

STAEDTLER Teachers' Club: content marketing to the classroom

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Equinox

About us



- Cardiff-based creative agency
- Established in 1996
- Integrated comms
- equinox.wales



Equinox Communications UK



@equinox_comms

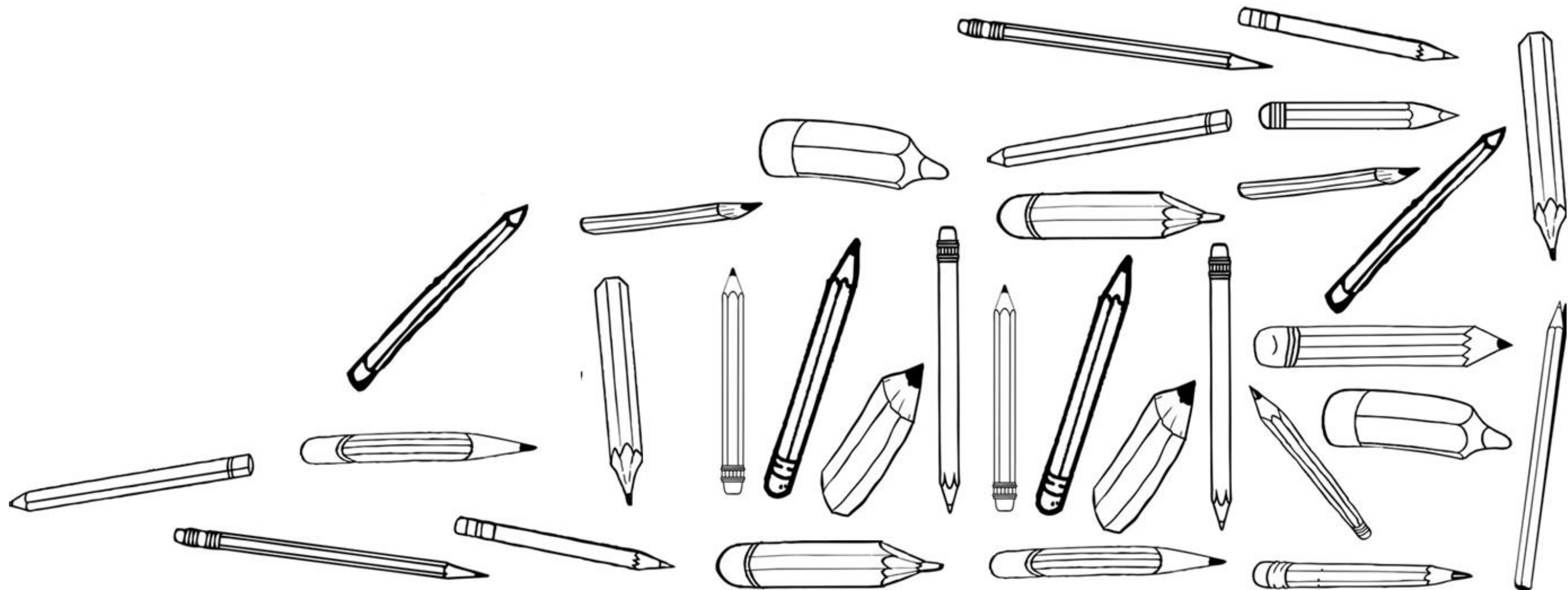


STAEDTLER Teachers' Club

Some background info...

Eq:

- Worked with STAEDTLER since 2012
- Main objective — build awareness and brand loyalty within the education sector
- Now solely a digital-based platform
- Target audience of UK primary school teachers.



The concept...

Eq:

- Free, digital platform for UK primary school teachers
- Two active social media channels — Facebook and Twitter (**41k** following)
- An audience focused website
- Teachers' Club Members — offering relevant resources and exclusive access to competitions (**15k** current members).

