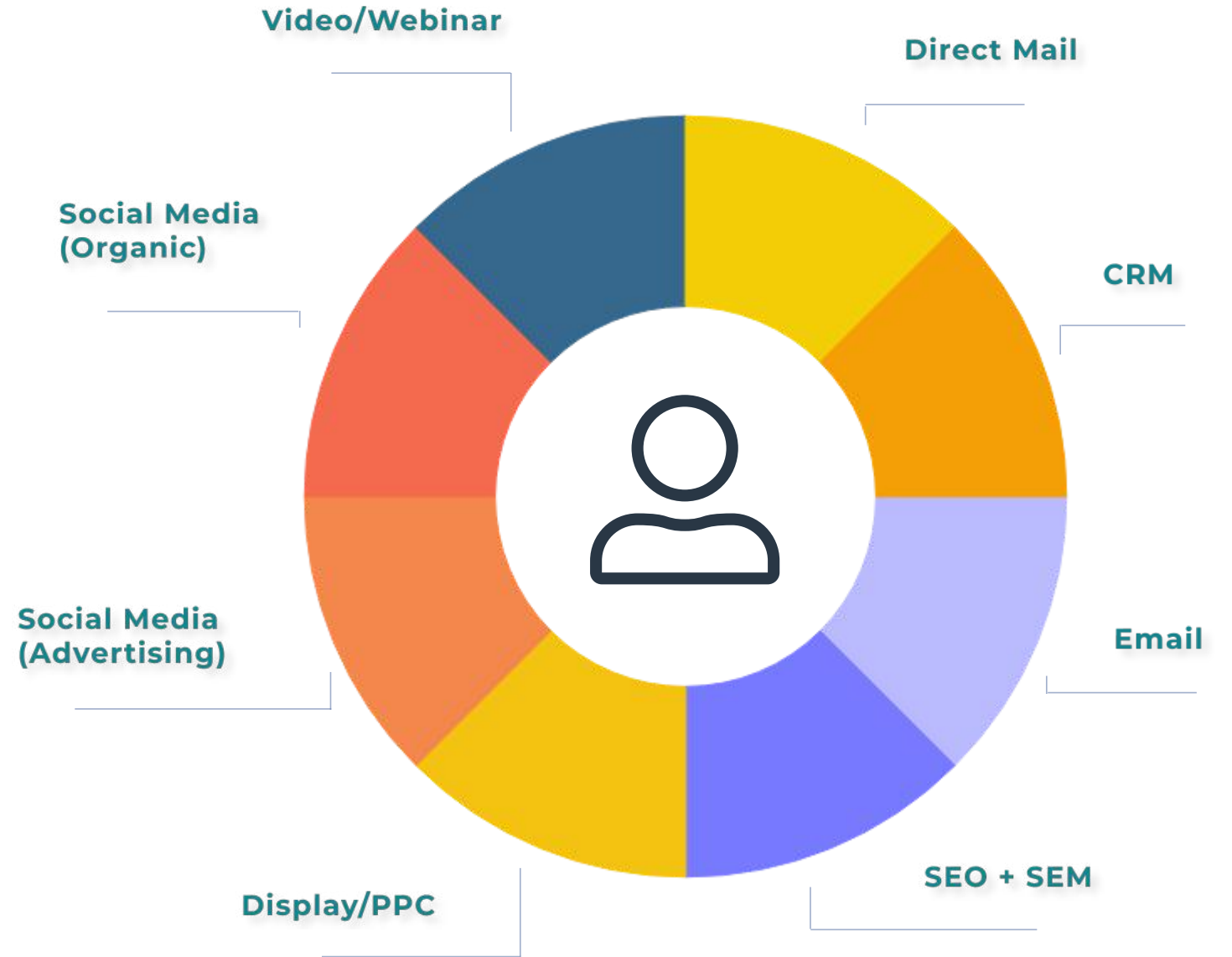
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OMNI- CHANNEL STRATEGY



PUTS
CUSTOMER
AT THE
CENTER



SEGMENTATION + TARGETING

Personalize + Optimize

- Tailor messaging to different audience segments based on their unique needs.
- Actively monitor campaign performance to gauge audience engagement preferences and optimize outreach strategy.
- Efficiently manage ad spend and maximize ROI with weekly audience updates.





