



Playbook

The Ultimate Guide for Marketing to Educators

Use these strategies to win Back-to-School

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SheerID 



Educators are one of the most high value audiences a brand can engage. They make terrific brand ambassadors for their communities, and in addition to personal purchases, they spend upwards of \$750 each year on classroom necessities.

Giving educators an exclusive offer is the best way to acquire and retain them. Seventy-seven percent of teachers check to see if a brand offers a teacher discount before making a purchase, and even more will share that offer with other teachers. And 68% of teachers say they are more loyal to brands that give them an exclusive offer.

23M

Global size of
educator market

90%

of educators are
more likely to buy from
a brand that offers an
exclusive educator
discount.¹

\$330B

Spending power
of US educators²

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Demographic Insights

Educators are a diverse group, but they all love brands that support their efforts to educate our youth.

Seventy-five percent of educators say they feel more emotionally connected to a brand that gives them an exclusive offer.

DEMOGRAPHIC INSIGHTS



Age¹

20%

25–34 Years Old

45%

35–54 Years Old

20%

55–64 Years Old



Gender Identity²

32%

Male

67%

Female



Average Annual Income³

\$42,844

Starting Salary

\$68,500

Overall Salary

\$70,000

Late Career



DEMOGRAPHIC INSIGHTS

Top 3 Spending Categories



GROCERIES AND DINING



TRANSPORTATION



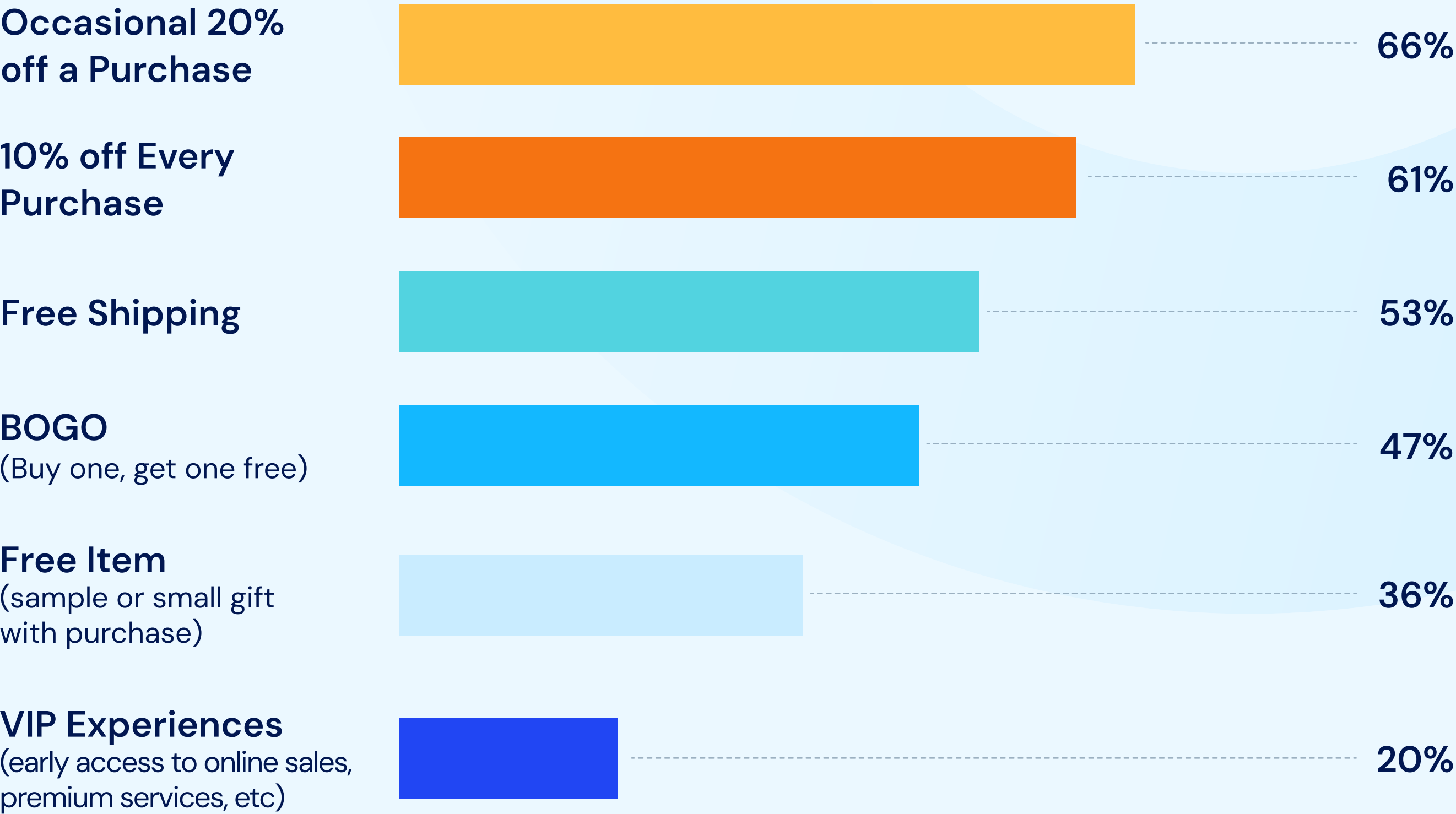
HEALTHCARE

Offer Preferences

Giving educators a special deal is the fastest way to win their loyalty. **Sixty-nine percent of educators said receiving an exclusive offer would make them feel valued and 71% said it would make them feel grateful.** And they're willing to pay even more for an exclusive experience.

The preferences on the right help you create an offer they'll love.

OFFERS EDUCATORS FIND APPEALING



PRO TIP

Extend your reach by **turning your educator offer into an “Academic Campaign” that also includes students.** Or launch an “Everyday Heroes” campaign that includes military, first responders, and healthcare workers.

