

Data-Driven Digital Marketing Trends in Education

Behavior and Benchmarks Guide

2023



A Dun & Bradstreet Division

Data-Driven Digital Marketing Trends in Education: Behavior and Benchmarks Guide

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FOREWORD

Education marketers who need to reach, interest, and persuade educators have come to rely on digital channels for outreach. They are not alone, and as a result, competition for attention in digital channels continues to increase. **Insights and performance analysis** can help marketers refine their targeting, campaign design, and media mix to break through the noise and connect with educators.

MDR is here to help. For the 2023 *Data-Driven Digital Marketing Trends in Education: Behavior and Benchmarks Guide*, MDR analyzed more than 3,900 email campaigns deploying over 93 million delivered emails, Facebook campaigns generating 12.7 million impressions, and display advertising campaigns resulting in 5.1 million impressions that ran over the course of 2022.

We're MDR, and since 1969 we've been helping brands and nonprofits connect with educators. Here's what we've learned:

- Educators (meaning teachers, principals, administrators, professors, deans, etc.) are a distinct and plentiful audience.
- Educators tend to share demographic characteristics with highly desirable consumers: they are well educated, married, have children, are homeowners, and are financially stable.
- We have exclusive insights into how educators use technology and respond to digital media.

We Know Educators

There are over **7 million educators in the United States** and we're on a first-name basis with almost all of them. After decades of studying and engaging with educators, we have exclusive insights into how educators use technology and respond to digital media.

Education marketers, consumer brands, and nonprofit causes come to MDR to connect with educators in every aspect of their lives:

As Professionals – From district supervisors to teachers, all educators are involved in purchasing and can be targeted by role, grade, subject, or firmographics.

As Influencers – Trusted in their communities, educators offer brands and causes a unique opportunity to reach a wide audience with a targeted message.

As Consumers – 74.3% of teachers are women,¹ and women account for 85% of all consumer purchases.² Consumer brands can find a responsive audience among educators.



7.6 million
Educator
Contacts

5.7 million
Email
Addresses

Educators Are Digital Natives

Today's students in Generations Z and Alpha have grown up as digital natives. If not already digital natives themselves, educators were quickly embracing the digital world in the classroom, professionally, and at home. Then the pandemic happened.

As schooling moved online, it accelerated the adoption of digital tools and made technology an important part of school life—from curriculum to communication to classroom management. Post-pandemic, we expect educator reliance on digital to only increase for these functions and more:

- School year planning
- Sourcing remote learning resources and materials
- Connecting with peers to share ideas
- Brushing up on technical skills

That's why digital channels will continue to offer education marketers outstanding opportunities for educator outreach into the foreseeable future.

What We Studied

MDR deploys email, Facebook, and display ad campaigns for and with our clients, which gives us unique insights into educators' digital habits. Remember, MDR deploys prospecting emails, so the findings in this report should not be compared with emails sent to opt-in lists.

How This Report Is Structured

To give you the full benefit of our examination of digital campaigns, each section contains:

Channel Insights – Our top-line learnings about each channel's performance and value to education marketers.

Campaign Benchmarking – An explanation of the metrics measured and, where available, benchmarking results to help you gauge your own performance.

Channel Performance – Charts, tables, stand-out results, and conclusions from the campaigns studied.

Finally, we end each section with Best Practices gleaned from our extensive experience implementing campaigns for clients.



EMAIL MARKETING

CHANNEL INSIGHTS

Email Marketing Insights

Email continues to offer education marketers a direct and **cost-effective method of one-to-one communication** with customers and prospects with a healthy return on investment.

The original digital channel, email continues to evolve and recent trends in email marketing demonstrate the channel's value to education marketers. The WeAreTeachers team has found these techniques to be successful with teachers:

- **Adding video and polls to your emails to increase CTRs**
Interactive elements like a scratch-off coupon, quizzes, polls, embedded videos, slideshows, rollover images, or even infographics engage email audiences in new and exciting ways.
- **Taking a conversational tone in emails**
Personalizing subject lines and/or opening sentences is a start, but take it a step further by asking questions like "What grade do you teach?" to encourage feedback and let educators see the people behind the brand.
- **Building your opt-in email list**
Add an email signup opportunity on every page of your website. If possible, link it to a discount, giveaway, free download, or something else that makes your customers want to sign up.

Leads to the Next Step

The ultimate goal of clicks and conversions is to generate qualified sales leads. High-value data about prospects is what marketing and sales teams need to progress a lead down the funnel. MDR Leads include important data fields, such as school name, job title, and mailing address, for the individuals who have shown interest in your message.

For example, school name can be tied to firmographics like enrollment, grade span, or funding levels to ensure nurture messaging is relevant. Job title tells you what role that prospect plays in purchase decisions so you can provide pertinent information to earn their support.

Armed with these specifics about the prospect, marketing and sales can tailor the prospect's journey from awareness to interest, action, and loyalty.



23,755
emails average
DELIVERED
per campaign

EMAIL CAMPAIGN BENCHMARKING

To help you benchmark the performance of your email campaigns to educators, we analyzed prospecting email campaigns and offer our **averages over 3,900 campaigns**.

NOTE: These findings should not be compared with emails sent to opt-in lists.

Benchmarking Deliverability

Deliverability measures whether your email lands in the inbox, spam folder, or another folder.

Deliverability depends on smart implementation:

- A high volume of the same email to the same domain indicates emails are likely promotional. Warming up an email account by sending emails in small batches teaches an ISP to trust the sender, allowing for an increase to peak volume.
- Avoid mistakes that can land an email in a spam folder, like broken links, missing email headers, or excluding options to unsubscribe.
- IP reputation plays a major role in email deliverability. Third-party scoring tools like SenderScore.org or Google Postmaster Tools can help senders understand how mailbox providers might sort messages.

Many clients prefer to have MDR handle email deployment because our carefully cultivated sender reputation has earned us an average email delivery rate of 93%, well above the posted industry averages.

