

WHAT IS Word-of-Mouth Marketing?

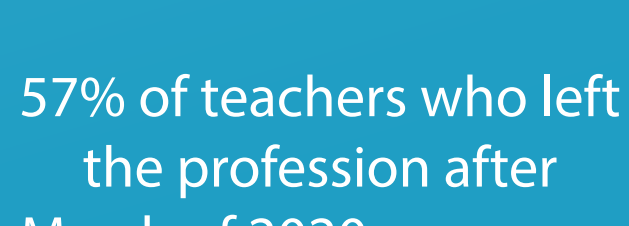
BUILDING TRUST WITH EDUCATORS

At its core, word-of-mouth marketing builds trust, making it a highly effective tactic that marketers have relied on for decades. However, COVID continues to change how teachers share information, and Catapult X asks the question, "Are there generational differences in how educators shout their preferences?"

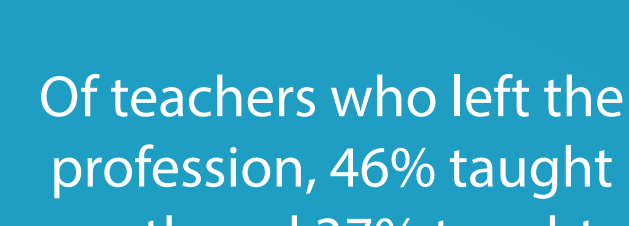


Over 25% of teachers changed jobs after March of 2020.*

*Early retirement, career change, leave of absence, and new roles were cited. Source: Dilbert's Smart Goals: Smart Support the Reasons, Feb 2021, Rand Corporation.



57% of teachers who left the profession after March of 2020 were over 50 years old.



Of teachers who left the profession, 46% taught math and 37% taught science.

*Educators chose "all that apply"; therefore, percentages of all subjects taught > 100%

Gen X Dominates

THE EDUCATION MARKET

With 57% of teachers who left the profession over the age of 50, the education market has experienced a generational shift. Gen X now dominates decision making for educational technology purchasing.



22%
BABY BOOMERS

28%
MILLENNIALS

50%
GEN X

Word-of-Mouth Marketing: What Type Do Educators Trust

Should your marketing mix change? It depends. Baby Boomers at the district level still influence the largest budgets. All generations agree that case studies, teachers' pick awards, and teacher testimonials in advertising should be a part of your marketing mix. Key generational preferences could, however, affect your strategy.

GEN X BOOMER MILLENNIAL

My colleague tells me a product is great



Teachers' pick awards from associations (NSTA, NABT, AAPT)

Blogs from educators

Written review in a teacher journal (NSTA, NABT, AAPT)

Case studies with data on student learning outcomes

Teacher testimonials in advertising

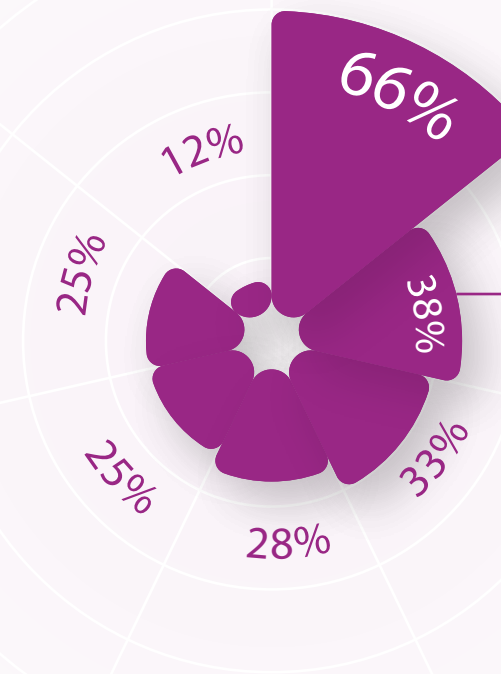
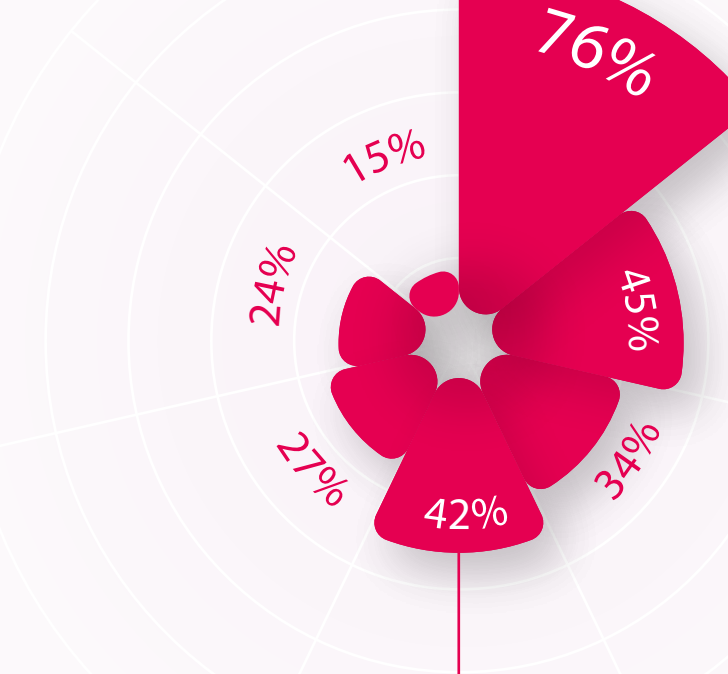
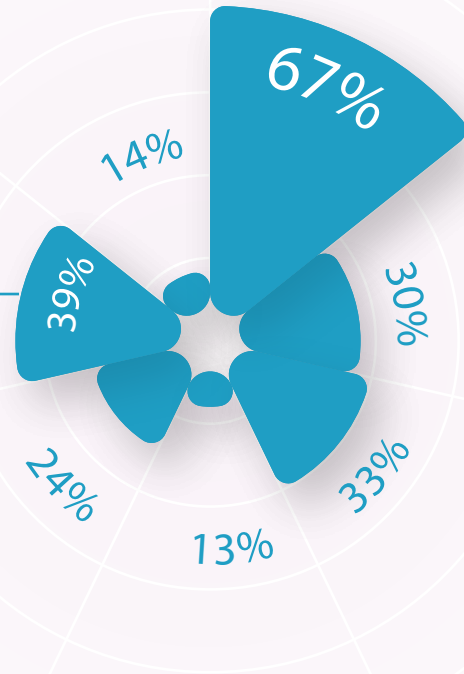
Social media buzz (Facebook, Twitter, LinkedIn, YouTube)

