



WE
are
TEACHERS

WeAreTeachers

DRIVING PRODUCT GROWTH AND BRAND IN THE SOCIAL WEB

WeAreTeachers...Grow More Leads While Growing Your Brand

EXPAND YOUR OPPORTUNITIES WITH A MULTI-CHANNEL MARKETING STRATEGY!

If you're looking to...

- **Generate solid leads for new sales opportunities**
- **Expand on email results and conversions**
- **Leverage a destination site to sell more products and services and build brand**

...then you're ready to get started with social marketing.

For many marketers, building a successful social strategy presents time and resource challenges. **Let MDR help you link your direct marketing plans to an online community through WeAreTeachers!**

WeAreTeachers is a network and community that connects educators with thousands of teaching ideas, grants, promotions, and giveaway opportunities, plus access to the fastest-growing directory of educational resource providers. Companies that participate in WeAreTeachers can dramatically expand on their direct marketing results and generate more new leads, more quickly.

How Can MDR and WeAreTeachers Help Your Business Grow?

- **Lead Generation** – Participating companies can choose from sponsored programs combined with email outreach, leveraging MDR's world-class email database to generate highly targeted, qualified leads for follow-up.
- **Sponsored promotions, product sales, and giveaways** through our engagement programs.
- **Brand building** through contests, grant programs, and other engagement strategies.
- **A turnkey solution**—consultation, program development, and execution—to build a presence on the WeAreTeachers site that immediately expands through viral marketing to Facebook, Twitter, and other social media channels.
- **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.

See how these leading education businesses make WeAreTeachers work for them:

Champion Community: A 35-year-old math curriculum provider with strong customer loyalty wanted to expand opportunities for their users to share best practices and to move beyond information to application. By leveraging WeAreTeachers, they're building a champion community, including exclusive idea exchanges, video submission for example lessons, and forums with customized loyalty incentives for contributed content. The results provide the company with the ability to identify and engage their teacher advocates, as well as quickly gather and disseminate teacher developed and recommended best practices using its products.

Special Interest Promotion: A leading provider of special education resources partnered with the nation's first ultra-accessible theme park for families with special needs to offer a unique WeAreTeachers grant program that nominated families for a free two-night vacation to the theme park. Results included over 250 nominations through the WeAreTeachers site and 56,000 unique votes over a three-week period. Viral coverage was generated through TV news interviews of the schools, online news coverage, and individual student Facebook fan pages to support communitywide.

Grant Ask Program: A premier online learning environment used WeAreTeachers to ask a question that generated 670 teaching ideas aligned to their specific subject expertise. This group of educators rallied over 20,000 votes with over 100,000 page views that included the company's name.

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

Call your MDR Representative at 800-333-8802 to start making connections today!

www.schooldata.com

Why are MDR and WeAreTeachers right for my business?

WeAreTeachers combines expertise in social media engagement with the tools, programs, and community to support your marketing goals, all in combination with MDR's leading data solutions. Together, we're a powerful marketing force that helps you grow with:

- Customized Marketing Programs
- Viral Customer Engagement
- Social Media Optimization and Expertise

Get the **FACTS**

Learn how
WeAreTeachers can help you build a social marketing strategy!

Sign up today:
schooldata.com/mdrgetthefacts.asp

WeAreTeachers Program Solutions

Choose any combination of programs and promotions to build a brand presence and marketing program specific to your goals.

Presence

Basic Brand Profile (Free)

- Company description, logo, and website link

OR

Premium Brand Profile (Recommended)

- Basic brand profile PLUS 25 full product pages, spotlight promotions, educator connections with direct messaging, product reviews/rankings, and links to your other web assets on your website, Facebook, or Twitter

Programs

Sponsored Grant

- Exclusive program page
- Brand spotlights on all teaching ideas for 1 year
- 50,000 email outreach

Sponsored Promotion

- Exclusive program page
- Home page spotlight for Teacher Giveaways
- 25,000 email outreach

Customized Programs

- Unique, creative solutions customized to your goals
- Start with an assessment of your goals, needs, and budget
- Podcasts, user champion groups, and product launches are just a few of the options available to you

Promotion

Email Outreach

- Email outreach includes two pushes to universe and non-opens

Lead Data (Limited Time Offer)

- Demographic and contact data for all clicks and conversions

Social Outreach

- Social content plan and WeAreTeachers promotion: email, blog, Twitter, and Facebook

All our solutions are backed by the quality and service you expect from MDR.
Get started today. Call 800-333-8802.