Benchmarking Open Rates

- **Open Rate** is the relationship of Total Opens and Delivered Emails for campaigns (excluding trigger and responder sends).
- **Unique Open Rate** is the relationship between Unique Opens and Delivered Emails.
- MDR deployment earns an **average 4.63%** Unique Open Rate per campaign.

MDR's Open Rate performance reflects:

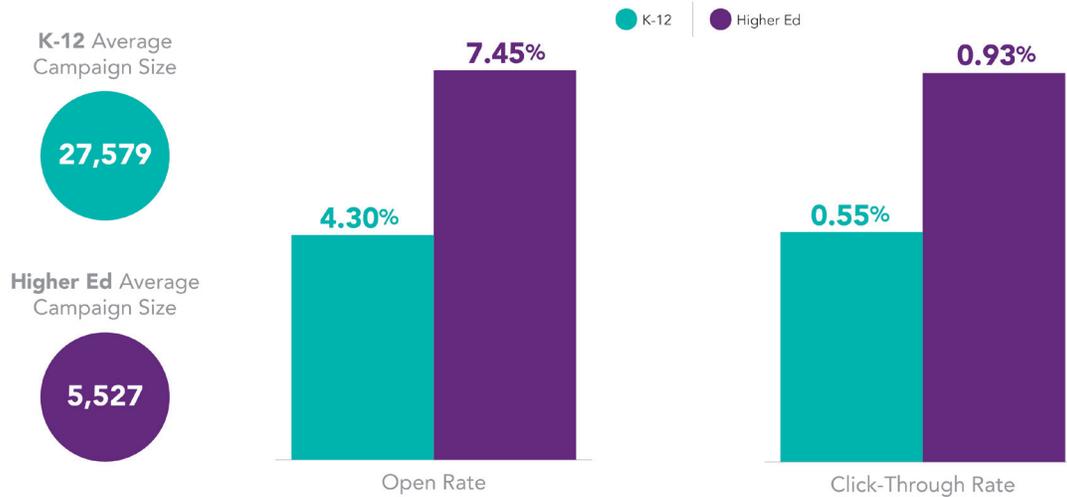
- Consistent use of best practices in targeting, email and campaign design, and implementation.
- MDR's excellent sender reputation results in 93% deliverability.

Email Performance by Audience Type

There are distinct differences in the emailing environments between K-12 and higher education and those differences are reflected in campaign performance.

This variance is likely due to the higher education audience being targeted less frequently in campaigns by our customers. In addition, this audience is more segmented, so they are less likely to be included in broad campaigns. Here is why.

While it is very common for companies to send the same email promotion to all teachers in K-6, a kindergarten teacher has different needs than a fifth-grade teacher, and a lack of message relevance will translate to lower open and click-through rates. Because higher education promotions tend to focus more specifically by department (History, Literature, Mathematics), campaign sizes are naturally smaller, improving deliverability and message relevance, resulting in higher open and click-through rates.



Trigger Metrics

Emails have a role to play all along the nurture funnel. The prospect’s behavior can provide opportunities for ongoing contact and those emails can be automated in a low effort, high reward strategy for marketers.

Trigger emails, which are sent when a prospect takes a particular action like leaving your site after a product search, are effective because they align with the prospect’s thinking in the moment, resulting in instantaneous personalized outreach. MDR offers and measures performance of two types of trigger campaigns:

Follow-up to Opens – These emails build brand recognition and/or capture more attention with an audience that has already opened the first email. The table below shows MDR clients received big gains in open and click-thru rates using these trigger emails.

Non-Responder Trigger – These campaigns can earn mailers an incremental lift to an existing campaign by giving non-responders a second look. The table below shows that MDR clients saw an additional 2.66% in opens with a higher click rate as a result of those trigger emails.

Trigger Type	Email Type	Open Rate	Click Rate
Open Trigger	Initial Email	3.25%	0.27%
	Trigger Email	62.30%	4.19%
1 Non-Responder Trigger	Initial Email	4.19%	0.80%
	Trigger Email	2.66%	1.21%

EMAIL CHANNEL PERFORMANCE

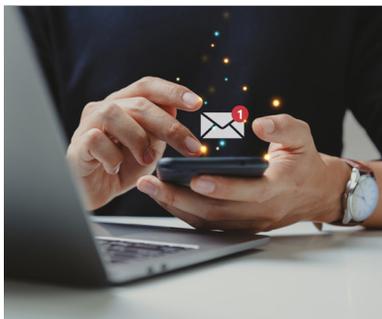
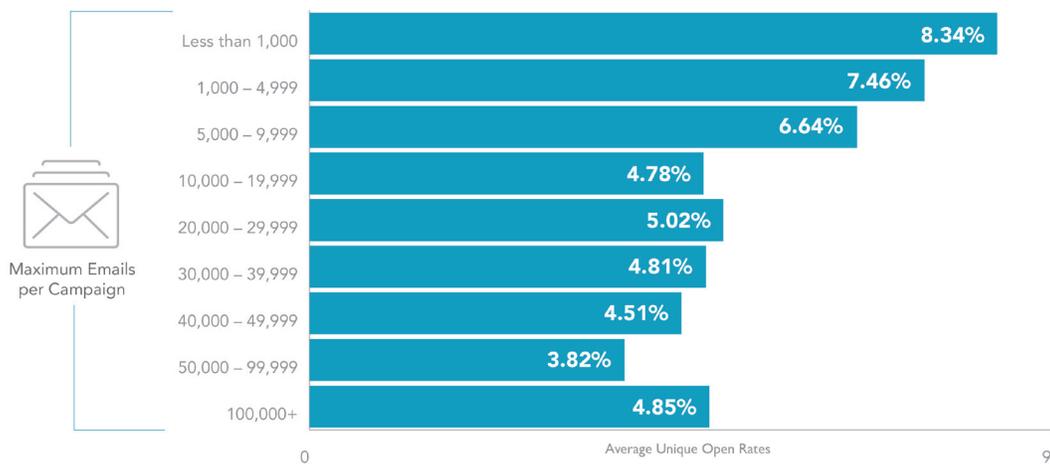
Campaign Size Matters

Keep Targeting Focused

It is undeniable that smaller campaigns have higher open and click-through rates.