BOOMER

MILLENNIAL

GEN X

My colleague tells me a product is great



Written review in a teacher journal

Social media buzz (Twitter, Facebook, LinkedIn, YouTube)

Blogs from educators



March 2021 survey conducted by Catapult X with STEM educators from grades 3-5. Developed in collaboration with MCH Strategic Data

n=418

Six Key Principles* to Drive Conversations

APPLIED TO STEM EDUCATION



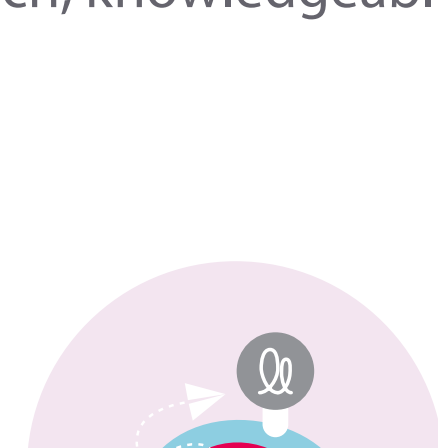
SOCIAL CURRENCY

People love to share recommendations among their peers to increase their status, making them look high-tech, knowledgeable, discerning.



PUBLIC

Public brand visibility is key to being found. How do you manage your earned-media attention?



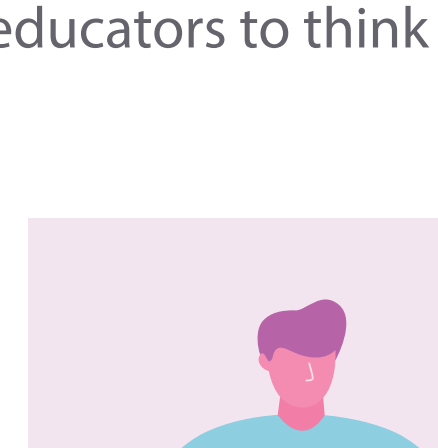
TRIGGERS

Is your brand associated with an event, idea, image, or educational experience that triggers STEM educators to think of you?



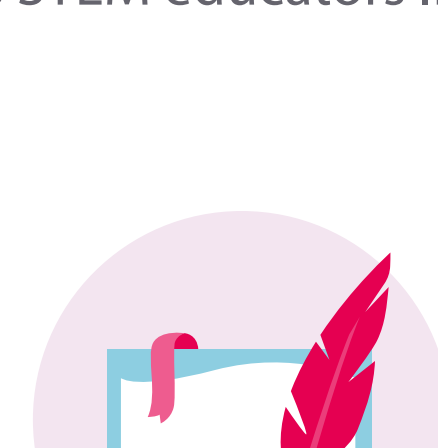
PRACTICAL VALUES

Meet standards, save time for teachers, engage students—these are the practical values STEM educators live by.



EMOTION

Help teachers connect to your brand deeply. When educators care deeply, they are more likely to talk about it.



STORIES

We all love good stories. Tell how your brand increases student learning and provides critical resources for teachers.

*Concepts adapted from "Contagious" by John Berger

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