OFFER PREFERENCES

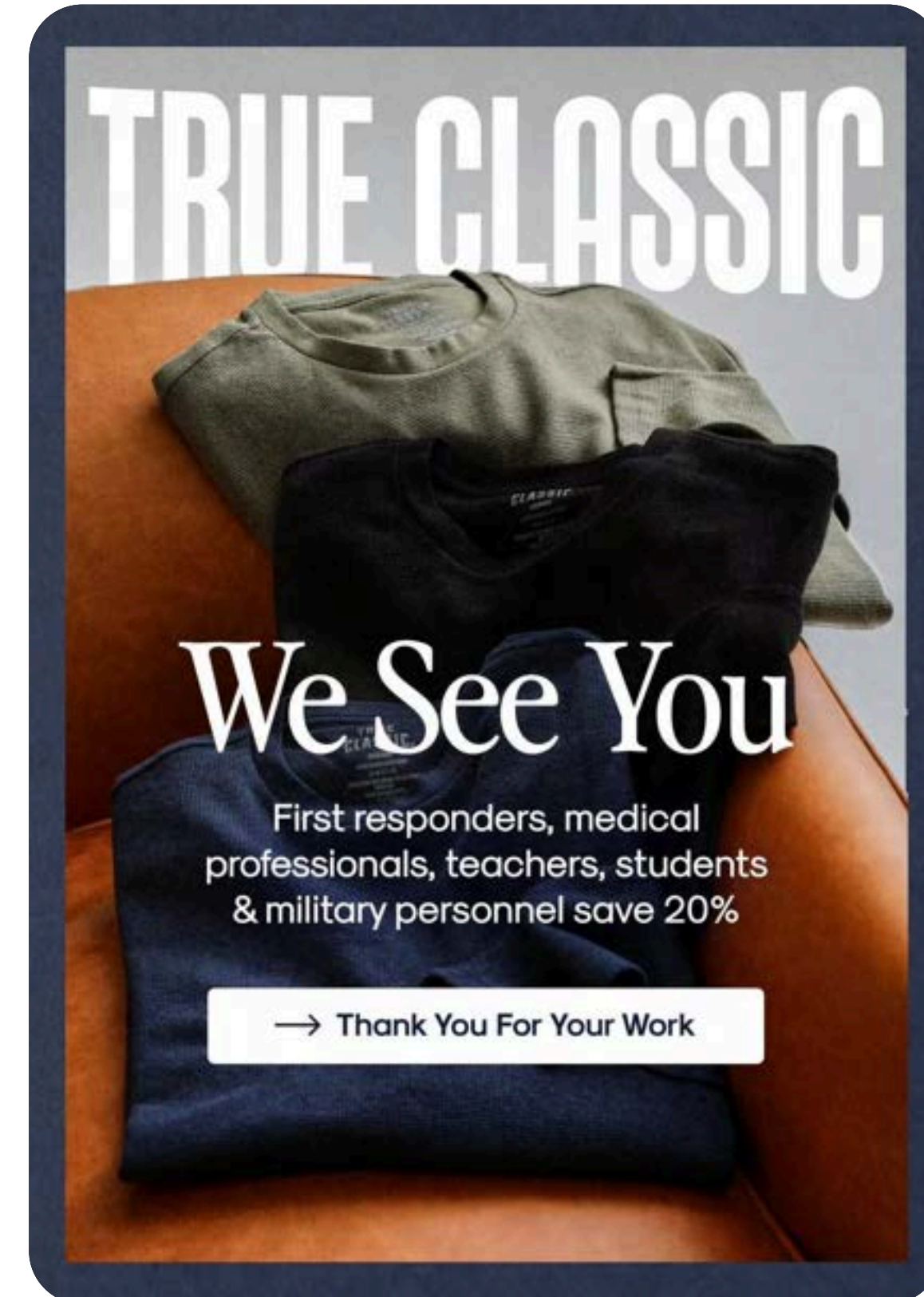
Customer Examples

CorePower Yoga



CorePower Yoga's social post for mobile extended the company's reach by promoting its **educator and student offer together in an "Academic Campaign."**

