SheerID

7 Tips to Effectively Market to Teachers



The U.S. has 6 million teachers who spend $1.7 billion on their classrooms each year; recognizing them is a powerful way to attract customers. 57% of teachers shop more frequently with brands that recognize them, and nearly 80% find out about gated, personalized offers from other teachers. Honoring this tight-knit community can drive down your acquisition costs and build customer loyalty.

Follow these seven tips to create an exclusive teacher offer that will get this group sharing.

94% **of teachers** will go out of their way to shop with a company that offers an exclusive teacher discount.

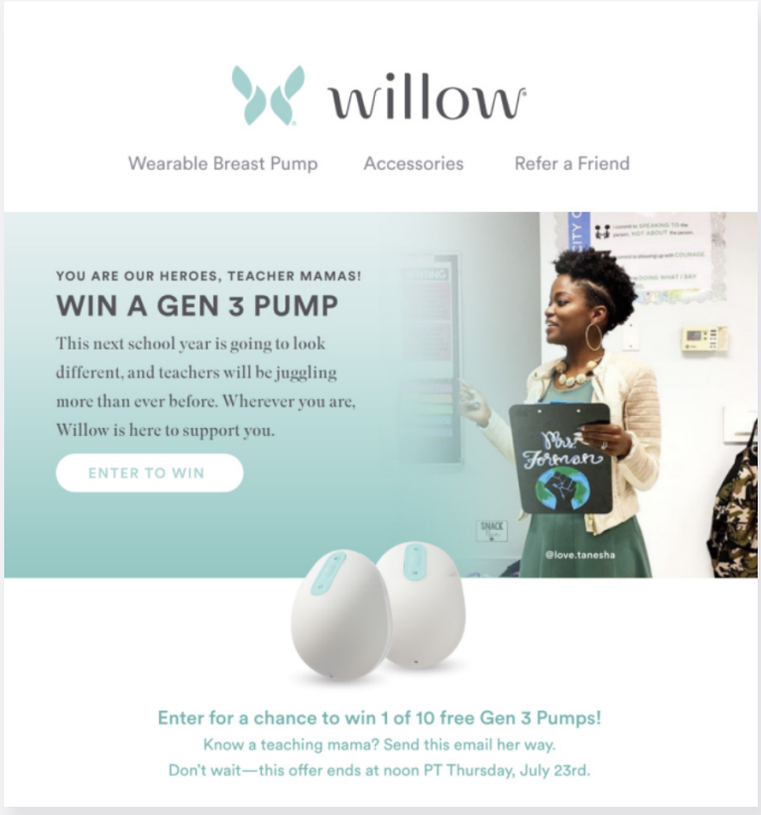
01

Make Your Offer Attractive

Create an offer unique for teachers. If the same promotion is available to the general public, it won't be as appealing and may make your brand's outreach to teachers seem insincere. Keep in mind that 62% of teachers prefer free perks, and 45% prefer periodic opportunities to receive 20% off.

By using an identity marketing platform like SheerID to verify a customers' status, you can offer a discount without worrying about fraud or brand dilution. You can gain even more conversions by allowing your offer to be stackable.

Willow runs a teacher sweepstakes for a free product.



02

Tailor Campaigns to Your Audience

When crafting your teacher campaign, be sure to consider demographic and psychographic variables. Of the 6 million teacher population:

- Over half are over the age of 42.
- 80% are women.
- Only 36% feel that society values the teaching profession.

Because so many teachers feel under-recognized, calling out your appreciation is a great way to generate goodwill and long-term loyalty. Teachers also tend to respond well to language that is friendly, relatable, and casual.

