



Influencer Marketing in Education

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INFLUENCER

MARKETING



What is influencer marketing?

Why it works in education marketing?

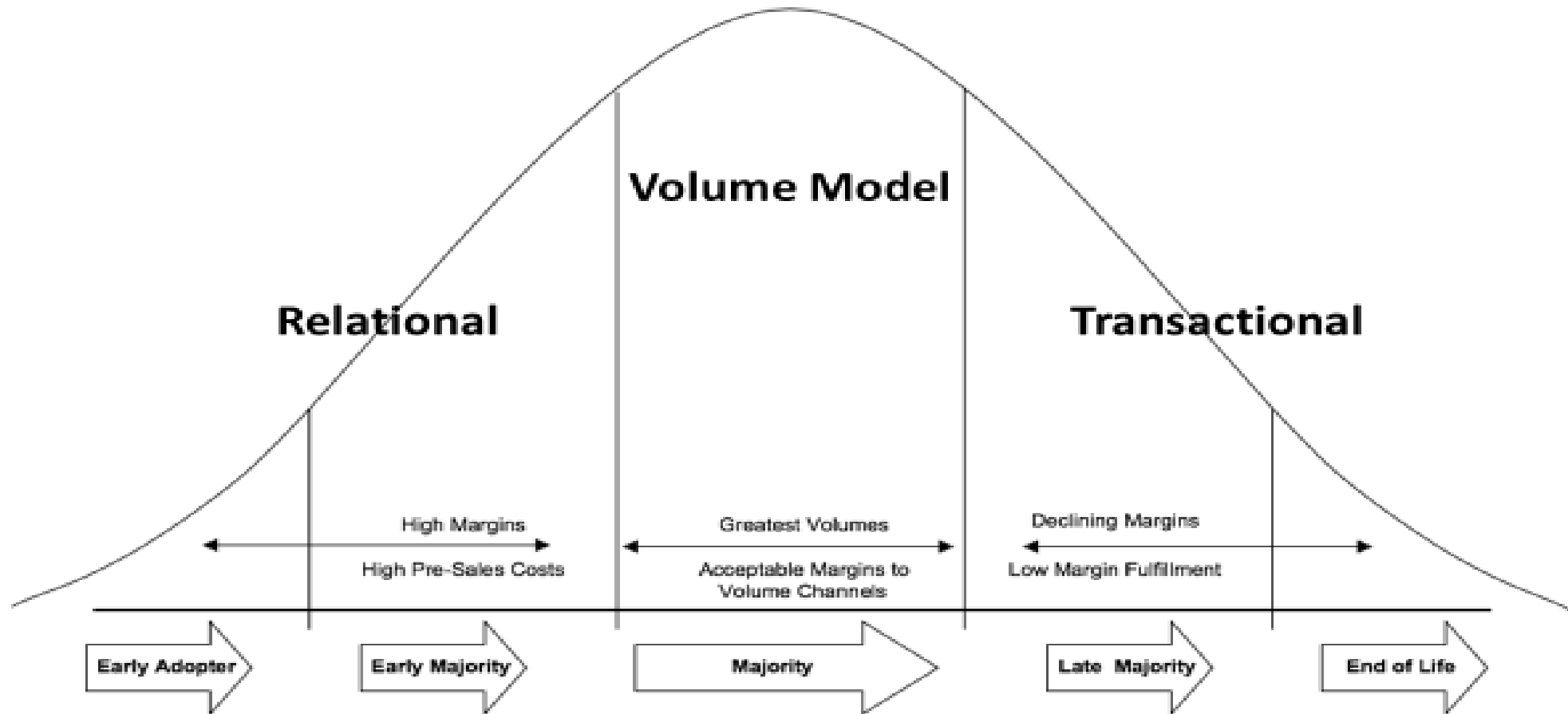
What is unique about ed market influencers?

How to find the right influencers.

How to design a solid program.