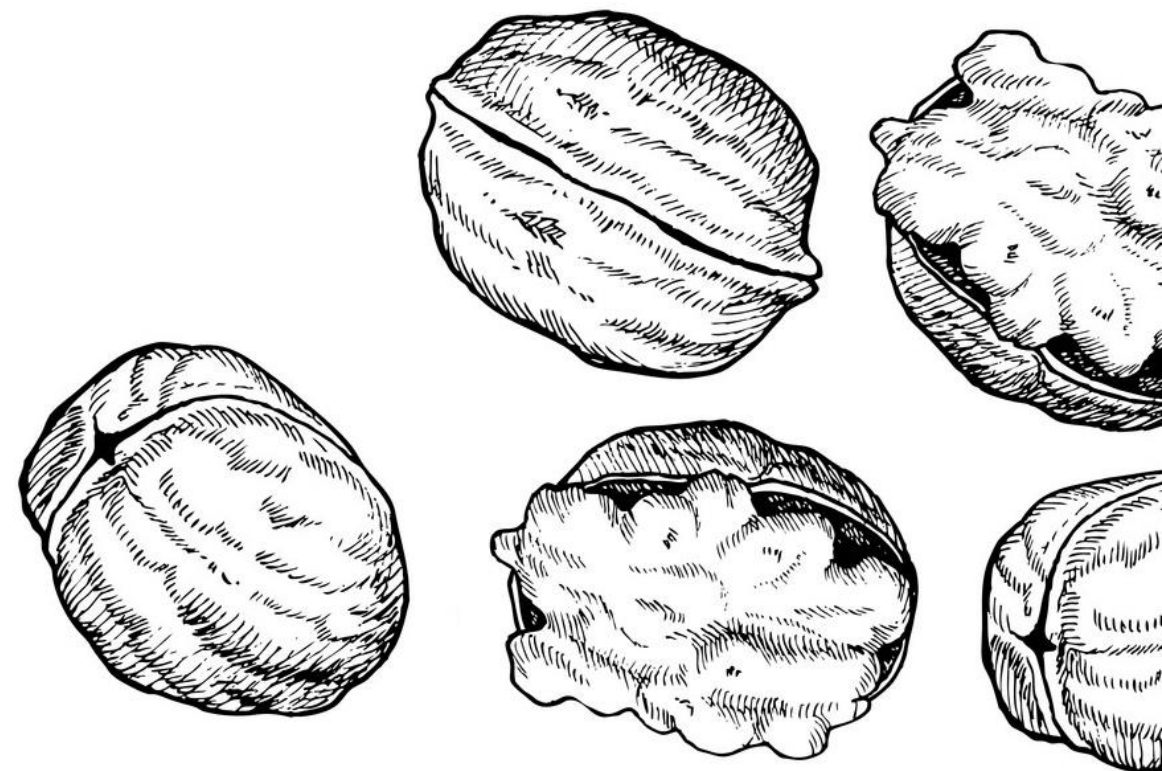


In a nutshell...

Eq:

The Club's overarching approach involves:

- The creation of educational or entertaining content
- Which **does not** focus on the products STAEDTLER sells
- e.g. Facebook videos, blog posts, classroom resources, competitions
- It provides teachers with things they can actually use or relate to
- Resulting in brand loyalty.



Create highly relevant, fun and useful consumer content to prove that Teachers' Club **'gets'** its target audience. All with the aim of:

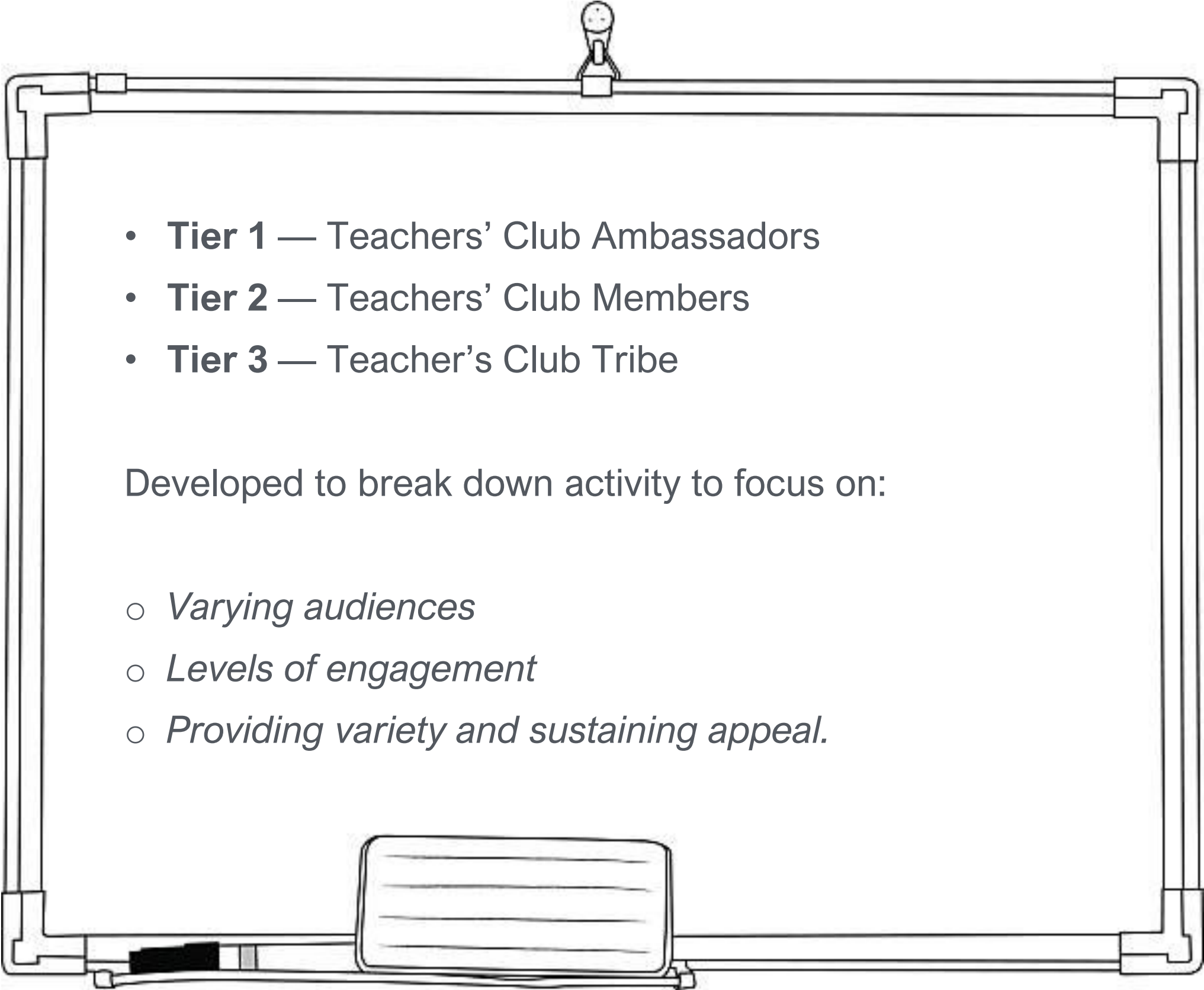
1. Growing our social media audience
2. Recruiting as many primary school teachers as possible
3. Increasing STAEDTLER sales revenue in the education sector.