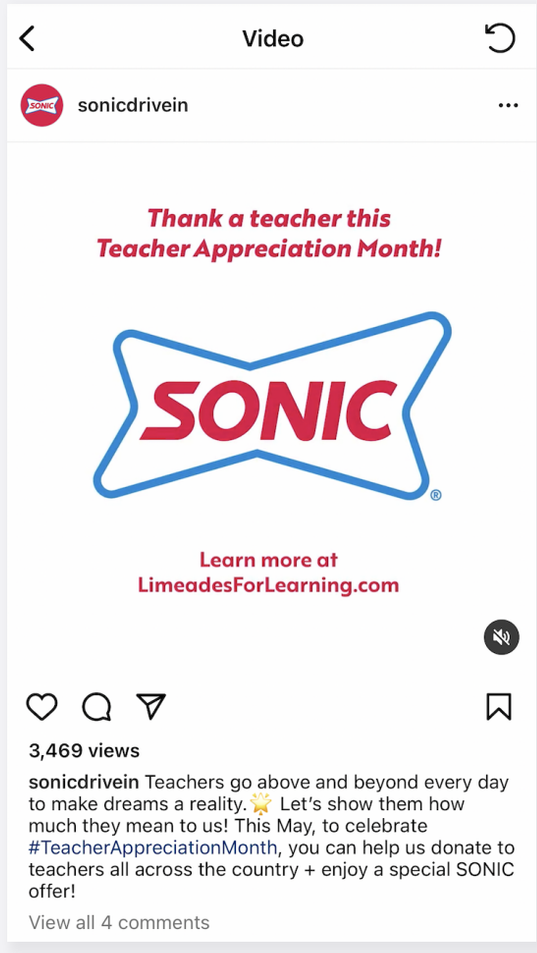
03

Spark Digital Shares

As you create your program, remember that 98% of teachers would share a teacher discount with other teachers, and 65% of teachers will ask colleagues about a brand when researching a purchasing decision. As such, a teacher campaign can spark word-of-mouth which will attract more customers while driving down your acquisition costs.

To encourage word-of-mouth, create shareable experiences—such as customer reviews, testimonials, videos, photos, refer-a-friend programs, and gifs—to raise brand awareness. Top social channels for teachers include YouTube, Instagram, Facebook, Pinterest, and Twitter.

Sonic posts Limeades for Learning program on social media during Teacher Appreciation Month.





BONUS OPPORTUNITY: Brands that use SheerID get free access to FMTC—the world's largest affiliate content database and a partner who can amplify your offer by distributing it to the top enterprise affiliates.

FMTC

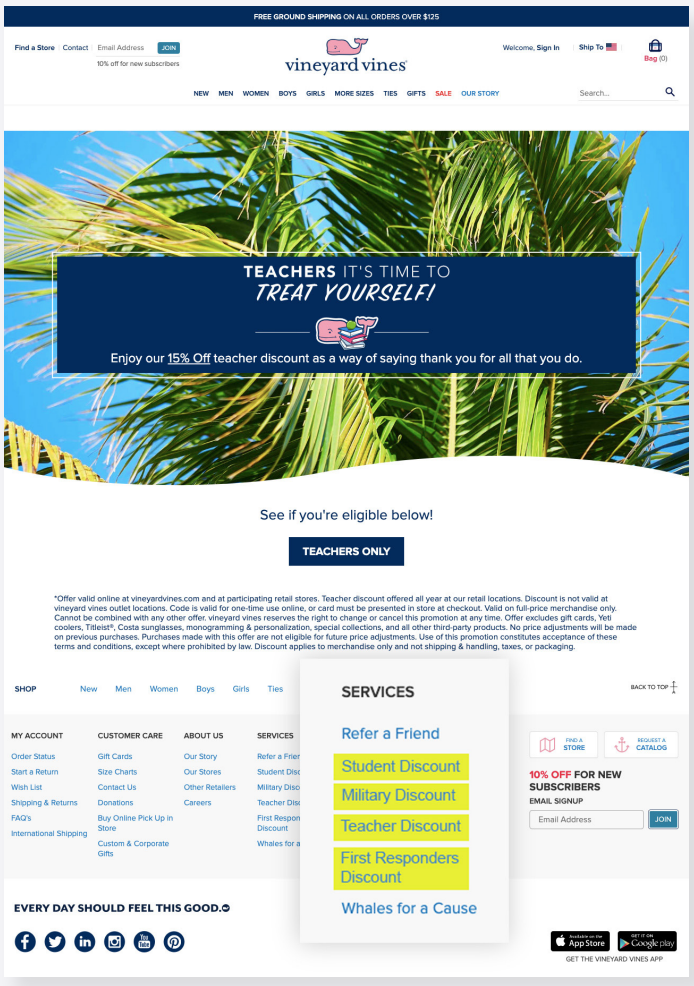
04

Make Your Offer Highly Visible and Easy to Access

Let teachers know your offer is just for them with a dedicated landing page and a clear path for customers to verify their eligibility. Teachers are likely already searching for discounts on your site, so be sure your landing page is easily discoverable on areas such as your footer, banners, and FAQs.

Optimize your offer for SEO by including it in your page header and meta description. Further promote your offer on Google Ads using keywords like “teacher discount” or “exclusive teacher offer.”

Vineyard Vines designated Teacher landing page and link in footer.



