

# SCHOOL MARKET RESEARCH INSTITUTE, INC

## WE SPECIALIZE IN THE EDUCATION MARKET

Since 1980, SMRI, Inc. has studied the art of selling to schools with a focus on marketing to PK-12 schools and districts. We help our clients plan their education marketing strategies, create promotion materials, and target school administrators and teachers through a unique approach to list selection. We are proficient in reaching educators through direct mail, email, third party and social media programs. No other resource can compare to our depth of experience in the PK-12 marketplace.

### FREE CONSULTING

We welcome all those charged with marketing to schools to take advantage of a 1/2 hour free telephone consultation. It's the most effective way to share our education marketing experience so you can determine whether we can help you get your sales message to educators. You'll speak with Bob Stimolo, president of SMRI, and a veteran of over 45 years of experience marketing to educators.

Engage our firm to provide educational marketing and promotion services and our strategic advice is free of charge.

Employ one or more of SMRI's marketing services and receive unlimited marketing counsel free of charge.

### RESEARCH

Our research is customized to meet your particular needs. Research projects include company awareness, buying preferences, market trends, buyer behavior studies, and more. Our experience in marketing provides you with insightful and practical analysis of research results.

### CREATIVE AND PRODUCTION

Take advantage of SMRI's full line of creative services that include copywriting, design, photography, electronic layouts, and complete printing and mailing services. Our creative concepts are specifically designed to motivate buyers in the school market. Working with a variety of clients each year keeps us on the cutting edge of what's working – and what's not.

### DIGITAL MARKETING

SMRI is on the cutting edge of reaching educators through digital marketing including:

EMAIL MARKETING is a very cost-effective medium when it is used properly. SMRI will recommend who, when, and how often to email to give your e-marketing the best chance for success.

THIRD PARTY EMAILS are a great way to reach educators who subscribe to a variety of newsletters and websites offering free teaching resources. These educators have opted in to receive messages from other companies such as yours.

WHITE PAPER LEAD GENERATION is an excellent way to develop high quality leads. SMRI represents highly respected sources such as Education Week with turnkey white paper programs.

SOCIAL MEDIA allows for a multi-channel marketing approach that can include social, web, and email marketing. SMRI represents all the major education social media networks including: The Mailbox, EdWeb, and WeAreTeachers.

We can analyze your particular situation and recommend a digital marketing approach to fit your budget.

### School Market Research Institute, Inc.

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### POSTAL AND EMAIL LISTS

SMRI brokers all major education lists at the same rental rates you would pay if you ordered direct. We combine the best lists from every source and provide merge/purge and postal discount services. You receive experienced advice and one-stop shopping at no extra charge.

Complete services include: List Brokerage, Merge/Purge, Customer Profiling, Predictive Modeling, and List Management Services.

### QUARTERLY SURVEY

When you participate in our quarterly survey of school marketers, you receive results by company type and market - no one else receives this detailed data.

This data is helpful in managing your company and evaluating potential opportunities going forward. It is also invaluable in helping you put your company's performance in context when advising your board of directors or potential investors.

### SCHOOL MARKETING NEWSLETTER

Be prepared to face the challenges of a new era in school marketing with the only newsletter devoted exclusively to marketing to educators.

Each issue contains current information you need to compete and succeed in today's volatile market including: Important trends and their impact on marketing decisions; technology updates; feedback from other school marketers regarding market conditions; marketing techniques and strategies proven to be effective; and much more!