

# How to Market Throughout the Education Buying Cycle

**60-70%**

of education sector purchases are made during the summer, but those buying decisions typically happen in the spring.

Purchasing decisions in K-12 generally happen according to a rigid cycle due to the education sector being highly regulated. Summer months account for phases 1 and 4 below, depending on where a school or district is in the acquisition process.

**PHASE 1**  
MAY-JULY



**Needs Assessment and Planning**

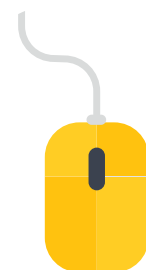
Schools/districts conduct needs assessments to identify upcoming school year demands and finalize budgets.

MAY  
JUN  
JUL

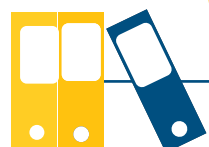
**SEO:** Optimize your website with keywords so your site is at the top of search results. Focus on words/phrases that best align with problems your service or product addresses for educators.

**Content Promotion:** Account for collaborative decision-making and all key stakeholders. Promote top-of-funnel content such as ebooks, blog posts, social media content, and infographics.

**Thought Leadership:** Host short webinars with general strategies and research (limiting product pushes) to highlight your thought leadership and position yourself as a resource that can provide educators with valuable tools and content.



**PHASE 2**  
AUGUST-DECEMBER



**Information Gathering and Awareness**

Schools/districts explore and examine which solutions will address the needs previously identified, then plan and establish next year's budget.

AUG  
SEP  
OCT  
NOV  
DEC

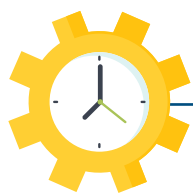
**Email:** Share content that showcases how your solution beats out the competition (i.e., case studies, white papers, free resources, video). Consider gating content to move prospects down the funnel.

**Thought Leadership:** Host webinars, conferences, and workshops to build relationships and brand awareness.

**Social Media and Targeted Ads:** Broaden your reach to the right educators and audience, and share any promotions or special offers.



**PHASE 3**  
JANUARY-APRIL



**Consideration, Trial, and Bidding**

Schools/districts do a deeper investigation into potential products and services. They select vendors to submit bids for specific products and services.

JAN  
FEB  
MAR  
APR

**Email:** Share clear, compelling results and information about your solution's strengths.

**Thought Leadership:** Feature success stories (and invite clients to share directly if available and comfortable) during webinars, workshops, and conferences.

**Content Sharing:** Give compelling data so potential clients feel confident in purchasing your product. Offer demos or free trials.



**PHASE 4**  
MAY-JULY



**Decision-Making and Purchasing**

Schools/districts review bids, make final decisions, and issue necessary purchase orders. They also strategize how and when to familiarize educators with the new solution.

MAY  
JUN  
JUL

**Leverage Current Audience List:**

Reach back out to prospects and nurture current relationships. Products that are intended for direct teacher purchase are best marketed during the weeks following school closure and the weeks before the next year begins.

**Add-Ons and Upsell:** Present existing customers with relevant add-on and upsell opportunities.

**Onboarding:** Support new customers in smooth onboarding of your product.

