



DATA-DRIVEN STRATEGY

Part I:

Engaging School Decision Makers in a Post-ESSER Environment

Mike LeClare, Director of Database
Compilation + Quality

Verlan Stephens, Managing Partner



AGENDA

Agenda 1



Know Your Districts

Agenda 2



Visualizing the Landscape

Agenda 3



Leveraging Trend Data to Craft Winning Sales Strategy





Know Your Districts

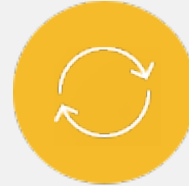


Visualizing the Landscape

- ➔ Increased personnel churn + year-round turnover
- ➔ Higher frequency of off-cycle superintendent changes
- ➔ Purchase decision criteria
- ➔ Directives set by district Strategic Plans



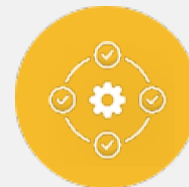
HITTING A MOVING TARGET



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



31K new principals +
4,500 new
superintendents



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

Data-Informed Strategy

- ➔ Leverage most current trend data to personalize messaging that engages decision makers
- ➔ Utilize responsive omni-channel approach for optimized engagement + conversion
- ➔ Demonstrate domain expertise + understanding of customer pain points





Coming Up Next

STRATEGIC DATA PART 2:

*Sending the Right Message with
Precision Marketing*

