



WE
are
TEACHERS

WeAreTeachers

EFFICIENT, COST-EFFECTIVE SOCIAL MEDIA
SOLUTIONS FOR MDR CUSTOMERS

WeAreTeachers...Expanding Your Brand Through Social Media

GET THE HELP YOU NEED FOR A **FAST** START IN THE **FASTEST-GROWING** MARKETING CHANNEL.

If you're looking to...

- **Build a community around your products, services, and brand**
- **Generate leads for new sales opportunities**
- **Sell your products based on online reviews and fans**

...then you're ready to test social media marketing.

For many MDR customers, making the transition from traditional direct mail channels to interactive marketing strategies presents new challenges and constraints on time, budgets, and internal resources. **MDR can help you incorporate social media through our partnership with WeAreTeachers.**

WeAreTeachers is a social and business network for teachers, schools, and businesses developed to let members share, connect, and collaborate. It lets MDR customers get started with or expand into social media in an educator community that spans multiple Web 2.0 social media channels.

Businesses That Become Part of the WeAreTeachers Community Benefit From:

- A turnkey solution—consultation, program development, and execution—to build your initial presence on the WeAreTeachers site that immediately expands through viral marketing to Facebook, Twitter, and other social media channels.
- The expertise and execution to get up and running in a social media solution, quickly and cost effectively, while also giving you the tools to measure the success of your efforts.
- Exposure and visibility in a rapidly growing social networking site for teachers with built-in tools to drive traffic to your branded content.
- The potential of existing customers, the millions of potential customers from the MDR database, and the WeAreTeachers members to engage with your products and brand to make your business grow in new ways.
- Promotion and product sales through the Knowledge Marketplace.
- Brand building through contests, grant programs, and other engagement strategies.

Here's how WeAreTeachers and MDR are driving results:

- A major technology provider wanted to be viewed as more of a thought leader and reach more teachers. In addition to setting up a profile in the WeAreTeachers community, the company offered a microgrant program asking educators to share how they're using technology to drive 21st century skills, allowing the community to vote on the best proposal and awarding a grant to the winner. They also started co-blogging and benefited from content being pushed from WeAreTeachers to other media channels. Their relationship with WeAreTeachers will continue to offer quarterly events to engage community members.
- A literacy and video game publisher needed more qualified sales leads, so they offered a microgrant for using technology to teach literacy. The winning educator got a donation to the school on behalf of the teacher. The company also used MDR email and mail lists to target educators in very specific parts of the country to drive response to the grant and had their sales force follow up with those responders.
- A video game producer wanted to build brand with educators, so they connected with educators through WeAreTeachers to get feedback on a new animated character in their product and let the WeAreTeachers community choose the next character in their product line.
- A school magazine publisher was looking for more teacher contributors to their print and online publications, so they partnered with WeAreTeachers to solicit writing samples and let the community vote on the strongest submissions to select a winning teacher to be a weekly contributor.

Create your customized MDR and WeAreTeachers program!
Call MDR to learn how.

Call your MDR Representative at 800-333-8802 to start making connections today!
www.schooldata.com

WeAreTeachers

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Why are MDR and WeAreTeachers right for my business?

The WeAreTeachers team demonstrates expertise in social media engagement and delivers the tools, the programs, and the community to support your marketing goals. The MDR team has expertise in developing and executing integrated marketing programs that utilize social media and can drive traffic to your WeAreTeachers programs. Together, we're a powerful marketing force that delivers results for your business.

Customized Marketing Programs

The MDR and WeAreTeachers team will help you develop a program that optimizes your brand, creates exposure and sales opportunities for your products, and helps you connect with potential customers in new ways. Through creative development, strategic planning, and social outreach, we position your company as a thought leader in education.

Viral Customer Engagement

We've built the education community. Now you have a unique opportunity to connect to it. Whether we start with our community or your database, we'll help you create an integrated approach to leveraging the WeAreTeachers community and driving targeted participants to it using cutting-edge social engagement programs and tried-and-true direct marketing techniques.

Social Media Optimization

WeAreTeachers offers direct connections to Facebook (through the "I Am Teacher" application), Twitter, Ning, and other opportunities to intersect educators. When you partner with WeAreTeachers, you access all these tools and communities—as well as the programs and staff to customize precisely the kind of engagement that you desire.

The Knowledge Marketplace

The WeAreTeachers community integrates the Knowledge Marketplace, a viral shopping mall for the education market. You differentiate your brand in the marketplace through social media outreach campaigns to the WeAreTeachers community, ongoing dialogue with teachers, and the strong products and services you offer.

Leverage Our Expertise

When you partner with MDR and WeAreTeachers, you're taking advantage of proven integrated marketing techniques as well as significant expertise with social media. You'll be able to extend your marketing reach using both traditional and new marketing strategies to deliver your message and build a community of followers around your brand.

It's a simple concept really. We help education companies reach educators when, where, and how they want information.

See who's already making the WeAreTeachers connection:



Direct connections to:



How to get started:

Ask your MDR Representative how you can build effective integrated marketing programs that include social media. Call today, **800-333-8802**, or learn more online at www.schooldata.com.

Check it out:

Visit www.WeAreTeachers.com.

All our solutions are backed by the quality and service you expect from MDR.