Key activities to support this approach include:

- Quality online content – *to drive teacher engagement across channels*
- School resources – *to aid lesson planning and secure new members*
- Partnerships – *to align STAEDTLER with other trusted brands, e.g. Penguin*
- Outreach – *through competitions and surveys.*

The three tiers of Teachers' Club

Eq:

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- **Tier 1** — Teachers' Club Ambassadors
 - **Tier 2** — Teachers' Club Members
 - **Tier 3** — Teacher's Club Tribe

Developed to break down activity to focus on:

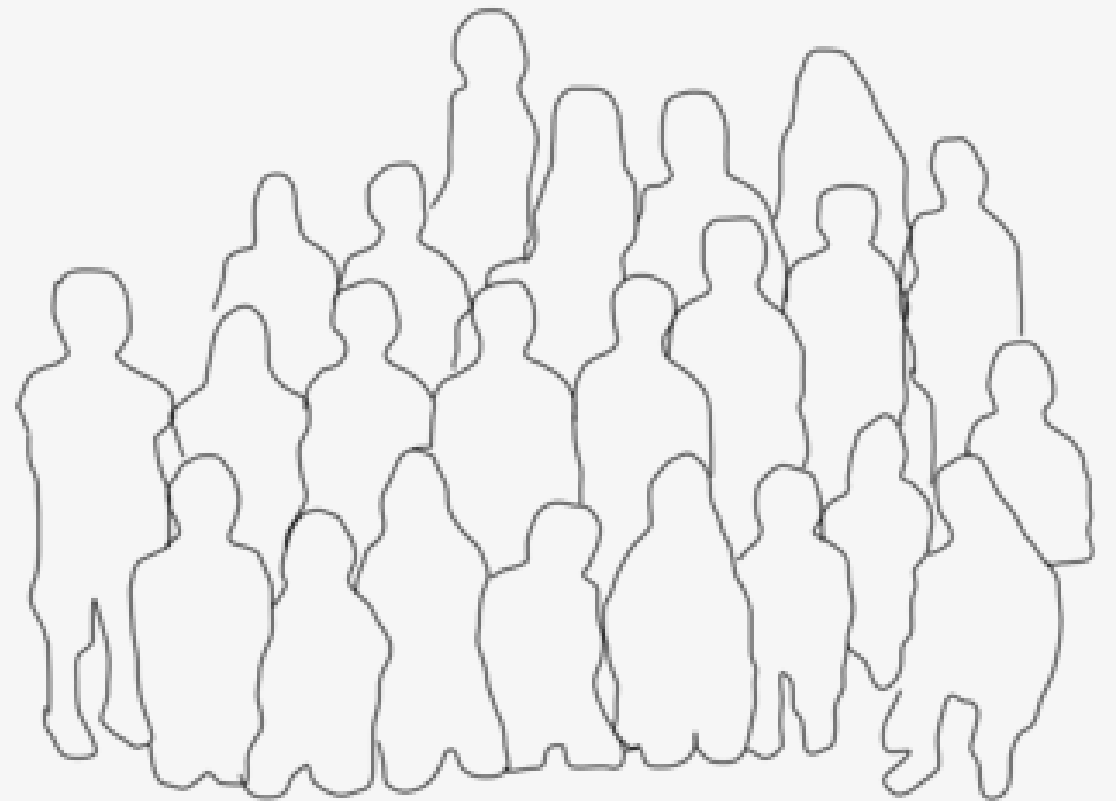
- *Varying audiences*
- *Levels of engagement*
- *Providing variety and sustaining appeal.*