True Classic



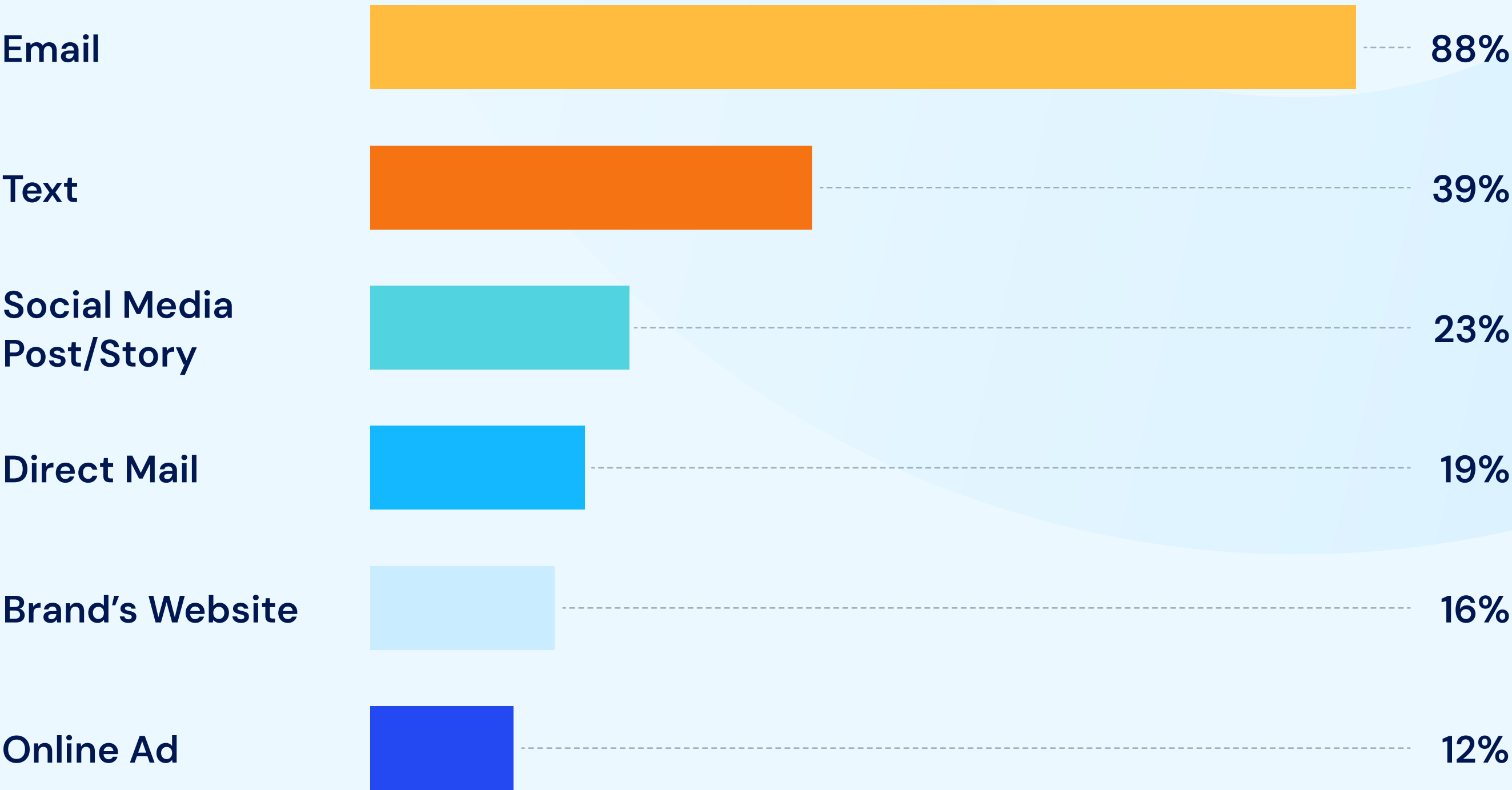
You can broaden the appeal of your campaign by **including "Everyday Heroes" like healthcare workers, first responders, and the military.**

