

CHANNEL		PROS		IDEAL FOR
SEARCH ENGINE MARKETING	→	Targeted reach and increased visibility	→	Connecting with educators seeking solutions
EMAIL MARKETING	→	Personalized, direct communication	→	Lead generation and lead nurturing
CONTENT MARKETING	→	Demonstrates expertise and thought leadership	→	Engaging TOFU leads and building trust with MOFU leads
SEO / WEBSITE	→	Builds long-term organic traffic	→	Establishing your online presence
SOCIAL MEDIA	→	Direct conversations and feedback	→	Brand awareness and thought leadership and community building
WEBINARS	→	Personal engagement with a targeted audience	→	Showcasing thought leadership and solutions
RETARGETING	→	Re-engage with past website and social media visitors	→	Staying-top-of-mind and moving leads through the funnel