Teachers' Club Tribe

Key attributes



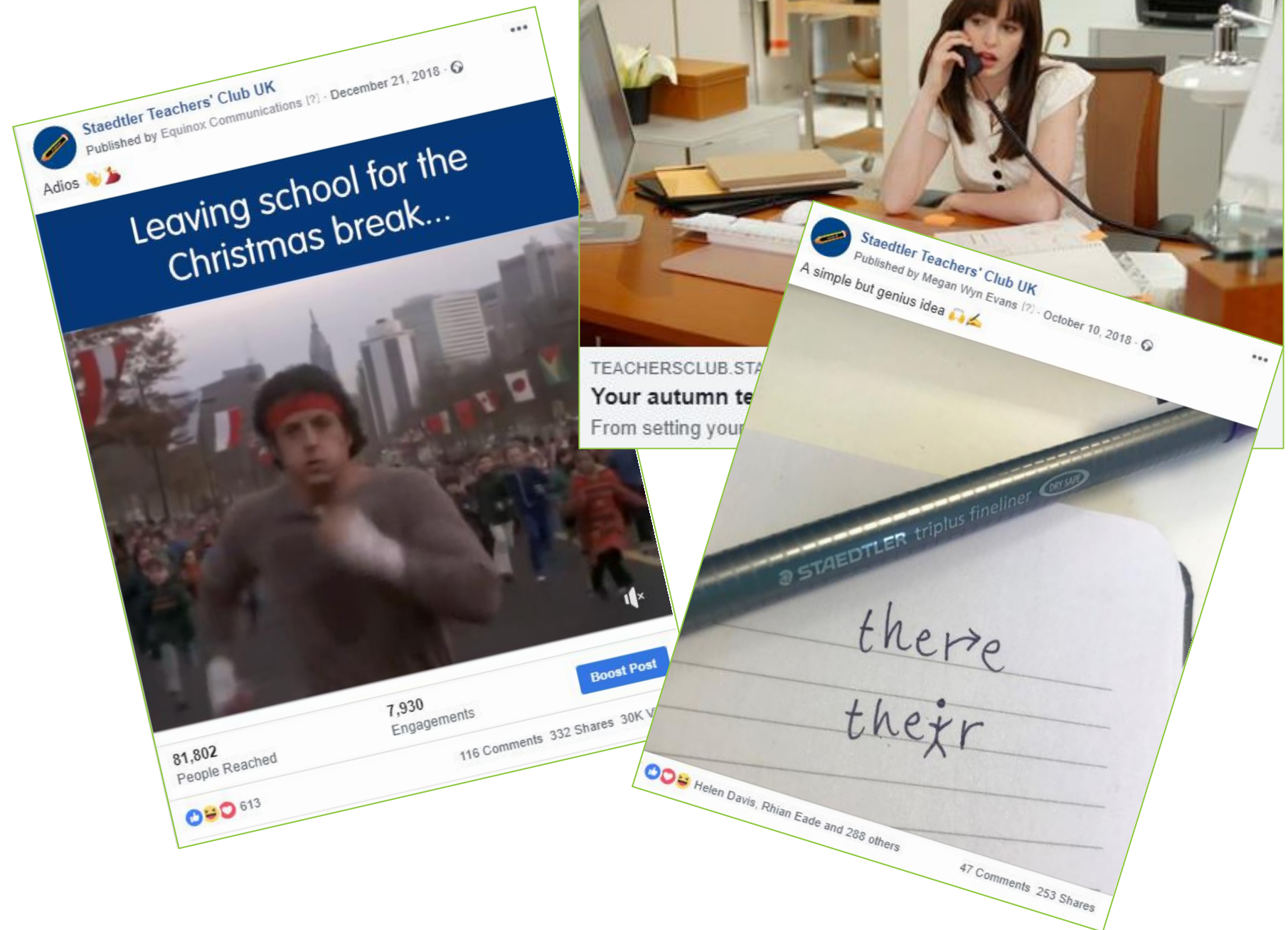
- Engage with general discussion/teacher talk
- React to accessible and shareable content
- May be aware of STAEDTLER as a brand but not fully engaged
- ***Aim*** — *convert to become engaged members.*



Tactic 1: social media community

Eq:

- Driving discussion
- Shareable content
- Memes and GIFs
- Competitions
- Classroom ideas.