Channel Preferences

Educators are savvy shoppers. **54% of educators will research a product online before they make a purchase, and when they see a product they want to buy in a store, 48% will search online for a better price.¹**

You can drive them to your offer by making sure you promote it in the channels they use most.

HOW EDUCATORS WANT TO HEAR FROM BRANDS ABOUT SPECIAL OFFERS



PRO TIP

Send your email promotions to educators **early in the morning or later in the day, so they arrive before or after the school day.**



Offer Verification

Verifying eligibility for your educator offer is critical to its success. **It prevents discount abuse, which protects your margins and increases your campaign ROI.** And it keeps your offer truly exclusive, which makes it more appealing.

The ideal verification process is instant, reliable, and privacy-friendly. It should occur as a natural extension of your brand experience, and give you full control over the data you collect.

SheerID's Audience Network uses 200K+ authoritative data sources to instantly verify educators as a seamless step in your purchase process. Educators enter privacy-friendly information, like their email address and school they attend, and you own all the data you collect. Our Audience Network appends that data to 400+ martech platforms so you can use it to re-engage educators to nurture their loyalty.

OFFER VERIFICATION

The Impact of Verification Experiences on Educators



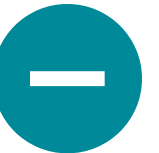
82%

of educators said **being instantly verified and knowing their data won't be shared** with other brands has a positive impact.



61%

of educators said a verification process that **takes longer than five minutes** would have a negative impact.



26%

of educators said **having to create an account on a educator deals website** to get verified would have a negative impact.



Creative Guidelines

Educators are critical to building a healthy society, but only 36% feel that society values the educator profession. **Your campaign can leave a lasting impression if you focus your messaging on how important educators are.**

