

# The Teich Group

Content Marketing For The Education Industry

## About



Annie Galvin Teich has worked for more than 25 years in publishing with broad experience in audience development, sales, direct marketing and customer communications. Her experience in creating and shaping publishing strategies that comprise print, digital and social media components helps education publishers build their brands, surpass customer expectations and drive revenue.

Successful companies share a strong sense of mission, collaboration, and respect for their customers. The Teich Group works with educational publishers to create conversations and build relationships with their customers across multiple channels. In today's market, customer conversations are marketing, and a publisher's ability to support these conversations with solid business strategies and meaningful content are critical success factors.

Each project is customized with a team of experts focused on achieving your unique goals and objectives.

*Clients include Califone International, C.Blohm & Associates, Interactive Educational Systems Design, MCH Strategic Data, Marketing Projects Inc., NewBay Media, Tech & Learning, and Underscore Creative.*