



Category: Best Use of Social Media

Company: Equinox and STAEDTLER

Entry title: Join our Club

Brief and objectives:

In 2012, international stationery brand, STAEDTLER, commissioned Equinox to create a fully-integrated communications model to drive sales in the education sector.

STAEDTLER Teachers' Club UK – an online platform for primary school teachers to access quality teaching resources, classroom competitions and free product samples – was born.

The aim of the 2017-18 campaign was to further engage the teaching community through social media, thus building brand-loyalty and ultimately, driving sales.

SMART objectives (Outputs, Outtakes and Outcomes) for period Jun '17 – May '18:

- Achieve 36,750 social followers (based on end goal of 39k by Dec '18)
- Reach 200k social media users through original web-content
- Secure 100k views of original multimedia-content
- Attract 37k web sessions + 63k page-views
- Secure 11,000 "good-quality" members by Dec '18
- Meet competition-specific KPIs
- Secure teacher endorsements
- Develop worthwhile brand-partnerships
- Contribute to education channel sales.

Rationale behind campaign, including research and planning:

Six years later and — although the Club continues to see year-on-year growth —it's more challenging than ever to make an impact online, due to:

- Ever-changing social media algorithms — limiting reach of content

- Increased competition — brands are investing more online
- Savvy users — users choose the content they wish to consume.

It's more important than ever for the Club to produce highly-relevant, original and shareable content — to cut through the noise.

Research informed our strategy:

- Social Audit: revealed video as best performing material and Facebook as most-effective social channel
- Teachers: interviewed teacher friends, organised focus group and implemented online survey – revealed what's on teachers' radar at different times of week/year
- Ambassadors: appointed official Teachers' Club Ambassador as face of the brand and Club advisor – revealed content teachers want
- Own experiences: prior evaluations taught us Facebook most effective for web-referrals (vs. Google AdWords, Twitter ads, print).

Strategy and tactics, including creativity and innovation:

We believe the best way of building brand loyalty amongst teachers is through a strategic content-marketing approach and savvy social media — providing great content and free resources.

The Club's premise:

1. Recruit as many primary school teachers as possible
2. Provide the very best experience
3. Benefit via brand-association when teachers make purchasing decisions.

To give the Club a fresh approach in 2017-18, we:

- Remained aware of academic dates and calendar hooks to demonstrate key themes and topics
- Developed high-level brand partnerships — working with Penguin Schools and the presenter of Disney's Art Attack to add value
- Created enhanced content through 'Break-time Reading' — a "Buzzfeed" for primary school teachers
- Created more multimedia content — bespoke and fully-branded, including 'STAEDTLER Crafty' series of how-to-videos
- Appointed Teachers' Club Ambassador to create video content and facilitate discussions in the Club Facebook group — on back of 2018 Facebook algorithm update favouring discussion-led content with friends and family over brand pages.

We focused sharing content through our ever-growing Facebook community and Club website — integrated with MailChimp (delivering A/B-tested e-newsletters).

Implementation of tactics:

FLAGSHIP CAMPAIGNS: SKETCHING STARS (SS) — AUTUMN '17 AND WORLD KIDS COLOURING DAY (WKCD) — SPRING '18

The crux of the Teachers' Club calendar, these campaigns span 6 months of activity, generate cross-platform content, drive membership (must register to enter), and get the STAEDTLER brand into the heart of the classroom (and product into hands of consumers!)

We secured Lloyd Warbey of Disney's Art Attack to front SS and deliver the winners' workshops. Minimal "talent fees" were paid, Art Attack references were secured.

Meanwhile, WKCD set children a classroom colouring challenge, themed 'Typically British.'

Highly-targeted and meticulously-planned Facebook advertising was used to drive entries to both competitions. Various ad campaigns were created, monitored and adjusted daily to ensure lowest cost per objective.

Highlights:

- Reached 1.4m social users through both campaigns (+14% on KPI)
- SS generated 5,986 entries (+50% on KPI) / WKCD — awaiting results.

BRAND PARTNERSHIP: PENGUIN SCHOOLS

Penguin Schools (Penguin's dedicated channel for teachers and libraries) first proposed a collaboration in 2016 and the partnership has continued through 2017 and 2018 — testament to the quality of the Teachers' Club brand.

Affiliation with a well-known and trusted brand like Penguin adds weight to the Club's offer, while bringing added-value experiences to members.

Highlights:

- Promoted six new Puffin books through collaborative campaigns, including previously unpublished 'Billy and the Minpins' by Roald Dahl — reaching nearly 200k users.
- Secured social mentions in lead-up, as well as STAEDTLER branding and stationery use within two Puffin Virtually Live webcasts, including shows around books by household-names Jacqueline Wilson and Nick Sharratt.

BREAK-TIME READING

"Teacher Talk" posts are our most popular on social media, and BuzzFeed listicles regularly go viral when shared on the Club's Facebook page.

In 2017, we introduced our own stream of BuzzFeed-style content on the website — 'Break-time Reading' — to provide teachers with stories and listicles they'd love. As well as driving web traffic, the feature provides shareable branded-content for social.

Highlights during this period:

- The social reach of Break-time reading posts has increased by 62% vs. last year (Jan '18 – May '18 vs. Jan '17 – May '17) and reached 250k users from Jun '17 – May '18.

SHAREABLE SOCIAL

As the main referral driver and hub for brand engagement, Facebook is key to Teachers' Club's success. Twitter and YouTube are secondary channels.

It's crucial that highly-relevant, shareable content is developed for the channel. The following factors are considered when creating content.

- Type: four content types serve multi-objectives incl. 'Recruitment' — drive membership by showcasing the benefits, 'Classroom Inspiration' — helpful and practical content, 'Product-focused' — interactive posts e.g. games to share product in fun and subtle way, 'Teacher Talk' — relatable and humorous to drive engagement/reach.
- Multimedia: our in-house team creates GIFs, games, branded graphics, videos, etc. to optimise content.
- User-generated: World Book Day costume to 'teacher of the month'.
- Timing: our insight and content calendar (feat. key school dates / holidays) ensures posts are well-timed e.g. last day of school, Sunday nights, etc.
- Regionalisation: Facebook targeting used to display content by country for greater relevancy, e.g. Scotland term-dates differ.
- Style: always grammatically correct, but with a friendly tone to suit teachers' personal-space.
- New trends: we stay on top of these to reap Facebook rewards, EG: use of Facebook Story for brand pages.
- Teachers' Club Ambassador: appointed to facilitate discussions with real teachers on a new Facebook Group, keeping the algorithm's 'discussion' priorities at the forefront of social activity.

Highlights:

- 5 x Facebook posts achieved 100k + organic reach.

Measurement and evaluation:

Results vs. objectives:

- 37.1k social followers (+1% on KPI)
- Reached 250k social media users through original web-content (+25% on KPI)
- Secured 172k views of original multimedia-content (+72%)

- 58.4k web sessions + 79k page views (+57% and +25% on KPI)
- 14,000 “good-quality” members achieved in May '17 (+27% on KPI with further 7 months to meet this objective)
- Teacher and partner brand-endorsements in supporting do
- Contributed to £5.608m sales through education channel.

Budget and cost effectiveness:

£50,000 including agency fees / direct costs.