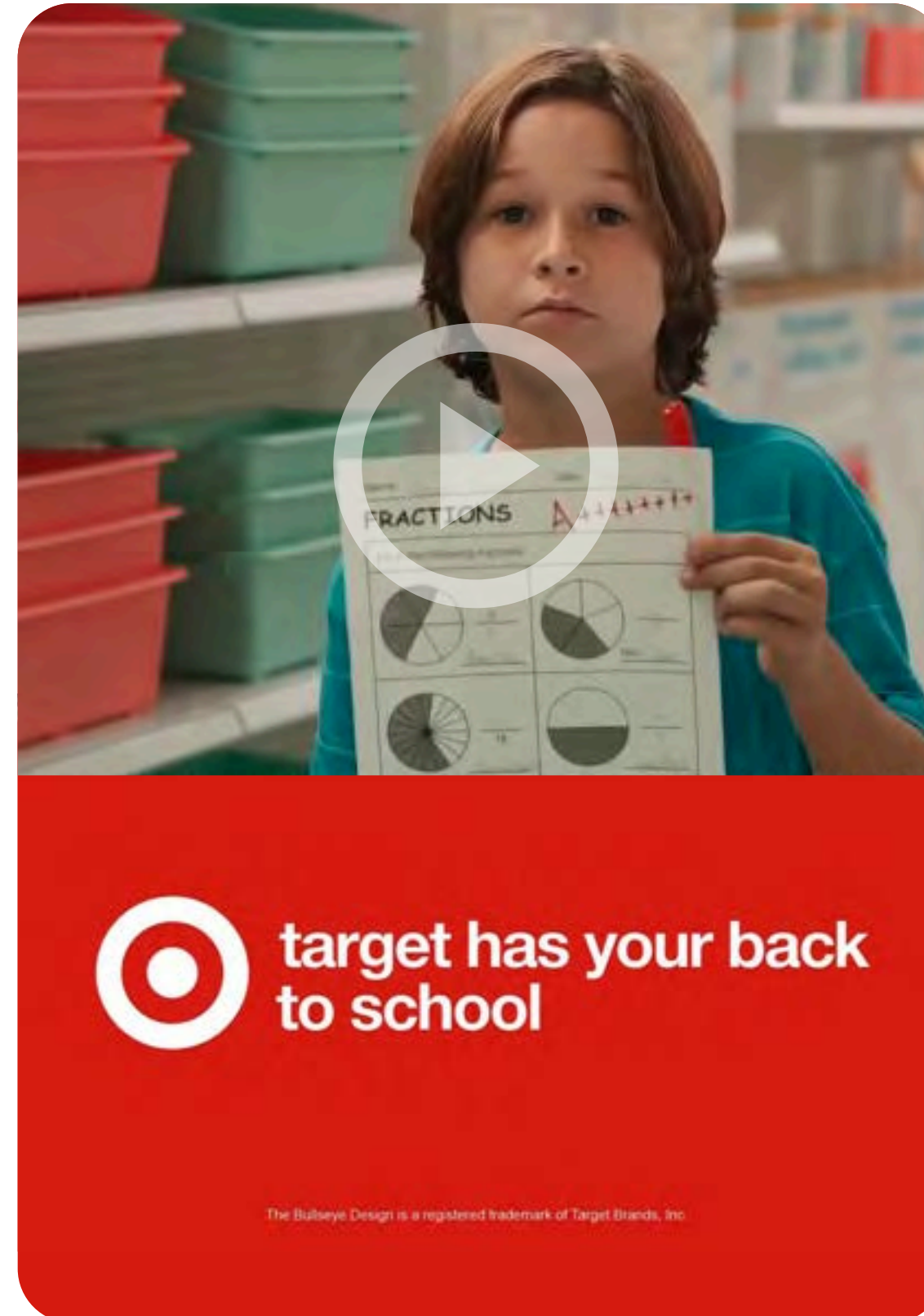
If you work with organizations and brand advocates that also support educators, be sure to promote those partnerships. **More than one in four educators said they know a brand is educator-friendly when it supports causes tied to education.**

And keep your messaging lighthearted. Educators respond well to language that is friendly, relatable, and casual.

CREATIVE GUIDELINES

Customer Examples

Target



Target's warm and funny commercial is a clever way to promote its educator offer.