Tactic 2: Break-time reading

Eq:

- “Buzzfeed for teachers”
- News, ideas and laughs tailored to the audience
- Drive more social followers to the website
- Web sessions increased by 30% after the launch of this channel.

The screenshot displays the Teachers' Club UK website. The header is dark blue with the 'TEACHERS' CLUB' logo (a pencil icon) and the 'STAEDTLER' logo (a stylized 'S' in a circle). To the right of the logos is the tagline 'Bringing teachers fresh ideas & inspiration'. Social media icons for Twitter, Facebook, and YouTube are in the top right corner. A navigation bar below the header contains links: Home, About, Break-time reading (highlighted in orange), Classroom Resources, Competitions, Gallery, Product Catalogue, Kelly's blog, and Members Area (in a green box). Below the navigation bar is a breadcrumb trail: Home / Break-time reading. The main content area is titled 'Break-time reading' and includes the text 'Keep up to date with the latest news, ideas and laughs from Teachers' Club UK.' A featured article titled 'Celebrate Chinese New Year in Class' is shown, featuring a photo of red lanterns with Chinese characters. The article text states: 'The British Council has released a free education pack for the Year of the Pig...' and includes a link 'Click here to read more...'. On the right side of the page, there is a 'Tweets by @TeachersClubUK' section. The first tweet is from 'STAEDTLER UK @TeachersClubUK' and reads: 'The ultimate staffroom debate ...which shade of tea is socially acceptable? 🍵🍵'. Below the tweet is a photo of a grid of 16 white mugs, each containing a different shade of tea, arranged in a 4x4 grid. The date 'Feb 11, 2019' is visible at the bottom right of the tweet section.

Tactic 3: Branded content & multimedia

Eq:

- Follow and adapt current trends
- Build brand recognition with a wider audience.

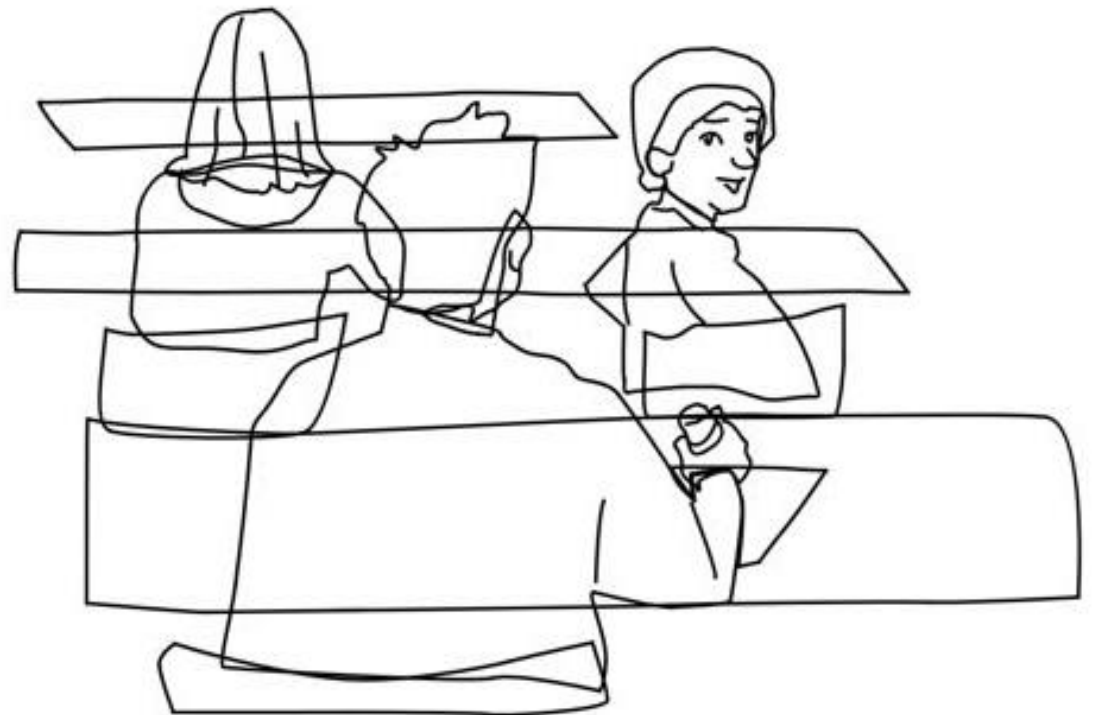


Teachers' Club Members

Key attributes



- Relatively engaged with STAEDTLER's brand
- Possibly discussed Teachers' Club with colleagues or friends
- First-look at exclusive or locked content
- ***Aim*** — *convert them into fully-fledged, two-way engaged members.*



Tactic 1: competitions

Eq:

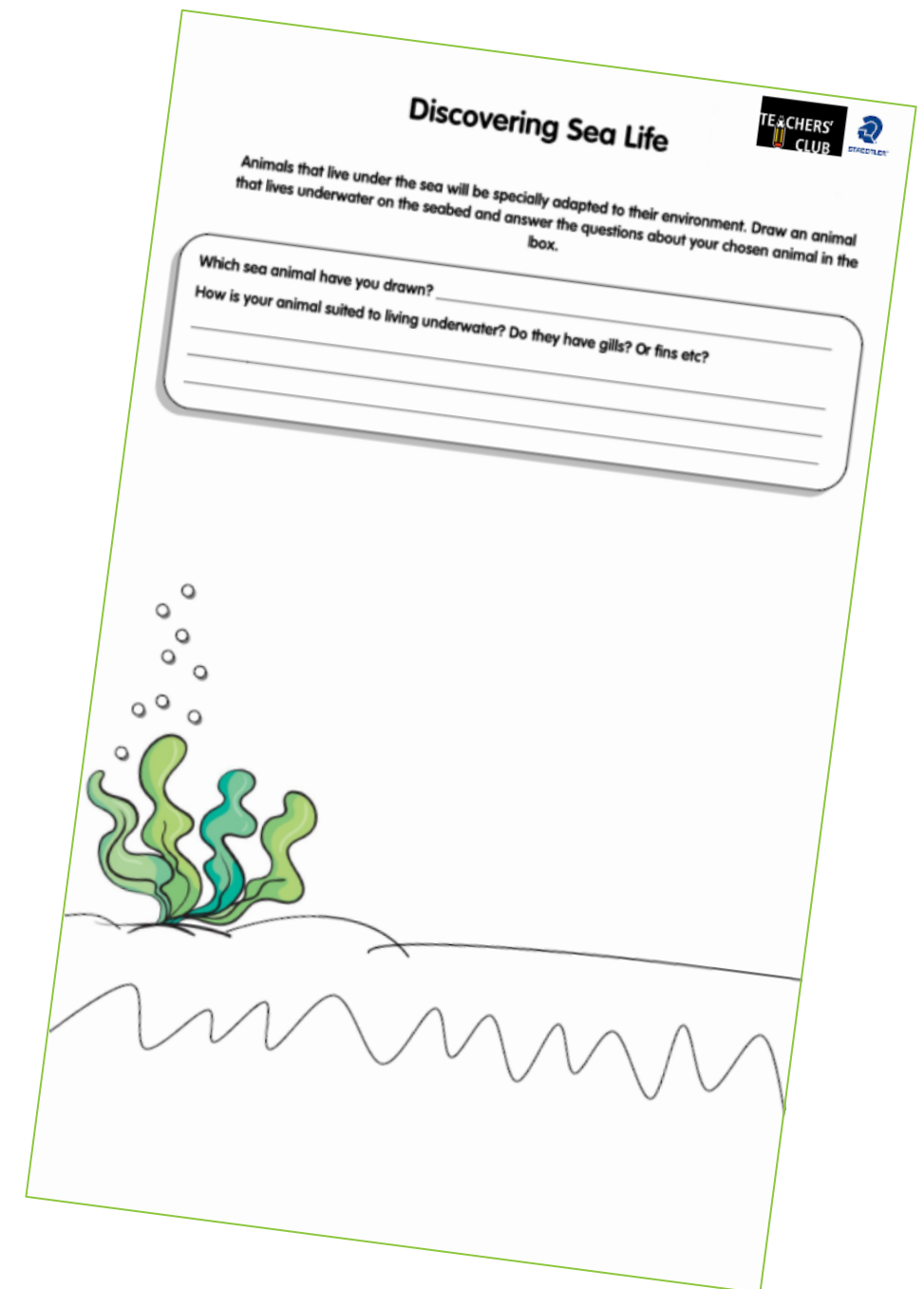
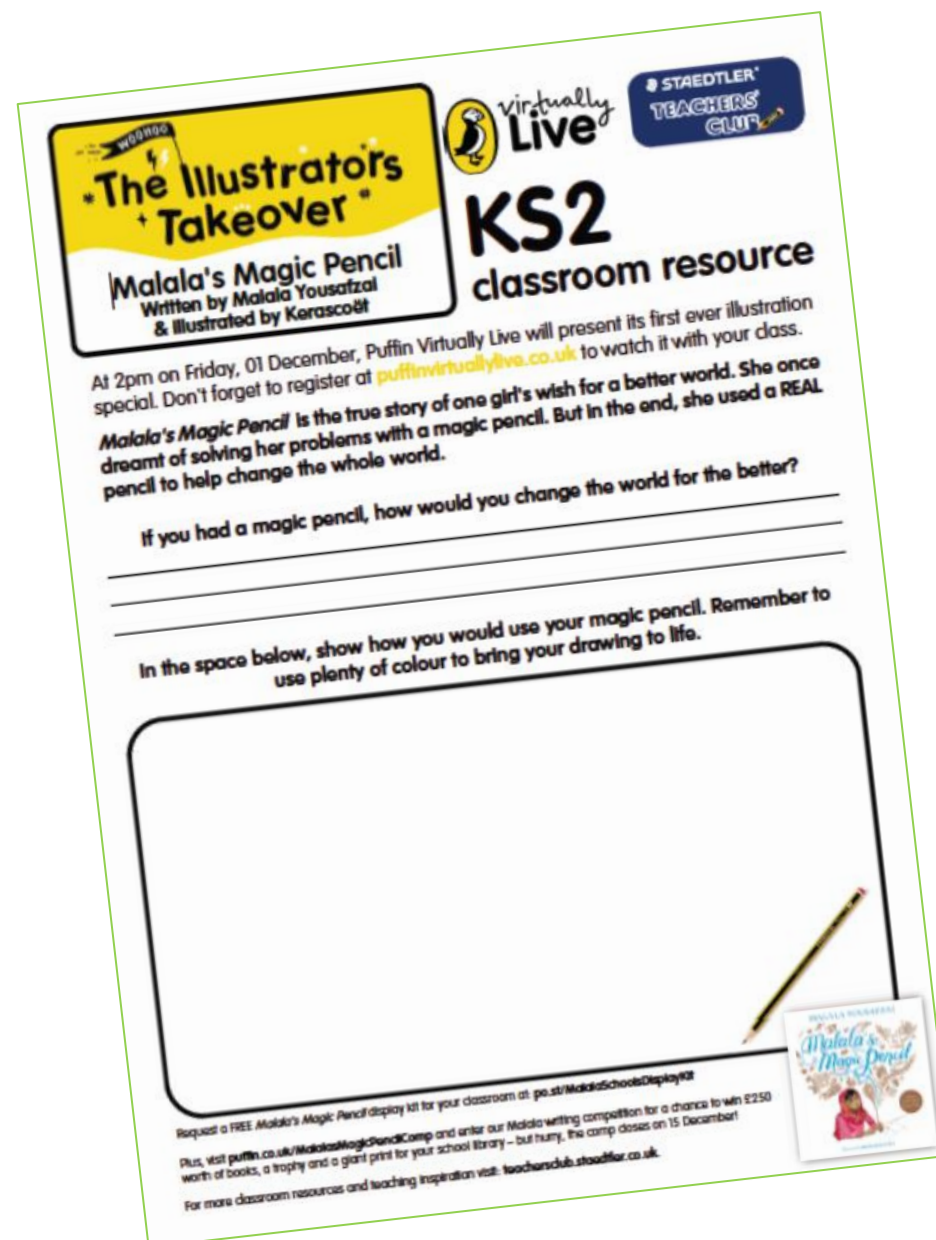
- x2 annual campaigns: World Kids Colouring Day and Sketching Stars
- Partner with reputable talent to add credibility
- Reward each member who enters
- Fun, free classroom activities
- Sketching Stars 2018 received more than 7k entries – up by 25% on the objective.



