

Reaching and Retaining Educators with SheerID

Educators are trusted leaders—and powerful brand allies.

With \$330B in spending power and deep community influence, educators are one of the most impactful audiences a brand can reach. But connecting with them takes more than a discount—it takes meaningful recognition and seamless delivery. This FAQ distills the top insights from the *Educators Go-to-Market Playbook* to help you build high-performing campaigns that win educator loyalty and long-term brand advocacy.

1

Why should brands prioritize marketing to educators?

Educators aren't just smart shoppers—they're trusted voices in their communities. More than 90% are more likely to buy from brands that offer teacher discounts, and 99% will share those offers with peers. Winning them means gaining both loyal customers and influential advocates.

2

What kind of offers do educators find most compelling?

Offers that show appreciation and make life easier resonate most. Top preferences include:

- ✓ 20% off occasional purchases (66%)
- ✓ 10% off every purchase (61%)
- ✓ Free shipping (53%)
- ✓ BOGO deals (47%)
- ✓ Small gifts or exclusive access (36%)

Experiences that make educators feel valued—like early access to sales—go a long way.

3

How do teachers prefer to hear about special offers?

Email reigns supreme at 88%. Text (39%) and social media (23%) come next.

To stand out, time emails to arrive early in the morning or late in the day—before or after class time. And make your offer easy to act on quickly.

4

Why is verification critical—and what do educators expect?

Instant, privacy-friendly verification is a must.

- ✓ 82% said it improves their experience
- ✓ 61% said delays over five minutes create frustration
- ✓ 26% dislike having to create an external account to get verified

With SheerID, educators stay on your site, get verified in real time, and you retain full control of the data.

5

How do educators spread the word about offers they love?

Educators are natural connectors:

- ✓ 72% share offers in person
- ✓ 52% via text
- ✓ 45% via email
- ✓ 42% using referral links
- ✓ 38% via Facebook

Make it easy for them with content and tools built for referral and community sharing.

6

What creative strategies resonate with teachers?

Teachers want to feel seen and appreciated. **Messaging that's casual, heartfelt, and grateful makes a lasting impression.** Highlight any causes, partnerships, or initiatives your brand supports that align with education—it builds trust and credibility.

7

When should brands promote educator offers?

Educators are deal-seekers year-round, but timing matters. The biggest opportunities include:

- ✓ Back to school (July–August)
- ✓ Teacher Appreciation Week (May)
- ✓ Start of each semester
- ✓ Key holidays and national recognition days

Use these moments to reward and re-engage.



Learn more

Read Educator Playbook