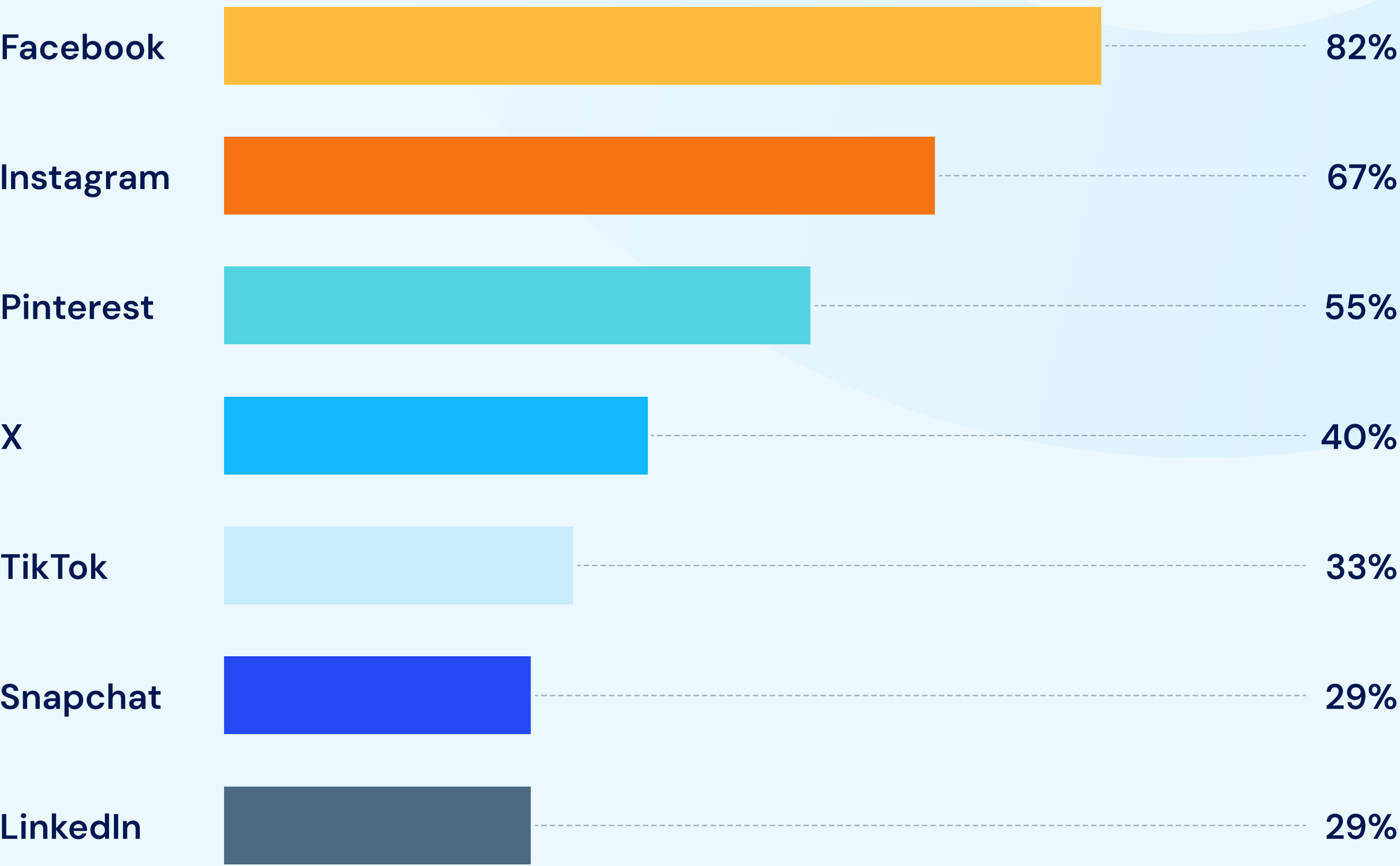
In-store signage is a great way to amplify your educator offer and get all your customers to spread the word.

Social Media

Educators actively use social media to help them do their job. **65% of educators belong to at least one education-focused Facebook group, and 80% use social media to get inspired with new education ideas.**¹ And many educators are power users. Sixty-four percent visit Facebook daily and 43% visit Instagram daily.

To ensure they see your offer, be sure it appears on the platforms they use most.

SOCIAL CHANNELS EDUCATORS USE MOST





Paid Ads

Paid ads are a terrific way to engage educators. **When you use SheerID's Audience Network to verify eligibility for your educator offer, you can use the permissioned data you collect to build look-a-like audiences.** Refer to the demographic insight on pages 4–6 to help you define criteria in your ad management platform.

Profession is a foolproof way to target educators.

Examples could include:

- Math teacher
- Adjunct professor
- Educator
- Principal
- People who list a school district as their employer