In fact, every increase in campaign size shows a corresponding reduction in open and click-through rates. The conclusion is that the smaller the campaign size, the more targeted the audience and messaging, and the better the performance.

Performance: Unique Open Rates by Campaign Size



Go Small and Keep Campaigns Focused

Smaller campaigns have higher open rates. In fact, every increase in campaign size shows a corresponding reduction in open rates.

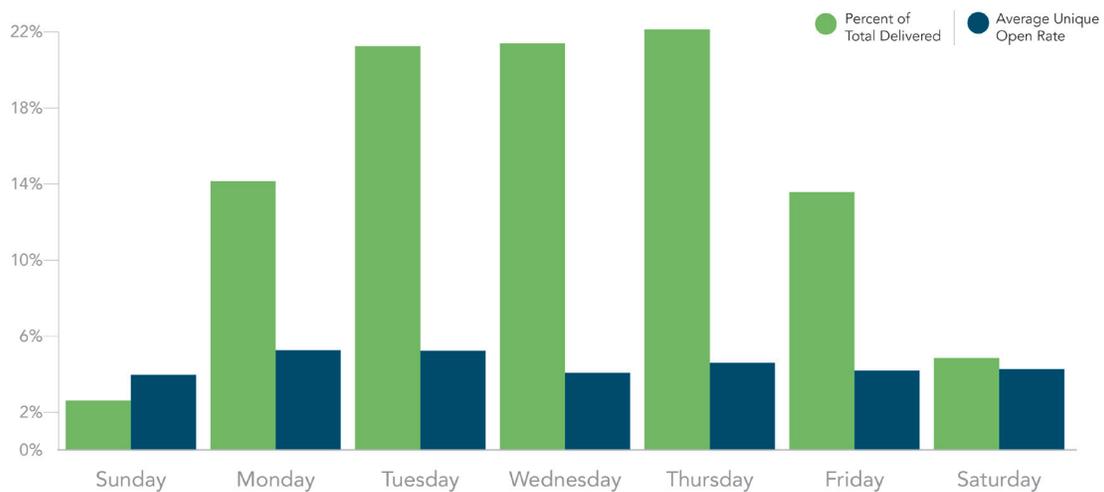
Timing Affects Performance

Avoid Email Traffic

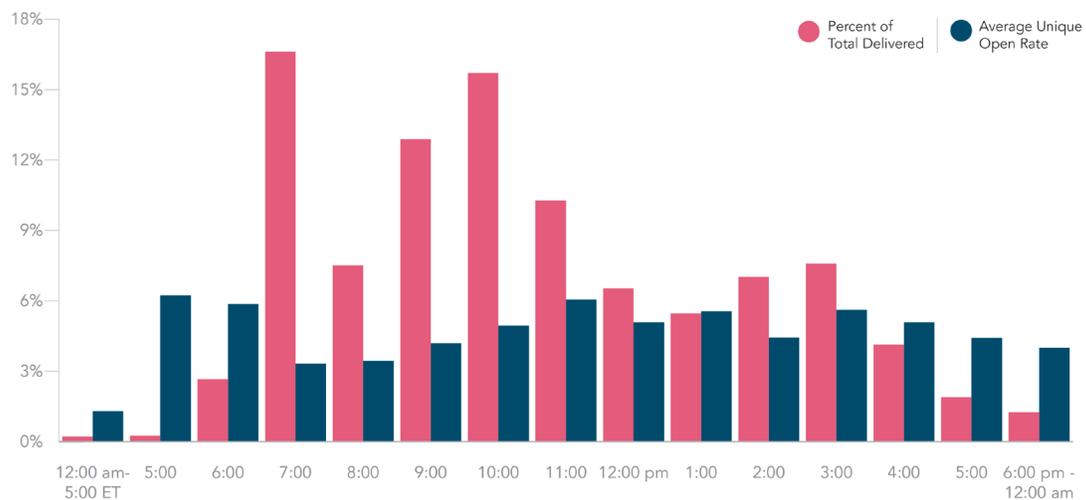
Off-peak deployment carries benefits in two ways. First, there is less competition for attention when the educator's inbox isn't filling up with other messages. Second, because teachers are also 'off-peak' and not in school, they have more time to read the emails they receive.

The performance improvement our mailers see during evenings, weekends, and summers shows this to be correct.

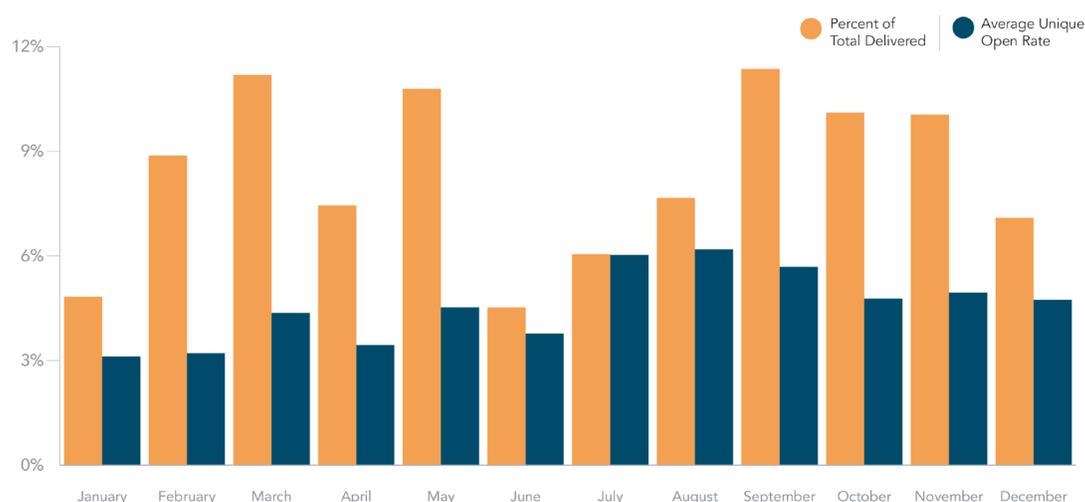
Performance: Unique Open Rates by Day of the Week



Timing Performance: Unique Open Rates by Time of Day



Timing Performance: Unique Open Rates by Month



Job Title Performance

Focus on Leadership

Education marketers know that targeting emails by job title is crucial to delivering the right message to the right decision-makers and influencers. Among the hundreds of job titles emailed, these are the top 20 job titles that were the most represented, and their email performance.

