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The education industry is unique with its public funding, long sales cycle and multiple levels of decision makers. Who better to help you market to educators, schools and districts than someone who has worked in the education industry for more than 25 years?

When you need experienced K-12 education marketing and copywriting. Case studies, white papers, special reports, articles and more. Call today.

I'm Annie Teich and I have spent my career marketing and selling to teachers and administrators. The world of educational sales is one with its own rhythms, vocabulary and timetables. In this world, understanding district budgets is as important as knowing the difference between assessment and professional development or the kinds of technology driving the transition to Common Core Standards.

The difference between understanding and not understanding this unique marketplace can mean hundreds of thousands or even millions of dollars to a company.

School budgets are tighter than ever, and schools and districts have tough choices about the educational programs they select. How do you ensure that your marketing messages, products and services cut through the chatter?

Set your company apart from other education providers. We will work with you to develop an integrated customer engagement strategy that uses information your prospects will value to increase your audience, build your brand and drive revenue and profits.

Call me at **336.545.1545** so that we can get to work growing your business.

What people are saying

“Annie is a consummate professional with top-notch skills. She is a great listener who delivers high-quality content in a timely manner – and she does so with positive energy and a calming presence. Quite simply: Annie is fantastic.”

John Harrington, CEO at Funds for Learning, LLC