SUCCESS STORIES

PROFESSIONAL DEVELOPMENT

✓ GOAL

- Registration for in-person events
 - 3 in-person + 1 virtual

✓ APPROACH

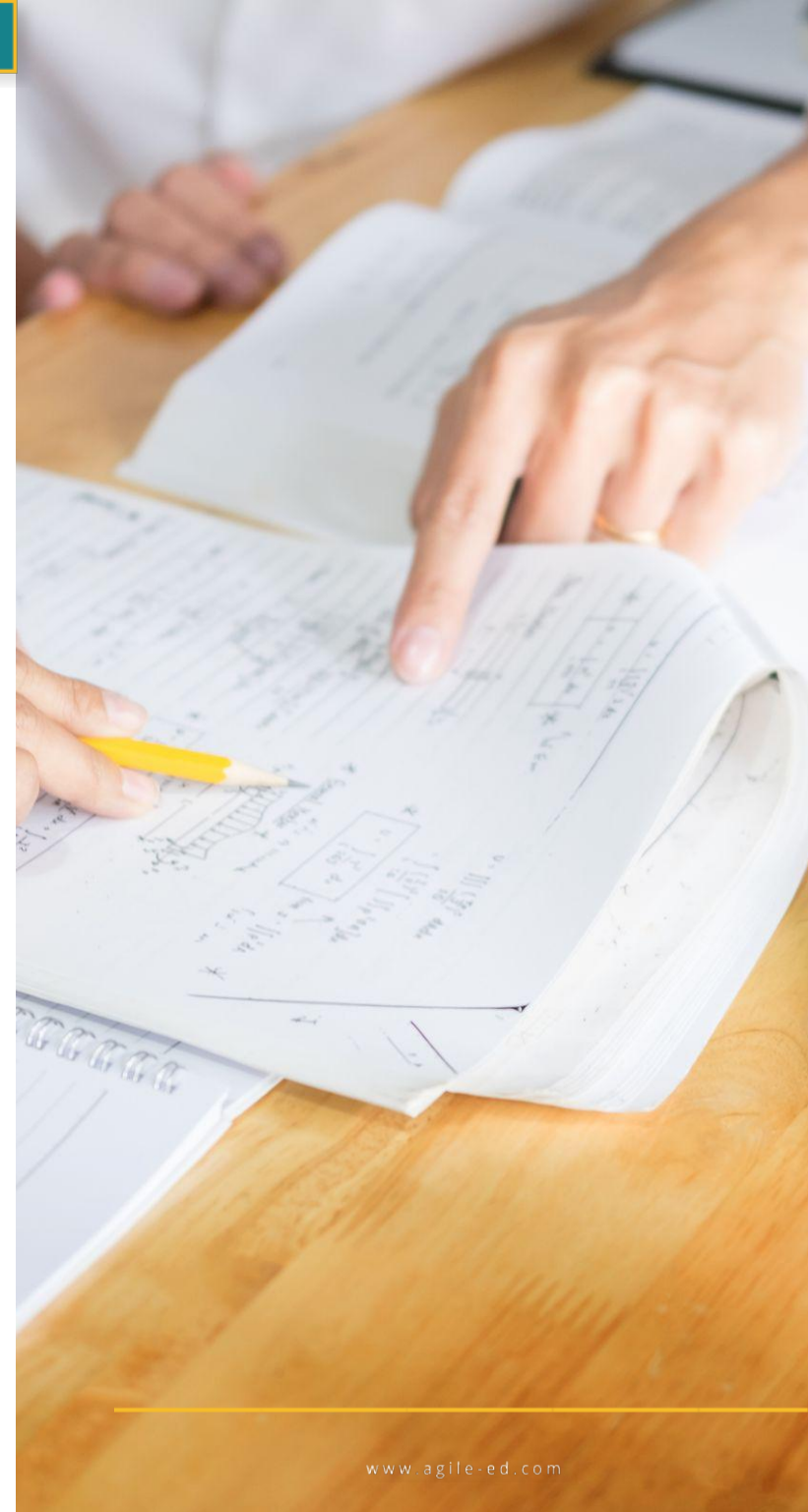
- Custom audiences built from Agile's educator database and creative tailored for each audience segment

✓ OUTCOME

- Optimized campaign creative for each ad set in real time, based on performance analytics of highest engaging assets, resulting in **50%** increase in **Click Through Rate (CTR)**.



TUTORING SERVICES



✓ GOAL

- Increase product affinity with educators in VA schools, ahead of district adoption using newly-announced state funding, with free platform access offer

✓ OUTCOME

- Sustained platform sign-up spike since campaign launch
- Campaigns continue to generate a **Click Through Rate (CTR) 3X education industry average** across all channels, with display campaigns seeing consistent engagement rates **1000%** over industry average.