In general, teachers have lower open and click rates than education leaders. The principal and assistant principal job titles stand out as they may represent opportunities for marketers.

Top 20 Job Titles Represented

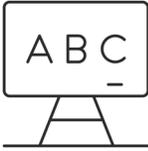
Job Title	Open Rate	Click Rate	Job Title	Open Rate	Click Rate
Principal	5.84%	0.82%	Math Teacher	4.40%	0.33%
Kindergarten Teacher	3.34%	0.31%	Director	6.48%	0.47%
Fifth Grade Teacher	3.01%	0.37%	Special Education Teacher	4.89%	0.46%
Fourth Grade Teacher	3.24%	0.44%	Pre-Kindergarten Teacher	3.53%	0.32%
Third Grade Teacher	3.65%	0.45%	President	7.09%	0.48%
Second Grade Teacher	3.43%	0.42%	Sixth Grade Teacher	3.01%	0.23%
First Grade Teacher	3.63%	0.45%	Elementary School Teacher	3.42%	0.22%
Assistant Principal	7.64%	1.32%	Social Studies Teacher	2.82%	0.32%
English/Language Arts Teacher	3.69%	0.38%	Physical Education Teacher	5.99%	3.42%
Science Teacher	3.02%	0.36%	Superintendent	3.80%	0.56%

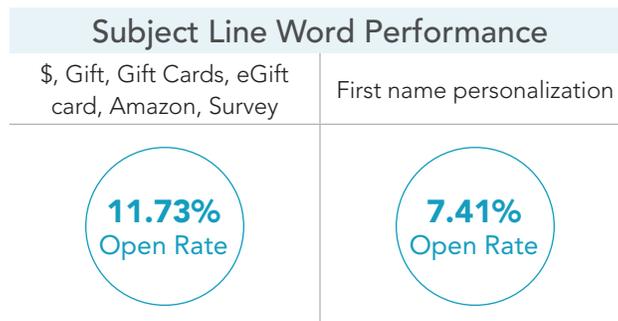
Subject Line Words

Write for Teachers, Not Filters

There used to be taboo words for email subject lines, but these days email filters block fewer trigger words. Email filtering has moved towards **systematic review of sender, engagement, and more.**

In our analysis of performance by subject line words, these categories of words stood out:

			
Action Verbs	Curriculum Terms	Personalized Content	Incentives and Savings
Don't, Don't Miss, Make, Get, Earn, Do	Guides, Courses, Textbooks, Literacy	You, Your, Your School	Gifts, Gift Cards, \$10, Save, Free
Urgency and the promise of a payoff for their action sparked opens	These terms in a subject line signal the reader will find useful information and resources inside	Teachers assume the message is relevant to them or their school	Marketers should not shy away from rewarding teachers for their time or attention; budget-conscious teachers always welcome savings and freebies, and survey completions should be rewarded with incentives



Top 20 Subject Line Words by Open Rate

Words	Open Rate	Words	Open Rate
Technology	15.05%	Survey	7.58%
Gift Card	12.77%	Soon	7.46%
Earn	12.21%	Catalog	7.36%
Gift	12.08%	Books	7.31%
Card	11.07%	About	7.30%
Our	10.36%	Support	7.26%
\$25	9.41%	School	7.24%
Chance	8.83%	Courses	7.11%
Engaging	8.58%	Course	6.99%
Essential	7.98%	Out	6.86%

EMAIL BEST PRACTICES

These overall best practices contributed to our clients' recent improvements in email campaign performance:

Segment Down to a Unique Audience	<ul style="list-style-type: none"> ✓ Make campaign goals specific, realistic, and measurable ✓ Segment to fewer than 50,000 emails ✓ Tell them how YOUR product or service solves THEIR specific problem
Personalize to Stand Out in the Inbox	<ul style="list-style-type: none"> ✓ Personalize To and From fields to get opens ✓ Insert dynamic content to show message relevance (for example, use the recipient's first name, company name, job title, or location)
Make Every Word Count	<ul style="list-style-type: none"> ✓ Very specific subject lines trend to higher performance ✓ Put your value statement up front ✓ Talk THEIR benefit in CTA text
Integrate Campaigns for Better Results	<ul style="list-style-type: none"> ✓ Use multiple channels for more impact ✓ Be where your audience is ✓ Keep brand, message, and design consistent ✓ Make each channel touch lead to the next ✓ Select the right channels for the job



FACEBOOK ADVERTISING

CHANNEL INSIGHTS

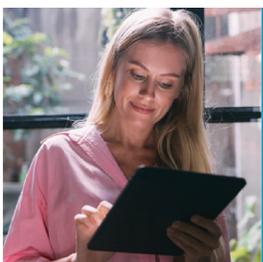
Facebook Advertising Insights

Facebook is still the world’s most popular social network with [2.96 billion monthly active users](#)³ worldwide.

- An average Facebook user clicks on [12 ads per month](#).⁴
- Facebook accounts for [71.64%](#)⁵ of all web traffic referral from social media.
- Facebook is the [most popular channel among educators](#).⁶

Facebook needs to be part of your marketing mix to reach and engage the education audience. WeAreTeachers recently [surveyed teachers](#)⁷ across the country to find out how they’re using social media. Despite headlines about the growth in Instagram and TikTok use, Facebook is still a social media powerhouse and essential for reaching teachers.

