



**Educational  
Insights**

Marketing Through  
Storytelling



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# What's Our Story?

“Empowering classrooms and households with content that encourages curiosity, exploration, and creativity!”

Because content marketing was mentioned as an important strategy for Educational Insights, I prepared several ideas that could give a boost to current and future initiatives.

## Goals

4-6 months

- Improve customer retention
- Increase customer lifetime value
- Increase brand equity

## Key Performance Indicators

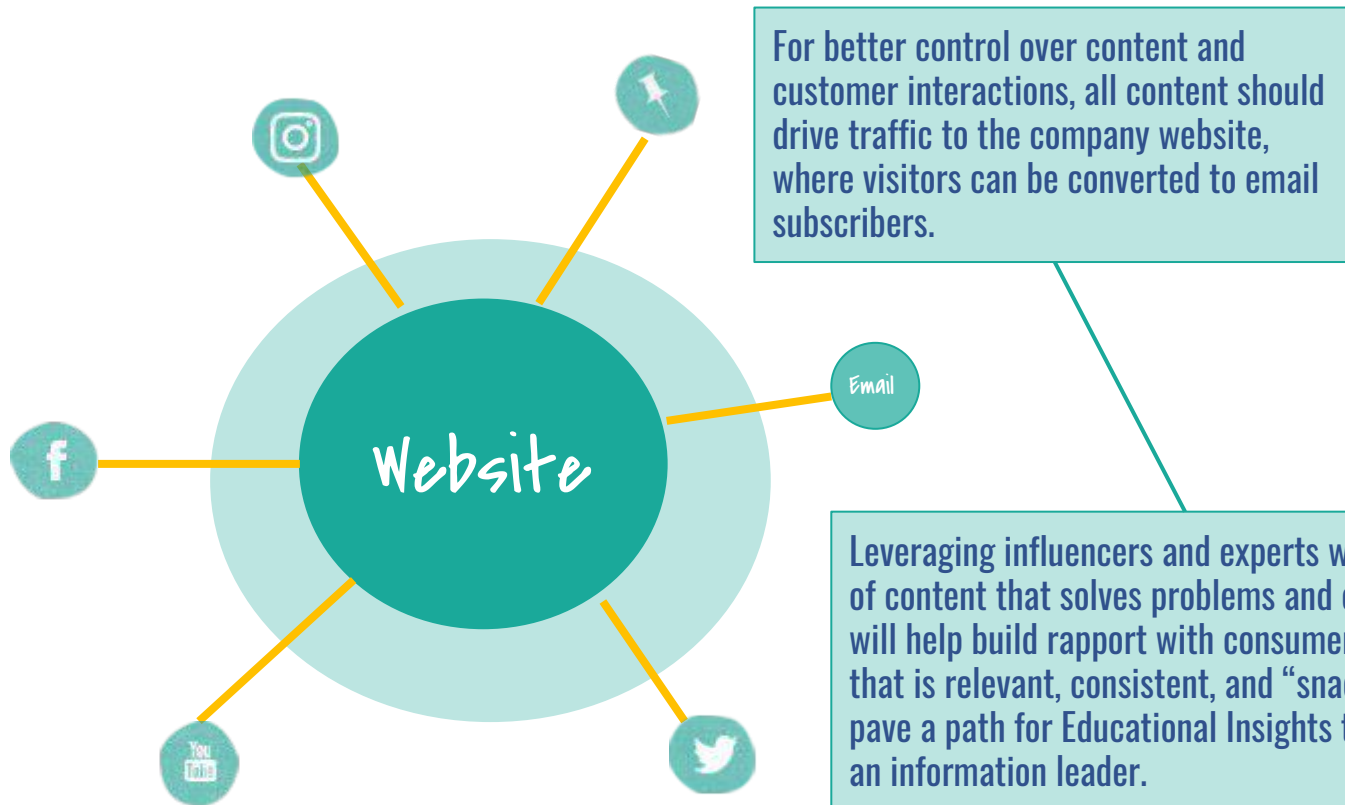
- Social media reach ↑ 20%
- Unique site visitors ↑ 10%
- Bounce rate of 40%
- Email subscribers ↑ 15%

Getting the Team Onboard

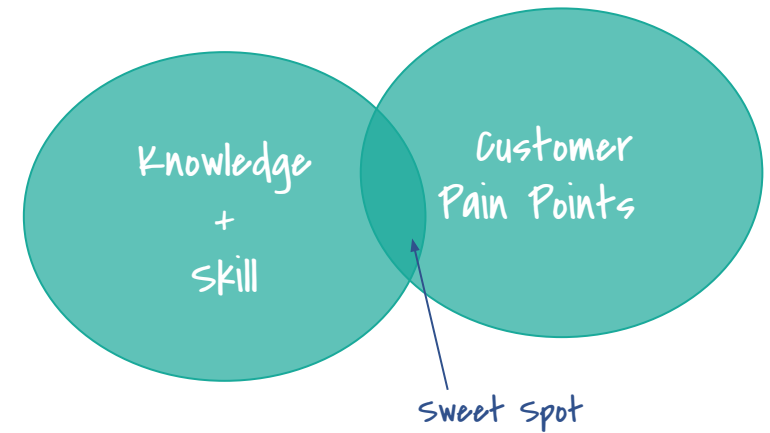


# Building the Hub

Helping Kids be Kids!