Tactic 2: classroom resources

Eq:

- FREE resources
- All about bringing STAEDTLER into the classroom.



Tactic 3: e-newsletters

Eq:

- Regular updates on the Club's activity
- First access to competitions or giveaways.



Good morning!

We don't want you to miss the opportunity for one of your pupils to become this year's official [Sketching Stars](#) winner, so thought we'd remind you that the competition is set to close at midnight on **Sunday 09 December 2018**.

Tactic 4: partnered content

Eq:

- Developed partnership with Penguins Schools
- Regular sponsored competitions
- Secured STAEDTLER branding with Penguin activity
- Approach additional partners in 2019, e.g. Twinkl, ICT with Mr. P.



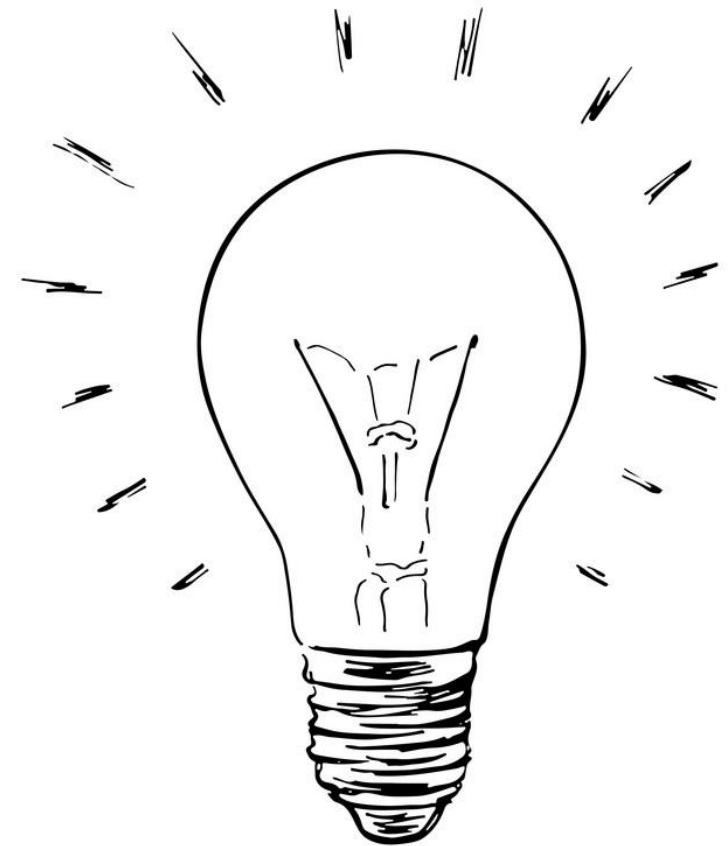
Competitions
receive on average
600 entries