Facebook’s Popularity Among Teachers



82%

of teachers say Facebook is their **number-one channel**

65%

of teachers **belong to at least one** education-focused Facebook group

64%

of teachers say they visit Facebook **every single day**

Source: How Teachers Use Social Media, WeAreTeachers.com Survey, 2022

Both Facebook posts and paid ads have a place in education marketing, each with its own best application. Focus Facebook ad content on brand awareness, offers, and audience building.

		Strategy	Target Audience	Cost	Website Traffic
	Organic Social Marketing	Relationship Nurturing	Current Followers	Free, social marketing team time	Sustained traffic over time
	Paid Social Ads	Brand awareness, short-term offers, audience building	Prospective audiences targeted by demographics or interests	\$ Investment	A surge of visitors when ad posts

FACEBOOK CAMPAIGN BENCHMARKING

The following explanation will help you understand how to measure the performance of your Facebook ad campaigns.

All Clicks

Definition: The number of clicks on your ads.

How It's Calculated

The metric counts multiple types of clicks on your ad, including certain types of interactions with the ad container, links to other destinations, and links to expanded ad experiences. It can include:

- Link clicks
- Clicks to the associated business Page profile or profile picture
- Post reactions (such as likes or loves)
- Comments or shares
- Clicks to expand media (such as photos) to full screen
- Clicks to take actions identified as your campaign objective (such as liking your Page for a Page engagement campaign)

Link Clicks

Definition: The number of clicks on links within the ad that led to advertiser-specified destinations, on or off Meta technologies.

How It's Used

Link clicks are one way to measure the interest that your ad generates among your audience. Digital advertisers have often considered click-through rate as a measure of success for an online advertising campaign. To better understand what happens after someone clicks on your ad, you can compare link clicks to other metrics. For example, you can compare link clicks to landing page views to see how often people who clicked on your ad reached your landing page.

How It's Calculated

This metric counts clicks on links in an ad's text, media or call-to-action that link to destinations or experiences specified by the advertiser. This metric excludes clicks on content or links in the comments section of a post.

An ad may have multiple destinations specified by the advertiser. An ad's headline may link to one destination, while the call-to-action may link to another. These destinations may be on or off Meta. For example, destinations can include:

✓ Websites	✓ App stores or app deep links	✓ Click to call
✓ Click to message	✓ Maps/directions	✓ Shops
✓ Lead forms	✓ Marketplace	✓ Link clicks to Instagram profiles for ads promoting Instagram profile views
✓ Playable experiences	✓ Videos that launch the Watch & Browse experience	✓ Videos hosted by another website (including videos embedded in Feed ads but hosted on a video platform such as YouTube or Vimeo)

All Click-Through Rate (CTR)

Definition: The percentage of times people saw your ad and performed a click (all).

How It's Calculated

The metric is calculated as all clicks divided by impressions.

Link Click-Through Rate

Definition: The percentage of times people saw your ad and performed a link click.

How It's Used

Link CTR indicates how many link clicks you've received on your ad compared to how many impressions your ad received. It is a common metric used by online advertisers to understand how ads drive traffic to websites and other destinations.

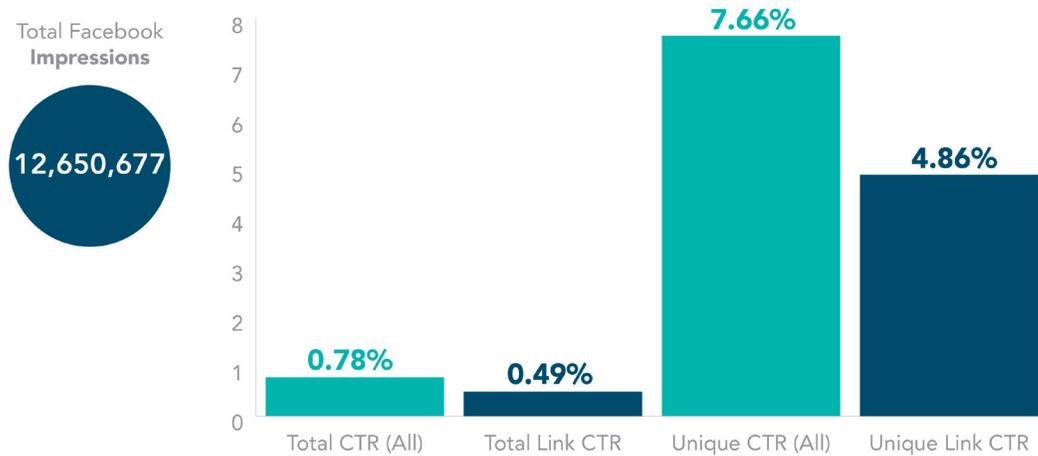
How It's Calculated

The metric is calculated as link clicks divided by impressions.

Benchmarking Performance

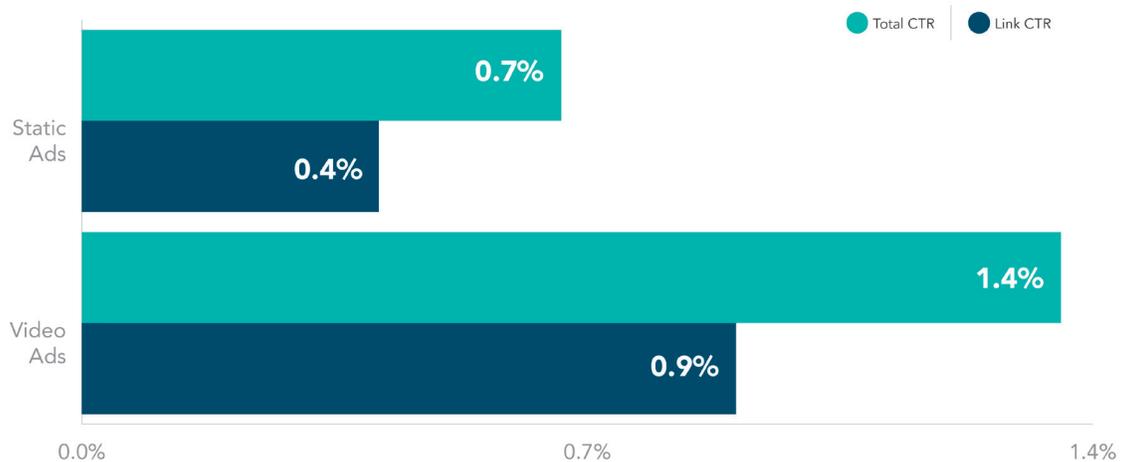
Facebook's CTR benchmark for the [Education sector](#) is 0.73%.⁸ To help you benchmark the performance of your Facebook advertising to educators, we offer our averages from an analysis of MDR-managed ad campaigns.