✓ APPROACH

- Custom audiences built from Agile's educator database and creative tailored for each audience segment
- Omni-channel deployment utilizing social, digital + email
- Tactical retargeting + remarketing

INSURANCE PROVIDER

✓ GOAL

- Increase brand awareness + lead gen with educators

✓ APPROACH

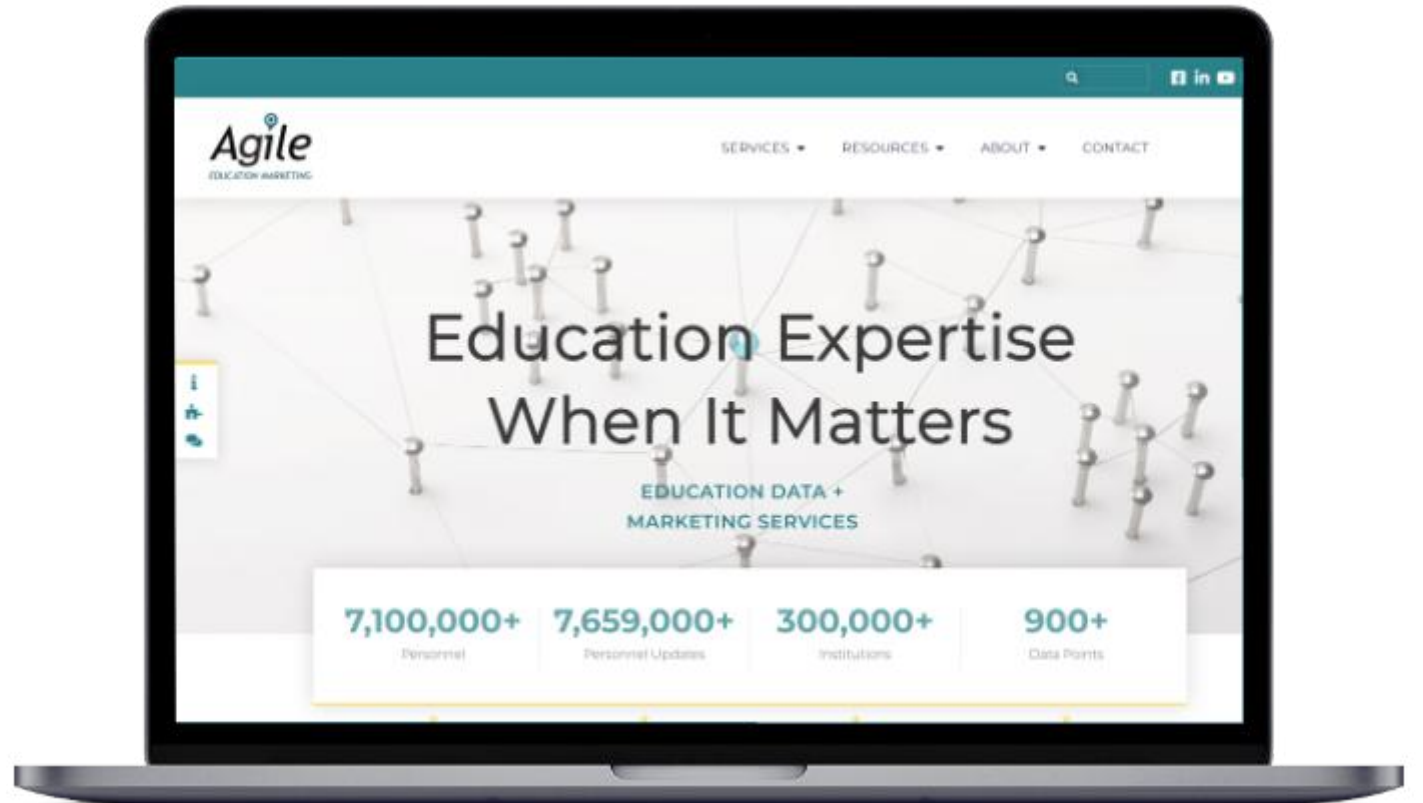
- Custom audiences built from Agile's educator database
- Retargeted audience segments identified via engagement with landing pages, ads + email
- Omni-channel deployment utilizing social, digital + email

✓ OUTCOME

- Initial campaign success led client to expand audience to incorporate additional school personnel records.
- Since partnering with Agile, client's lead volume and conversions are its highest in the past 5 years, with 2023 being the **highest-converting year in company history**.

BEST PRACTICES

- Commit to consistency over a timeframe of at least several months—one-and-done, one-off campaigns won't yield much value.
- Actively manage campaigns, utilizing performance analytics to adapt + optimize.
- Look to analytics data to improve more than just content or creative. For example, retargeting based on indicators of specific platforms audiences are most likely to engage.



ENGAGEMENT TACTICS

Campaigns that incorporate incentives see significant increases in engagement + conversion rates.

Trial Access

Increase exposure to your product/service by offering trial access to prospects in digital marketing outreach.

Incentives

Agile's insurance client leverages giveaways in their campaign outreach to incentivize engagement.

General

- Season passes
- Bluetooth wireless headphones

Educator-Specific

- Teacher-only savings
- Educator-exclusive deductibles + bundled discounts

MEET THE TEAM

at this year's Market Brief Summit



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