

Connecting Brands to Educators Through Our Trusted Educator Community

SOLUTION OVERVIEW

WeAreTeachers is a trusted destination for the education community. Our website and tremendously engaged social channels, help our brand partners reach millions of families and educators every month.

- Create a loyal fan base with offerings ranging from site ads and retargeting ads to sponsored content and articles
- Reputation is key to educators' willingness to trust product reviews and claims, and their peer input is invaluable.
- Build trust and rapport for your brand.
- Position your brand as more than a transaction in a customer's mind

The WeAreTeachers brand:

- 5M+ website visits each month, 42% growth in 2019
- 1.5B+ Facebook impressions in 2019, over 450k daily
- 2.9M+ Followers in social media, 26% growth in 2019
- 500k+ Opt-in email list, open rates 22%-43%
- 27M+ Engagements on Pinterest in 2019
- 95M+ Facebook engagements, 25k daily/8M monthly

SOLUTION DESCRIPTION

WeAreTeachers provides brands with advertising, sponsored content, awareness, and lead generation programs leveraging its' traffic and large audience through email, Facebook, Twitter, Pinterest, and Instagram.

Digital advertising on WeAreTeachers

- 5M+ monthly pageviews, ad inventory of 9-12 million impressions/month
- 3 ad sizes (300x250, 300x600, 728x90)
- Creative services for ads
- Reporting includes impressions, total clicks, and CTR

Exclusive Key Topic Advertiser Program

- Exclusive advertising rights on Key Topic Collections
- Three premium ad sizes (300x250, 300x 600, 930x 180)
- 100k+ guaranteed monthly impressions
- 10+ topic-related content features

Custom Branded Content & Promotion

- Build trust and rapport for your brand by providing content to educators
- Content created by award-winning experts
- Custom content builds awareness, generates leads, and engages educators
- Leverage WeAreTeachers strong SEO and 5M+ monthly website visits
- Drive targeted audiences to your content with multi-channel promotion



SOLUTION:

WeAreTeachers digital engagement solutions

USE CASE:

Customer engagement and brand loyalty.

DELIVERY MECHANISM:

WeAreTeachers branded media (website and social channels)

UNIQUE VALUE:

One of the largest and fastest growing web destinations for teachers