



Ed **MARKETER** 2018

➤ Executive Summary

- Education Week Marketing and the Education Week Research Center surveyed **83 education company marketing leaders** and **555 school district leaders**.
- Surveys revealed that while **62% of EdMarketers are being measured against overall revenue**, over 1/3 of them can't define marketing's influence on revenue, and ¾ of them say that their marketers **do not have an incentive tied to revenue**.
- We highlighted some **areas of success and opportunity for EdMarketers when it comes to content production and channel selection**. You might be surprised to hear that 61% of district leaders indicated that they prefer to consume information in **print**.
- District Leaders indicated that the majority of the time when they piloted a product in their districts, they ended up **scaling the product out to some or all of their schools**.
- **Principals are a go-to for District Leaders**, but only 41% of EdMarketers have mapped the Principal buyer journey. We did a **separate survey of 277 principals** to help you do just that.

► Insights Sourced from a Highly-Engaged Audience of K-12 Leaders

1.6M

UNIQUE VISITORS PER MONTH



1.3M

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1M+

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100%

PAID PRINT CIRCULATION



► A Source of Trust in the Education Ecosystem