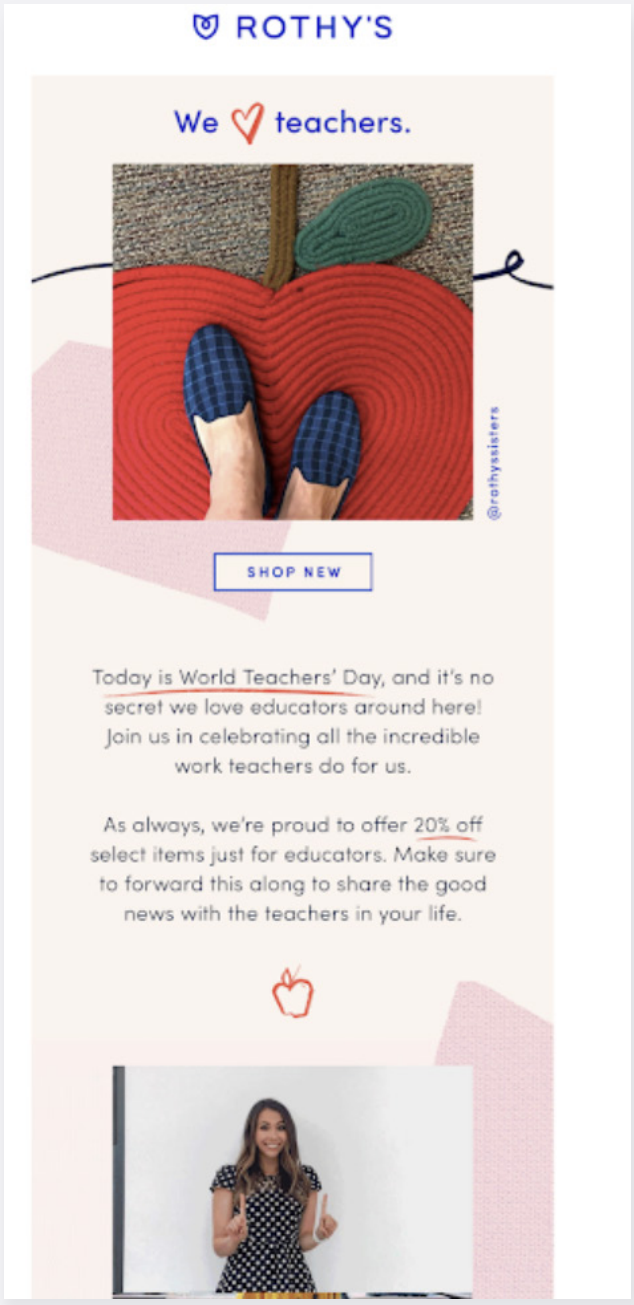
05

Send Emails

Over 50% of teachers want to hear about discounts via email, and another 75% would forward an email about a discount to their colleagues. Use your zero-party data to send segmented blasts early in the morning or later in the day—before and after the school day.

Do not shy away from informing your entire database of your teacher offer; others in your database may know a teacher and forward your message. Optimize for high open rates and conversion by creating a sense of urgency in your subject line and clearly define your offer details and CTA.

Rothy’s sends an email about a Teacher discount.



06

Celebrate Teacher Holidays

Boosting campaign activity during these times will help you take advantage of the most teacher-focused purchasing windows:

- Teachers start shopping for school supplies (April)
- Teacher Appreciation Month (May)
- Back-to-School (August - September)

Amp up your teacher offer by increasing the discount for a limited time, creating a VIP experience like an in-store event or early access to a sale, or running a teacher-only sweepstakes. This not only reinforces your commitment to teachers, but also increases urgency and drives revenue.



07

Use Your Teacher Customer Data

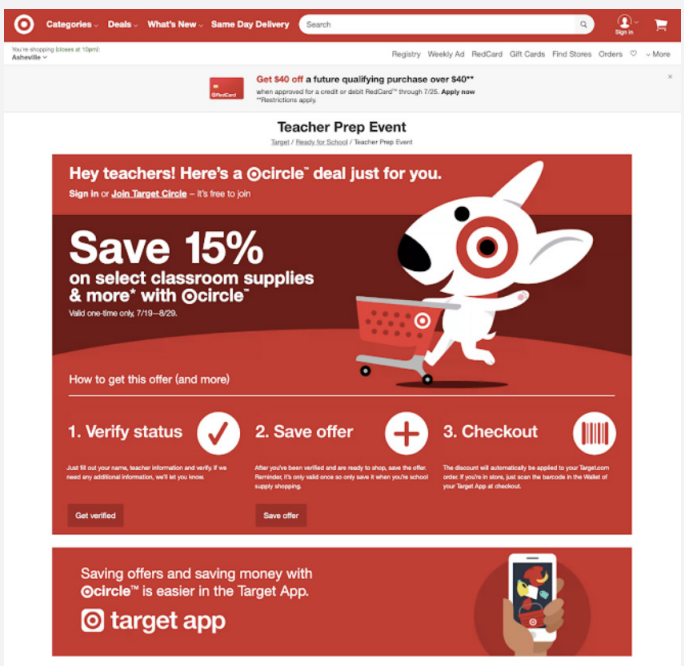
Don't underestimate the value of the zero-party data you can collect during verification. When teachers verify their eligibility for your offer, they raise their hands to receive emails, texts, and other marketing messages from you.

