

Marketing + Hiring Partnership

Market your products and services and share your open roles with our 603,000+ engaged educators and administrators, so interested customers and the right candidates can come straight to you.



What you get

- ✓ Get your products, services, and open roles in front of our educators and administrators
- ✓ Build trust faster by borrowing the trust we've already built with them
- ✓ Send qualified candidates straight to your application

AUDIENCE REACH 603,000+

total social media and email reach



LAST 90 DAYS 4.4M

organic impressions on Facebook, Instagram and LinkedIn alone



GUARANTEED 100,000+ impressions per quarter

Organic reach, not paid. Every impression goes to educators and administrators who follow us because they are exploring their next career step.

How it works



Visibility

Social media, LinkedIn newsletter, blog, video distribution.



Education

Teach candidates about the role, company, fit, and opportunity.



Click-through

Interested candidates click through to your application or next step.



Your next step

Call, on-demand content, application, or another step you own.



Hiring

You manage qualification, interviews, selection, and onboarding.

What we provide: done-for-you marketing across a variety of platforms where our audience shows up

- Exposure to Teacher Transition's audience of 603,000+ educators
- Ongoing promotion and evergreen marketing and recruiting assets that keep working
- Get in front of our social media following on Facebook, Instagram, and LinkedIn
- A custom, done-for-you blog post that markets your company and opportunities to our audience
- Recorded video content for live or on-demand use
- Your company and open roles promoted on our YouTube channel
- An exclusive, done-for-you LinkedIn newsletter dedicated to your company and open roles
- A custom, done-for-you landing page with a click-through to your recruitment process
- Your content hosted inside our learning management system

How our audience finds you

You choose where they land: a purchase, a sign-up, your application, a call, or a free resource.



Ongoing partnership

- ✓ Your products, services, and roles stay in front of our audience month after month
- ✓ The content we create keeps marketing and recruiting for you over time
- ✓ New customers and candidates discover you every month
- ✓ Customers and candidates come to trust your company because we recommend it



We handle the reach, the content, and the promotion, so you can focus on hiring the right educators and administrators who come to you.

teachertransition.com

AUDIENCE AT A GLANCE

REAL REACH. REAL ENGAGEMENT.

650,000+

educators in our community

85,000+

newsletter subscribers

25,000+

newsletter opens every week

30%+

average newsletter open rate

160,000+

email campaign opens in a week

469,000+

social impressions in a single week

Email data from campaign sends over a three month period

OUR SERVICES

TAILORED FOR YOUR CAMPAIGN NEEDS

1

Hiring and Employer Branding

Sponsored job listings, a job board banner, and newsletter features that put your open roles in front of educators ready to move.

2

Program Recruitment and Course Enrollment

Promote your certificate, degree, or training program to educators who are actively upskilling for their next role.

3

Product and Service Marketing and Awareness

Introduce your tools and services through blog posts, LinkedIn newsletter features, and social media spotlights.

4

Live Events and Webinars

Invite our audience to a live guest call or webinar, promoted by email and social, with a replay that keeps working after the event.

5

Thought Leadership

Share your expertise through custom content and recorded video that builds trust with a community of educational professionals.