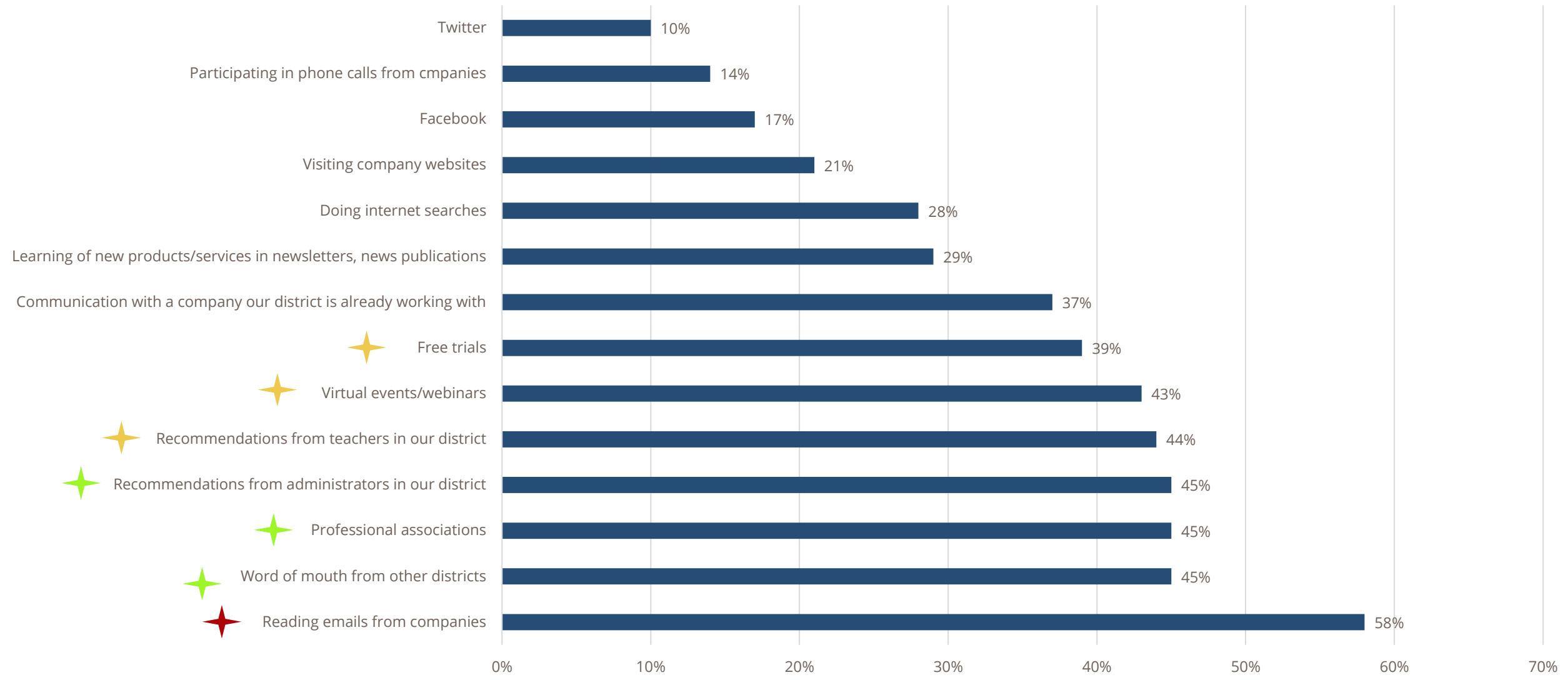
How to handle controversy.