MDR's Facebook advertising audiences are composed of verified educators based on the hundreds of data elements in the MDR Educator Data Cloud vs. Facebook's targeting criteria.



Static Ads Versus Video

As the table shows, adding video or animated GIFs to Facebook Ads improved both the Total and Unique CTR.



However, not everyone that views a video or animation will watch it through to the end. Some of the messaging may be lost on those that drop off if the core message is not presented in the first few seconds. Therefore, keep in mind that a video ad may not be the best route to get a more complex message across.

FACEBOOK CHANNEL PERFORMANCE

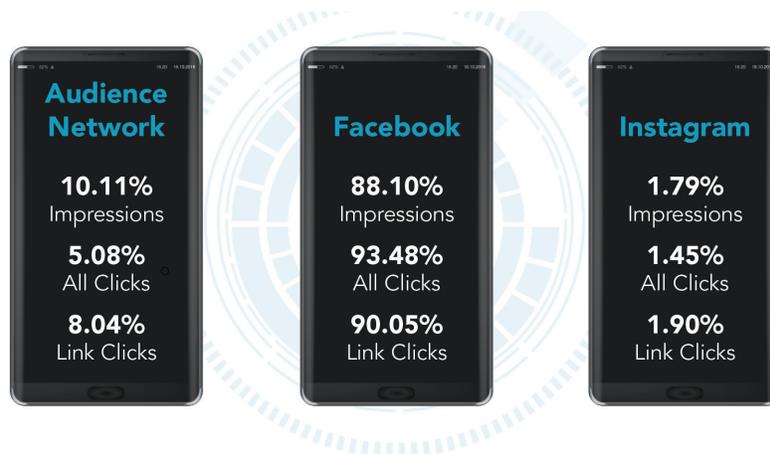
Facebook Ad Placement Options

Balance Visibility and Price

Facebook advertising is effective at getting clicks from the right people, at their preferred time. Facebook allows you to decide where your ads will be shown across Facebook's platforms, which include Facebook itself, Instagram, Messenger, and Audience Network.

While Facebook offers a variety of placement options, **engagement remains high** for traditional newsfeed and right column ads. However, because of the high saturation of ads on Facebook newsfeeds, they are a highly competitive ad type. Also, right column ads only display on desktop devices. See that topic below for our recommendation.

Audience network ad placements cost a lot less than other placements and due to the mobile format, can **stand out a bit more** than those in the newsfeed.

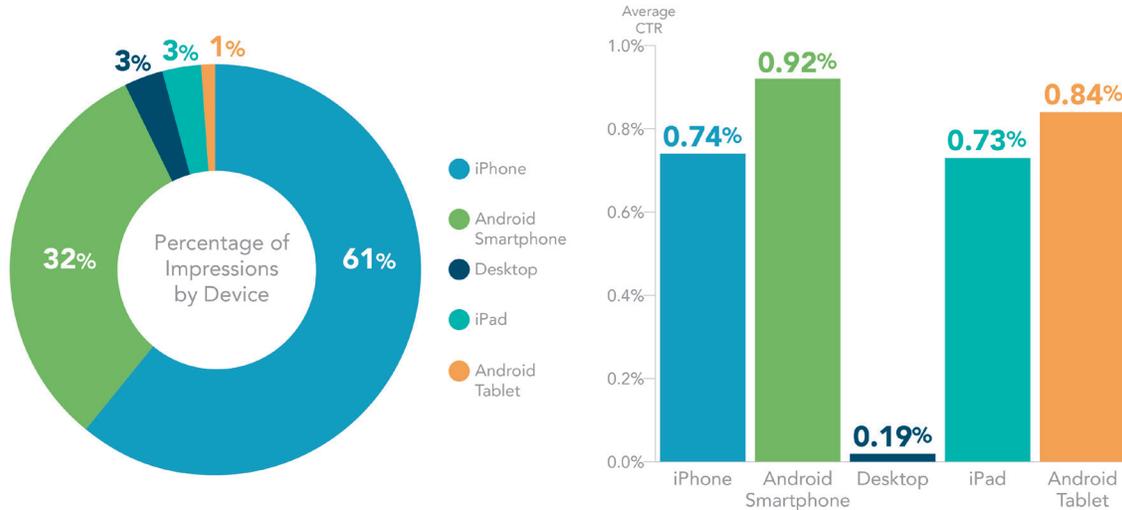


Facebook Ads Performance: Placement

Placement	Impressions	Total Clicks	Link Clicks
Feed	55.64%	64.36%	50.05%
Native, banner & interstitial	10.10%	5.06%	8.01%
Feed: video feeds	9.80%	12.69%	14.88%
Ads on Facebook Reels	6.76%	1.05%	1.65%
In-stream video	4.93%	9.96%	15.58%
Facebook Stories	3.05%	3.19%	4.72%
Marketplace	2.70%	0.91%	1.32%
Instant article	2.65%	1.18%	1.80%
Right column	2.21%	0.12%	0.19%
Instagram Stories	1.35%	0.97%	1.34%
Search results	0.60%	0.36%	0.30%
Facebook Reels	0.11%	0.05%	0.06%
Instagram Reels	0.05%	0.06%	0.07%

Device Summary

In selecting ad placement on Facebook, keep in mind that most users will be viewing Facebook on a phone, as this table shows. That will impact page layout and the visibility of your ads; for instance, Facebook Right Column ads are a desktop-only format.