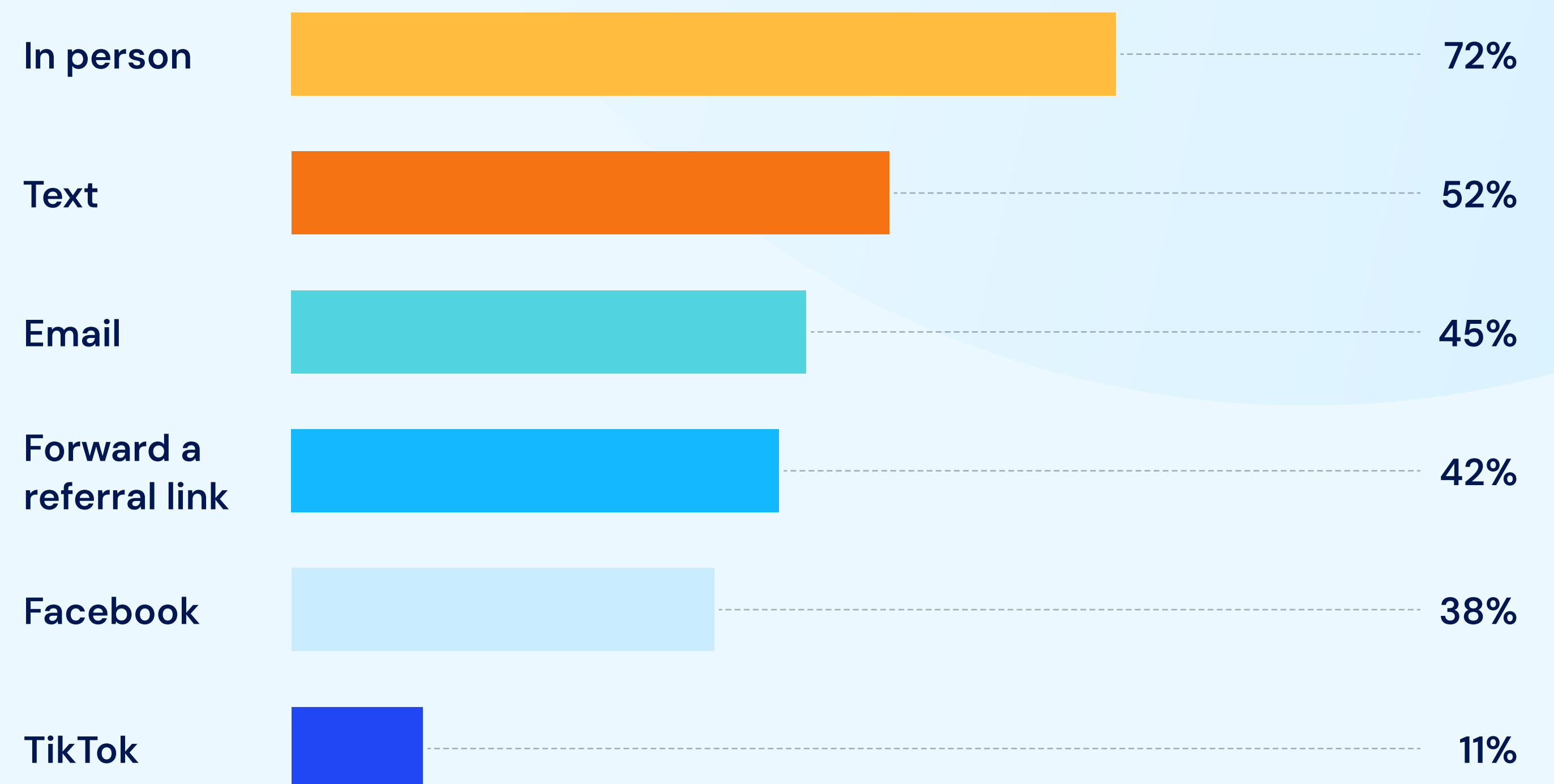
Targeting consumers that are interested in education-focused associations and social groups can also be a great way to reach educators—and people who will share your offer with them.

Word of Mouth

59% of educators are likely to try a product or brand that a friend shares with them¹, and virtually all educators (99%) will share an educator offer with others who are eligible for it.

You can harness the power of educator networks by leveraging the channels they most frequently use to spread the word.

HOW EDUCATORS WILL SHARE AN EXCLUSIVE OFFER



WORD OF MOUTH

Customer Example

Tarte



When Tarte's CEO made a TikTok video promoting the company's generous discount for educators, their tight-knit community made the video go viral.



Educator Events and Holidays

Rewarding educators with special offers during key times of the year is a great way to nurture their loyalty. Pulse offers during seasonal events are a great way to create a sense of urgency and boost revenue. They keep educators engaged with your brand beyond back to school season.



2026 Calendar

	January	February	March	April	May	June
United States				Start Shopping for School Supplies	Teacher Appreciation Month	
Canada					Teacher Appreciation Day May 5, 2026	
Europe					Teacher Appreciation Week May 4–8, 2026	
	International Day of Education January 24, 2026					
	July	August	September	October	November	December
United States		Back-to-School			National Education Support Professionals Day November 18, 2026	
		Back-to-School Sales tax in some states			American Education Week November 17–20, 2026	
Canada						
Europe				World Teacher's Day October 5, 2026		

Ready to Launch Your Own Educator Program?

Contact us and we'll help you strategize
for maximum success.

Let's Talk