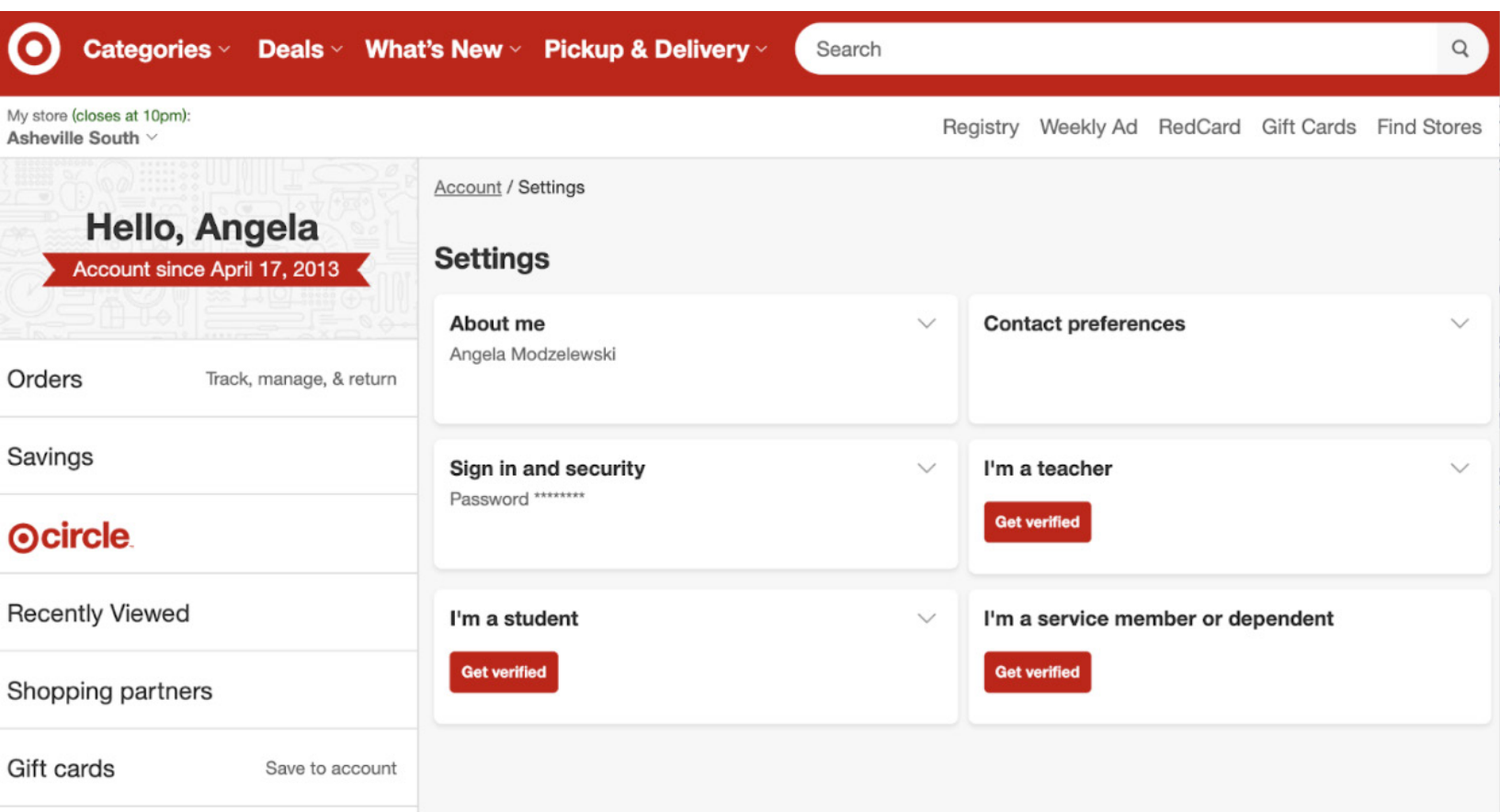
- **Tie verification to your loyalty program.** Verifying teachers when they create a rewards account lets you automatically apply their discount to future purchases and enables you to more effectively market to them throughout the year.

- **Create look-a-like audiences.** Leveraging programmatic marketing, retargeting campaigns, and paid social ads can bring in new customers.

- **Re-engage when it matters.** Increase conversions by using the data you collect to re-engage customers who were verified for your offer but haven't yet used their promo or coupon code.

Target integrates their teacher discount in Circle Loyalty Program.





Make an Even Bigger Splash

For expert help building unforgettable campaigns, you can engage a SheerID marketing partner like Agile Education Marketing—an agency that specializes in marketing to the teacher community. SheerID also provides direct marketing support and free marketing consults. Contact the SheerID team for details.

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