Leveraging influencers and experts with a blend of content that solves problems and entertains will help build rapport with consumers. Content that is relevant, consistent, and “snackable” will pave a path for Educational Insights to become an information leader.



- The two layers of content:
- ❑ “Buzz” content that attracts new viewers
  - ❑ Core subscriber content that digs deeper

# Content Ideation

Helping Kids be Kids!



## "Ask the Expert" Email Newsletter Series

With all the in-house expertise at Educational Insights and the wealth of information guest posts can bring, this "Did You Know?" style newsletter keeps parents informed and opens discussion with subscribers to understand their pain points.

- ❑ What Educators Wish All Parents Knew
- ❑ Why Telling Kids "Good work" over "Good job" is Correct

## Free Downloadable Content Crafts, Guidebooks, Recipes, and Worksheets

To complement compelling newsletter content, downloadable content serves as added value to subscribers and provides resources that engage the children in their lives and gives Educational Insights the opportunity to both entertain and solve their problems.



# Content Ideation

Helping Kids be Kids!



## "Cooking is Science!" YouTube Series

When you step into the kitchen, you step into a laboratory. This series showcases kids making over-the-top foods like giant pizzas while exploring the science of cooking!

## "Kids Teach Adults" YouTube Series

This video series delves into the minds of kids as they do their best to navigate and teach subjects to their parents ranging from science to how things work—all in their own words!



# Content Placement



## Educational Insights

					<i>E.I. Blog</i>
Giveaways (E.I. + Influencer)	Giveaways (E.I. + Influencer)	Giveaways (E.I. + Influencer)	Parenting Pins Curation	Product Videos	Giveaways (E.I. + Influencer)
Product/Company Videos	Product/Company Videos	Product/Company Images	Activity Pins Curation	Music Videos	<b>Influencer Guest Posts</b>
Community Images	Community Images	Community Images	Craft Pins Curation	Tip Videos	Informational Posts
<b>Blog Post Placement</b>	Downloadable Content	<b>Blog Post Placement</b>	<b>Downloadable Content</b>	<b>Influencer Product Demos</b>	Downloadable Content
Sales Posts	Sales Posts	Sales Posts	E.I. Coloring Pages	<b>"Cooking is Science!" Series</b>	<b>"Ask the Expert" Series</b>
Fun Posts	Fun Posts	Fun Posts		<b>"Kids Teach Adults" Series</b>	Tips Posts
Reposts	Reposts	Reposts			
<b>Youtube Series Clips</b>	<b>Youtube Series Clips</b>	<b>Youtube Series Clips</b>			

- Current Content
- New Content Ideas**

# Content Implementation

Helping Kids be Kids!

## Weekly Email Newsletter

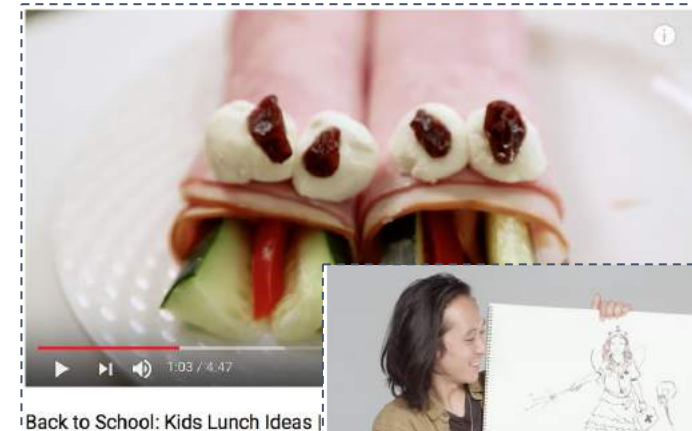
- ☐ posting to blog
- ☐ pushing article to social media
- ☐ Sending free guides and printables

## Social Influencers: Native Content

- ☐ Product Demo Videos
- ☐ Drive viewer to E.I. channel
- ☐ Guest blog posts

## Educational Insights Content

- ☐ Info-tainment video series
  - ☐ clips shared to social media
- ☐ Social media infographics





**Thanks for Being Awesome!**