

Three Keys to a Successful Classroom Outreach Campaign

Knowing how to present your message to teachers is just as important as knowing what methods of promotion are the most effective in reaching educators. Following these three basic principals can help you on your way to a successful campaign.

Focus on “Educational” Aspects

As long as there is a viable educational component to your message it will be accepted by teachers in their classrooms. Make sure that you present materials that have information students can learn from.

Cross Promote

Don't focus on one method of promotion. Use a combination of blast email, direct mail, educational magazine placements and the web to ensure reaching the widest range of educators possible.

Keep it “Free”

With school budgets tight, teachers appreciate anything they can present to their students at no cost. Make available downloadable fact sheets, booklets, video and audio . They are greatly appreciated by schools.

For information on WestGlen's targeted audience services and capabilities, contact Ed Lamoureux, SVP New & Emerging Media Strategies at 212-704-9111 or email ed@westglen.com.