Teachers' Club Ambassadors

Key attributes

Eq:

- Fully-engaged members
- Continually enter competitions
- Share their thoughts and ideas
- Rewarded for their commitment.



Tactic 1: Staffroom Sell

Eq:

- Rewarding engaged users
- Gaining feedback from the audience
- Bringing brand awareness into the staffroom.



STAEDTLER
TEACHERS' CLUB

Bringing teachers
fresh ideas & inspiration

**Free
staffroom
pack!**

Claim your Teachers' Club staffroom pack goodies

Hello there!

To celebrate the start of term, we're giving away 100 x FREE staffroom packs. And as a valued [Teachers' Club](#) member, we're giving you first dibs!

The pack includes a host of STAEDTLER goodies for your school staffroom, including:

- STAEDTLER Lumocolor® whiteboard pens
- A pack of Noris colour colouring pencils
- An academic wall planner for 2017/2018
- A wipe-clean day planner
- Stickers for your pupils
- A teacher's mug

How to claim

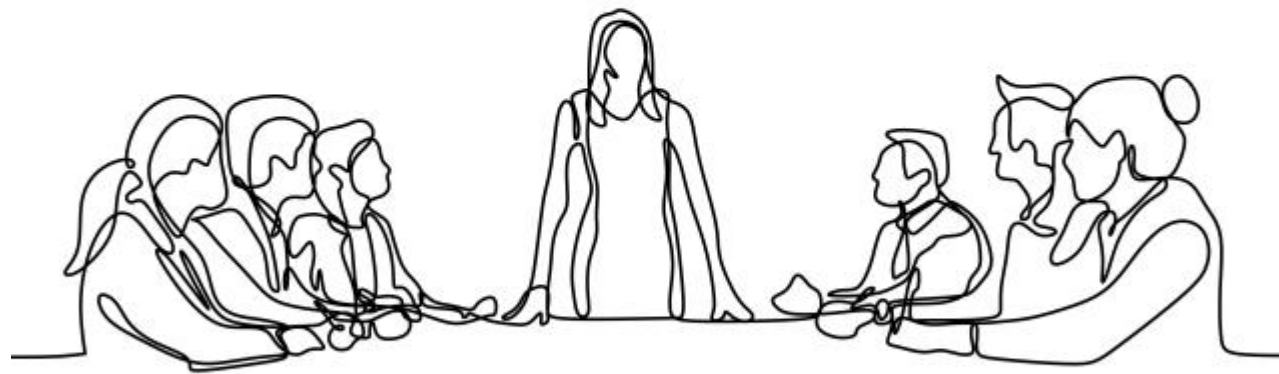
To claim your free [Teachers' Club](#) pack, simply reply to this email to let us know you would like one before midnight on Friday, 15 September.

But hurry – we only have 100 packs to give away and non-members will be invited to claim them from midday tomorrow.

Pssst... Need to update your registered postal address? Edit it [here](#) before 11 September to ensure it is sent to the right place.

Tactic 2: Teachers' Panel

- Exclusive group of Club members
- Offer feedback and information for planning
- Participate in surveys and focus groups
- A chance to sample new products.



Tactic 3: Teachers' Club Ambassador

Eq:

- Crowned in summer 2018
- Support with blog posts and social media content
- Facilitation of the TC Facebook Group
- General industry advice on an ongoing basis.



2018 results



- **12k** entries to World Kids Colouring Day — +194% on the objective and accounting for 52% of entries worldwide.
- **86k** web visits — the best results ever recorded with an increase of 82% on this year's objective.
- **4k** new members recruited — +132% on the objective, amounting to a total of 15k+ current members.
- **39k** social media followers, 3.5m social reach and 330k social engagements — demonstrating strength of the Club's channels despite the Facebook algorithm update in January 2018.

Equinox:

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