EdTech Sales Channel Strategy

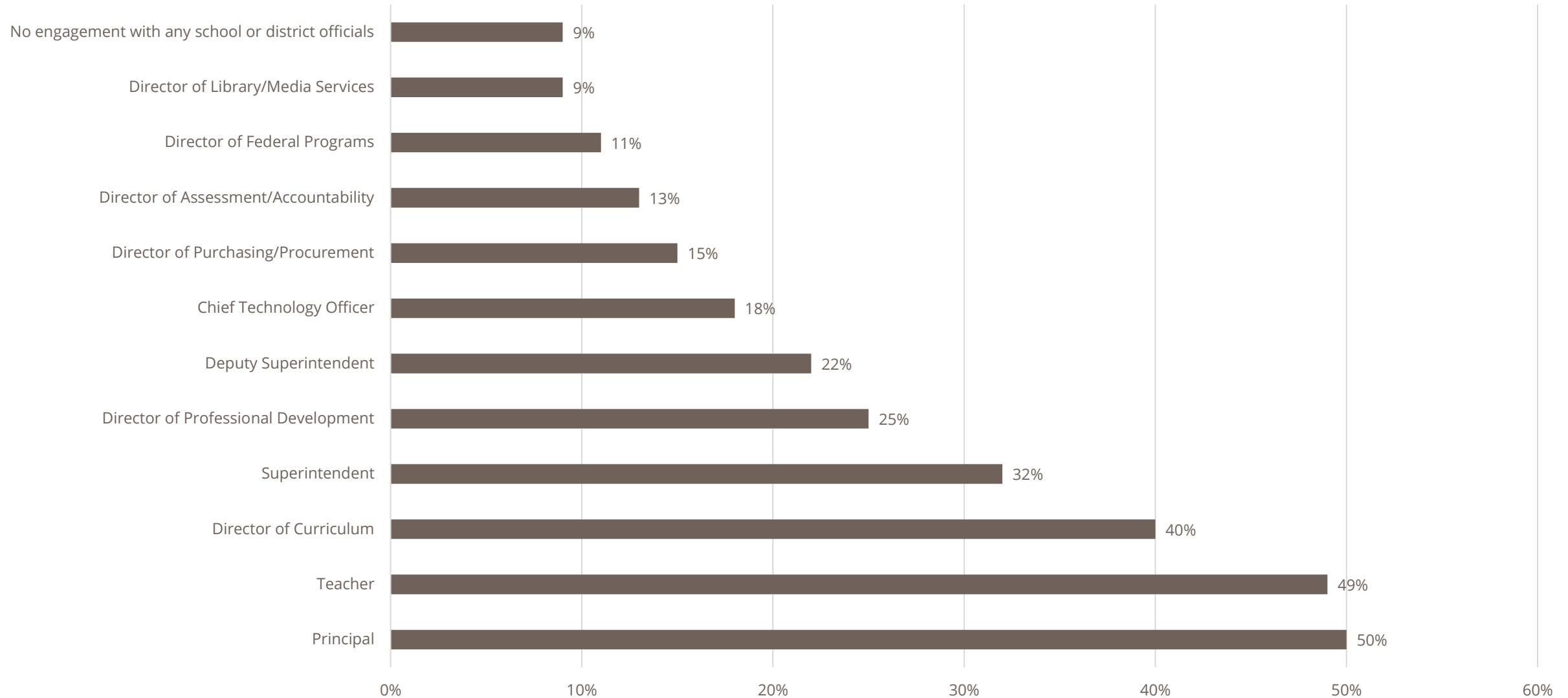


Education Market Experts
Our Expertise. Your Success.