FACEBOOK ADVERTISING BEST PRACTICES

Through our WeAreTeachers channels, we've learned there are specific themes, tactics, and strategies that make social content successful with educator audiences. Here are some of our insights:

Be Where They Are	✓ Using your email subject line as the headline of a Facebook Ad allows for the end user to be familiar with the offer as they see it.
Be Responsive. Test and Retest.	✓ Facebook Ads provide extended reach and click opportunity to an anonymous audience, without the filter of an inbox.
Keep Your Focus	✓ Use MDR's Custom Audiences versus Facebook's targeting criteria to have the flexibility of managing your own advertising audiences and campaigns. Such advanced targeting allows you to appropriately size the campaign budget and impression goals based on a known audience size.
The Content That Moves Teachers	<ul style="list-style-type: none"> ✓ Show them that you know them—content should demonstrate a command of the issues they face in education or in their corner of the district or curriculum. ✓ Give them something they can use—classroom tools that are practical, relevant, visually appealing, and tailored to their needs. ✓ Timely or evergreen—content that is current and topical to what they are teaching, or that is evergreen and useful from one school year to the next.



DISPLAY ADS

DISPLAY ADVERTISING INSIGHTS

Educators spend a significant amount of time online for business and personal reasons. They source classroom materials, shop for supplies, connect with other educators, and participate in formal and informal professional development.

In their free time, they are consumers like anyone else, managing their busy lives by shopping, getting their news, and interacting in social spaces online. Therefore, display advertising is an effective ingredient in any campaign to capture educators' attention and purchases with the understanding of the best practices that make it effective.

- Digital ads can increase brand awareness by [80%](#).⁹
- Across all ad formats and placements, display ad CTR ranges from 0.05 – 0.1%.
- An online display ad needs to be visible on a webpage for 14 seconds, on average, in order for a consumer to gaze at it for one full second, according to [eye-tracking research](#).¹⁰

Consider multiple screen sizes and operating systems in use by your audience when designing display ad creative, as well as the landing page the creative is driving visitors to.

DISPLAY ADS BENCHMARKING

The following explanation will help you understand how to measure the performance of your display ad campaigns.

Impressions

Definition: The number of times your ads were on-screen.

How It's Used

Impressions is a common metric used by the online marketing industry. Impressions measure how often your ads were on-screen for your target audience.

How It's Calculated

An impression is counted as the number of times an instance of an ad is on-screen for the first time. (Example: If an ad is on-screen and someone scrolls down, and then scrolls back up to the same ad, that counts as one impression. If an ad is on-screen for someone two different times in a day, that counts as two impressions.)

With the exception of ads on Audience Network, impressions are counted the same way for ads that contain either images or video. This means that a video is not required to start playing for the impression to be counted.

In a few cases when it can't be determined whether ads are on-screen, such as on feature mobile phones, impressions are counted when ads are delivered to devices. Impressions aren't counted if they come from invalid traffic we detect such as from non-human sources (such as a bot).

Click-Through Rate (CTR)

Definition: The total number of clicks divided by the total impressions.

Ad Unit Size

Definition: The size of the ad in pixels.

CHANNEL PERFORMANCE

Display Ad Size Considerations

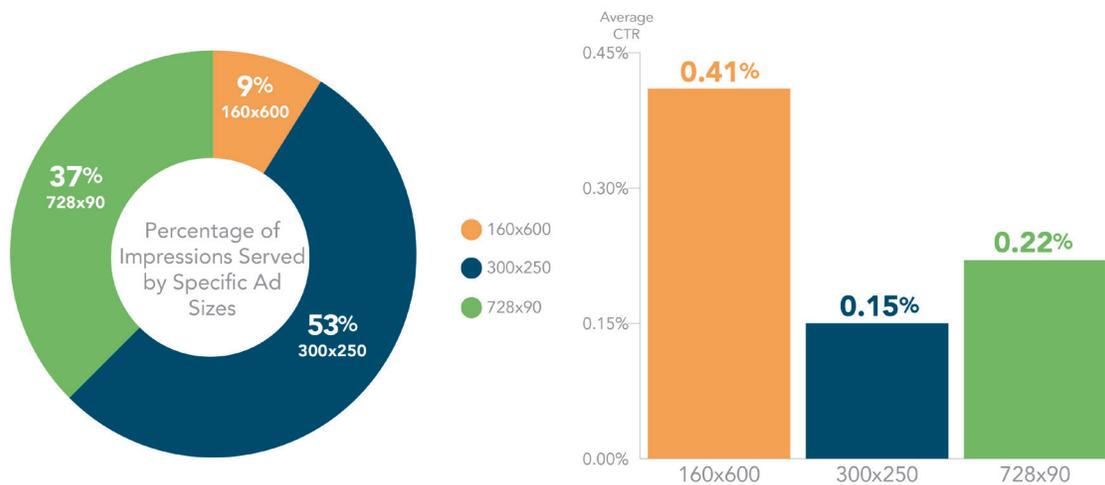
Follow the Inventory

The dominance of the 300x250 ad size in impressions served demonstrates the importance of mobile as a placement platform for ads targeting educators.

Let ad inventory availability guide you to under-utilized ad sizes that can deliver better performance.

Note: We have excluded the 180x150 ad size from our CTR calculations for 2022 as there were too few impressions to be statistically significant.