*All placements are designed for you by
the Teacher Transition marketing team.*



TEACHER *Transition*

Marketing Placement Examples

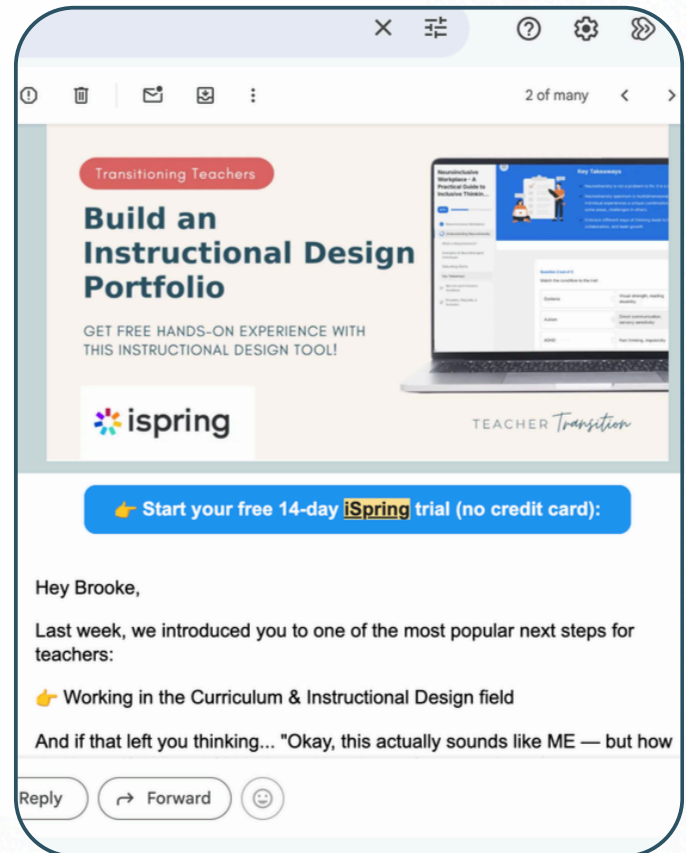


MONTHLY FEATURED PLACEMENT IN NEWSLETTER EMAIL

Reach educators actively exploring their next opportunity

- Reach 85,000+ educators and administrators monthly
- 24,000+ opens from readers who chose to subscribe.
- Your company featured with a click-through to your next step.
- A fast-growing list, with 3,000+ new subscribers in the last three weeks.

CLIENT EXAMPLE - FEATURED PLACEMENT IN NEWSLETTER EMAIL



WHAT WE PROVIDE

- A done-for-you feature in our weekly newsletter
- A click-through to your landing page, sign-up, or application
- Organic reach, not paid: every reader chose to subscribe
- Copy and design done for you by the Teacher Transition marketing team

"I wish I would have known your team's services sooner."

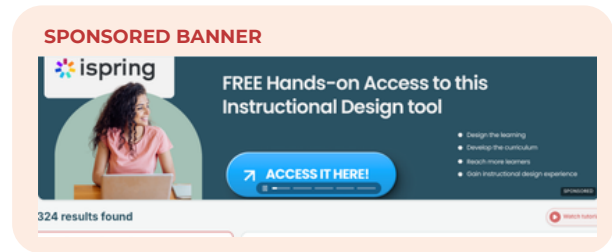
-Zach C.
Corporate CEO

CONTINUOUS JOB BOARD FEATURE+ JOB POSTING

Be seen where educators search
for their next opportunity

- Your banner at the top of our job board
- Your open roles featured as sponsored listings.
- Educators get personalized job matches, so they come back often.
- Interested candidates click straight through to your application.

CLIENT EXAMPLE - ROTATING JOB BOARD BANNER



Featured jobs

Instructional Designer
iSpring · Remote

SPONSORED

Curriculum Specialist
Ed-tech company · Remote

Customer Success Manager
Ed-tech company · Hybrid

WHAT WE PROVIDE

- A done-for-you banner at the top of our job board
- Your open roles posted and featured on our job board
- A click-through to your application or landing page
- Copy and design done for you by the Teacher Transition marketing team

"My best hires have come from Teacher Transition."

*-Director of Instructional Design
McGraw-Hill*

MORE WAYS YOU'RE FEATURED

Done-for-you marketing across a variety of platforms where our audience engages. Sample layouts shown with our client iSpring as the example.

LINKEDIN NEWSLETTER



LinkedIn newsletter

A done-for-you LinkedIn newsletter dedicated to your company, products, and services.

teachertransition.com/blog



Custom blog post

A custom, done-for-you blog post that markets your products and services to our audience.

Watch: iSpring portfolio demo



Recorded video content

Video for live or on-demand use, on our YouTube channel and in our learning management system.



LinkedIn, Instagram and Facebook

Social media promotion

Get in front of our social media following on Facebook, Instagram, and LinkedIn.

Need a different option? Let us know at hello@teachertransition.com.

YOUR CAMPAIGN

How you'll reach our 600,000+ educators

Every month of your three-month term, your message shows up in the places our educators already read, search, and scroll.

DEDICATED EMAIL

One email written for you and sent to **educators who want to found a microschool or start their own business.**

Targeted

a segmented list, not a blast

EMAIL NEWSLETTER FEATURE

A feature in our weekly newsletter every month, with a click-through to your page.

85,000+

subscribers, 24,000+ weekly opens

Live Webinar to our Audience + Video Replay on YouTube + Our LMS

Educate our audience on your products, services or job opportunities. Then your training becomes on-demand.

Targeted

a segmented list, not a blast

JOB BOARD

Your **banner** at the top of our job board for the full duration of your contract, plus a **sponsored job listing for your founder opportunity.**

9,500+

open roles that keep educators coming back

SOCIAL MEDIA

At least one post every month across Facebook, Instagram, and LinkedIn.

469,000+

social impressions in a single week

HOW A TEACHER BECOMES YOUR LEAD

1

Sees you in email, on the job board, or on our social channels

2

Clicks through to your page

3

Opts into your lead source, registration page, quiz, call, etc.

4

Begins to take next steps with your team

*All copy and design are done for you by the Teacher Transition marketing team.
Additional dedicated emails can be added at any time.*

TEACHER *Transition*

THANK YOU

**Let's get your message in front of educators
who are ready to act.**

GET IN TOUCH

hello@teachertransition.com

teachertransition.com