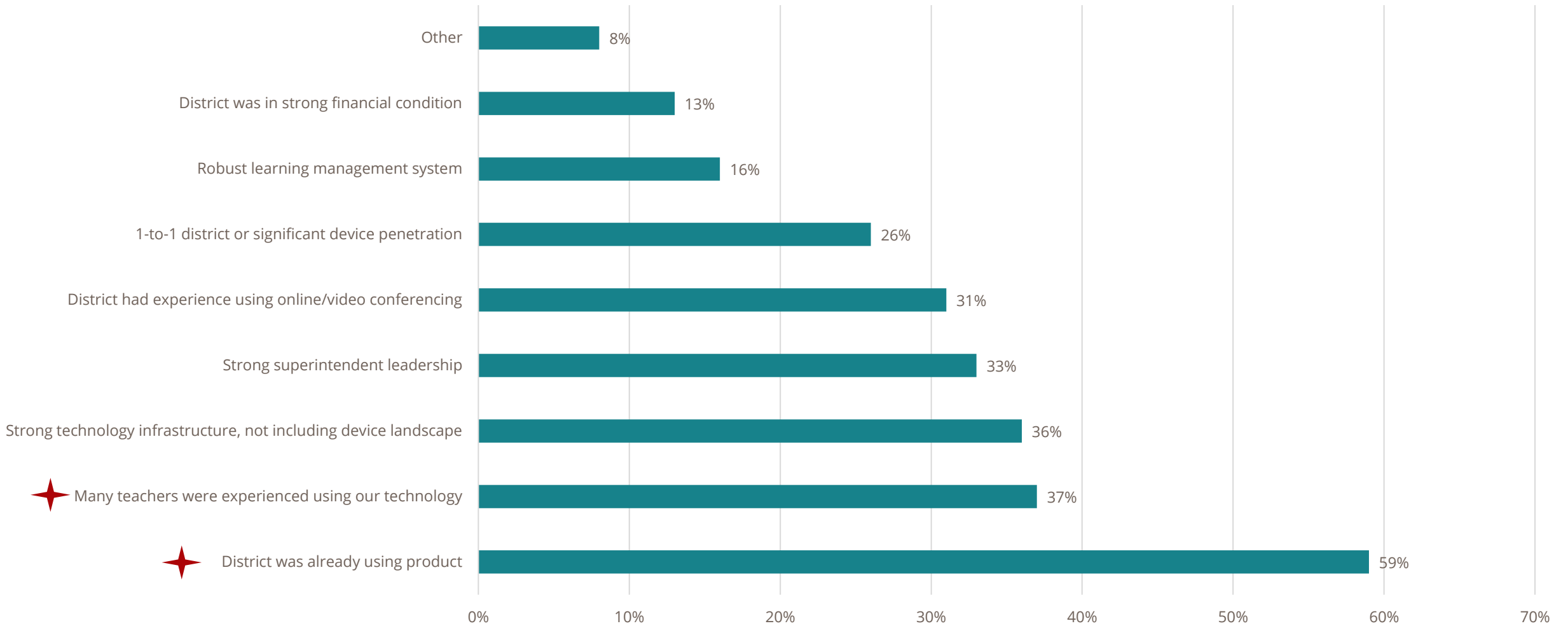
How are you getting information about new education-related products/services at this time?



Since COVID took hold, which of the following school or district officials have you been able to engage with?



In districts where your company has had the most productive engagement during the CV, what have been the conditions that proved essential to your sales success to date?



Client Example 1

- Startup K12 District Curriculum Management Solution
- 1 District Customer in 2019, Burning Cash...
- Challenge – Scale. Add 15 New Districts in 2020/21
- Recommendation – Dialed in Value Prop + Market Segmentation Focused Growth Strategy + Disciplined Execution

Outcome:

17 New Districts Closed to Date

65 Other Districts in Sales Process Advanced Stages

Client Example 2

- Startup K12 Assessment Company
- Early Stage, Burning Cash...
- Challenge – Large District Market Penetration - LAUSD
- Recommendation – Market Segmentation Focused Growth Strategy + Disciplined Execution + Brand Association (Reputation)

Outcome:

Closed LA & Multiple Others Since

Now Influencers!

5-Steps to find the right influencers for your K12 offering

1. Consider the three Rs of influence
Relevance, Reach, Resonance
2. Know who you're trying to influence & what matters to them!
3. Look for engagement and trust with the right audience
4. Go for a consistent look, feel, tone, and values
5. Plan your budget





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