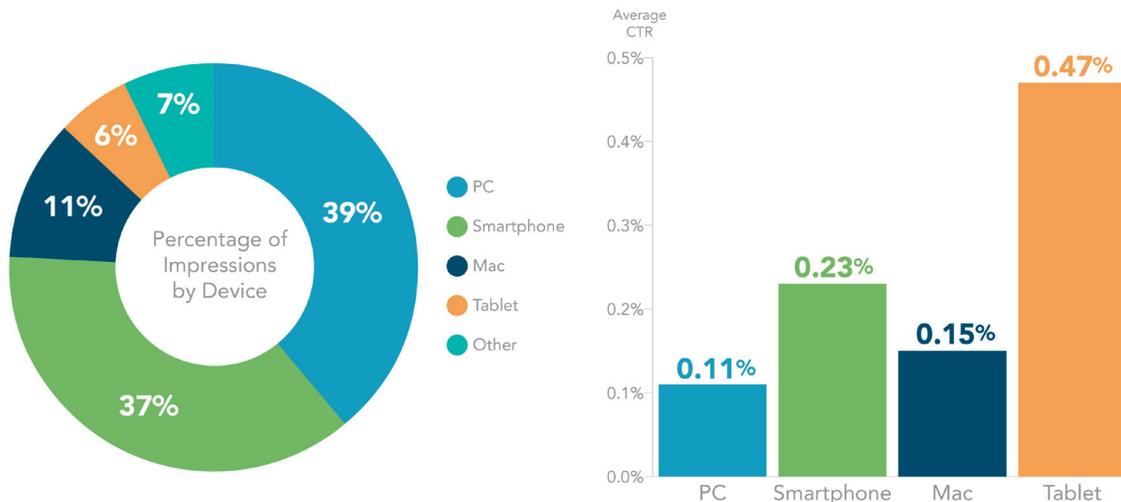
Display Ads Performance: Ad Sizes



Devices

Tablet Browsing Drives Engagement

While display ad impressions are most evenly split between phones and desktops, educators are most likely to click-through on ads while browsing on a tablet.



Mix Display Ad Size & Content

Don't Fade Into the Woodwork

"Ad blindness" can occur when an ad appears too frequently with the same creative in the same placement on a page. Instead, use multiple versions of the creative and alternate display ad sizes to make the ad seem new and stand out.

Display Ad Formats



Medium Rectangle

Available for: Text Ad, Display Ad, Mobile Text, and Display Ad

Performs well when embedded within text content or at the end of articles.



Leaderboard

Available for: Text Ad, Display Ad

Performs well if placed above the main content, and on forum sites.



Wide Skyscraper

Available for: Text Ad, Display Ad

Best if used along sidebars of webpages.

Display Ad Site Options

Reach Educators During Downtime

Teachers enjoy spending their off-duty online time on brain-teaser games, news sites, and entertainment sites.

Rather than relying exclusively on education-focused sites, audience-based advertising allows you to get your message in front of educators across their web activity, rather than trying to guess where they will be.

Top 20 Sites Serving Display Ads

News	Mail	Finance	Research	Gaming	Shopping
 yahoo.com cnn.com dailymail.co.uk foxnews.com	 mail.yahoo.com aol.com	 investing.com finance.yahoo.com	 factinate.com citationmachine.net signupgenius.com heraldweekly.com easybrain.com sparknotes.com inmobi.com	 coolmathgames.com blitz.gg chess.com quizlet.com	 ebay.com

DISPLAY AD BEST PRACTICES

These are the best practices that most contribute to client improvement in display ad campaign performance:

Align Ads with Marketing Goals and Customer Value	<ul style="list-style-type: none"> ✓ Campaigns with a defined goal and a clear consumer-facing message gain higher click-through and conversion rates. ✓ Keep ads focused on what your audience finds valuable. ✓ Avoid “drinking from the company water fountain” on what you find valuable or interesting about the offer.
Know Your Target Audience	<ul style="list-style-type: none"> ✓ Serve ads to your desired targeted audience only. ✓ Remember who you’re talking to and why you are reaching out. ✓ Use the words and design that will grab the attention of your specific audience.
Support Your Click-Through URL	<ul style="list-style-type: none"> ✓ Create a clear and engaging landing page experience for your target audience. ✓ Incorporate some of the banner’s graphical elements to tie together the user experience and track conversions.
Keep It Simple	<ul style="list-style-type: none"> ✓ Include a single, strong message and clear image or design that resonates with your brand and target audience. ✓ Avoid speedy color shifting and over-messaging your goal. ✓ Don’t distract your audience from the action you desire.



SUMMARY & APPENDIX

Summary

- ✓ Digital channels continue to offer education marketers impressive engagement and high ROI.
- ✓ In the aftermath of the pandemic, educator reliance on digital channels for professional and personal business has only increased.
- ✓ Increasing “noise” within digital channels makes aligning with educator behavior and best practices a requirement for success.
- ✓ Analyzing performance data can keep education marketers ahead of shifts in digital channel use and counter declining results.



Appendix

Sources cited within this guide to support MDR findings:

- ¹<https://www.zippia.com/teacher-jobs/demographics/>
- ²<https://girlpowermarketing.com/statistics-purchasing-power-women/>
- ³https://s21.q4cdn.com/399680738/files/doc_financials/2022/q4/Earnings-Presentation-Q4-2022.pdf
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- ⁵<https://www.hootsuite.com/resources/digital-trends-q4-update>
- ⁶<https://mdreducation.com/reports/teachers-social-media-use-infographic/>
- ⁷<https://mdreducation.com/reports/teachers-social-media-use-infographic/>
- ⁸<https://adbrazo.com/blog/facebook-ad-benchmarks>
- ⁹<https://techjury.net/blog/ppc-stats/#gref>
- ¹⁰<https://www.marketingprofs.com/charts/2016/30782/eye-tracking-study-how-long-do-ads-need-to-be-displayed-to-be-seen>



ABOUT MDR

Because MDR is 100% committed to education, we are continually watching, measuring, and analyzing educators from every angle—economic, demographic, firmographic, technological, and cultural.

For more than 50 years, MDR has provided insights and structure to the complexities of the education marketplace through unique institution and personnel data and analytics. Innovative tools, unparalleled services, and deep market knowledge speed customers' go-to-market strategies while delivering critical database hygiene, structure, and linkage to support modern CRM, Marketing Automation, and ERP connectivity. MDR's marketing services range from content development and marketing agency services to data-driven social and digital advertising solutions. Our media brand, [WeAreTeachers](#), is one of the largest and fastest-growing web destinations for teachers.

Guides like this one are the product of our relentless curiosity about all things education and our commitment to helping brands, organizations, and educators build productive relationships.

We hope you share our enthusiasm for this information and find it useful.

