

# EDUCATORS ARE PURCHASERS

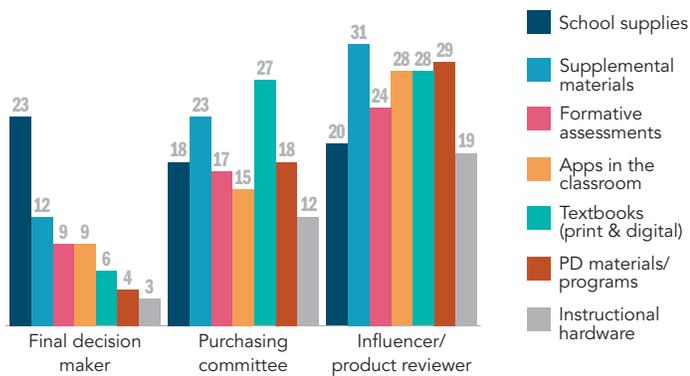
## Affecting school and district buying decisions



**Did you know** that all educators—from district supervisors to teachers—are involved in the purchase of instructional materials, technology, textbooks and supplemental products, school supplies, digital resources, assessment tools, and professional development/training programs?

### Educators Buy by Role

Teachers spend an estimated **\$1.75 billion per year** on school supplies from classroom budgets and out-of-pocket expenditures. While teachers are becoming more involved in purchasing, technical or enterprise-wide purchases are still dominated by high-level administrators or specialists:



### Educators Research Where They Buy

Rather than being influenced by push marketing, educators like to control the intake of product information by going to retail or teacher stores, or actively searching on their own:

#### Sources for Information on Instructional Materials

Retail store promotions (Staples, Target, Walmart, etc.)	20%
Amazon	20%
Websites/Internet searches (other than Amazon)	14%
Catalogs (print)	12%
Teacher stores	11%
Websites that provide reviews of education products	6%

**Brands in the know** market their products to the right people in the decision-making process.

**Brands in the know** invest in search marketing and targeted display ads to reach educators who are doing product research online.

## Educators Listen to Educators

When it comes to product recommendations, their own hands-on experience is the gold standard for educators, followed closely by the opinions of peer educators and companies that have earned a good reputation:



90%

Ease of use



75%

Has had positive reviews/evaluations



68%

Research-based



75%

Recommended by other educators



64%

From a well-known, reputable company

**Brands in the know** give educators the opportunity to try products for themselves; a persuaded educator is the most effective salesperson.

## Educators Are Loyal Customers

Educators hold themselves to high standards and expect the same of the companies they work with. Once earned, their brand loyalty is strong:

- 77% of teachers usually shop at their favorite stores because they carry the brands they like.
- 61% of teachers report they have shown their support for a product, service, or company by becoming a "fan," "friend," or "follower."

**Brands in the know** focus on quality and service to earn the invaluable loyalty of educators.

## Educators Are a Market Brands Can Reach

The education market is estimated at over **\$1 trillion dollars**, making up about **9% of the U.S. Gross Domestic Product (GDP)**.

**Now that you know, take action:** This audience is uniquely accessible through MDR's data and our unmatched strategies, effective solutions, and audience-tailored engagement channels. We can help your brand profit from educators' purchasing power.



**TO LEARN MORE:** Call your MDR Representative at 866-257-9511 or email us at [MDRinfo@dnb.com](mailto:MDRinfo@dnb.com)