



Connect with teachers at home this summer.



DON'T LOSE MARKETING MOMENTUM OVER THE SUMMER...

It's not easy to build relationships with educators. There is fierce competition among brands. It's important to keep the momentum moving, even during the summer months. Don't give your competitors the opportunity to steal your customers and prospects.

TEACHERS WANT TO RECEIVE RELEVANT OFFERS AT HOME...

According to a 2019 MCH Survey to Principals, teachers like to learn about new products and services through direct mail, as long as the message is relevant and fulfills a need.



TEACHERS HAVE BUYING POWER...

Teachers spend, on average, between \$400-\$500 of their own money on classroom supplies. They also make purchasing decisions on classroom applications, curriculum materials and more.

CONNECT WITH TEACHERS AT HOME

- Access MCH's Home Connect Database to send targeted mail to teachers at their home addresses during the summer.
- Create powerful segments by school enrollment, household income, job functions, and more.
- Create digital custom audiences by uploading MCH's Home Connect data to popular social media sites such as Facebook, Instagram and others.

REQUEST INFO

