

6 TIPS FOR INFLUENCER MARKETING IN EDUCATION

@CBlohmAssoc



Claudio Zavala Jr.
I Am Claudius
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LEAD WITH STUDENTS

Claudio: "Make sure a company has value instructionally, that it could be useful for schools and students to help them create content and make teacher's jobs easier."

CB&A: Find the people who want to improve the education space. Many ed influencers have a platform to help other educators, so it's a matter of finding a match.



Jorge Valenzuela
Lifelong Learning Defined
@JorgeDoesPBL

ADVANCE TEACHING

Jorge: "I look for how a company can enhance my teaching curriculum. I consider a company a good fit when they have an educator program aimed at improving teaching and learning."

CB&A: Educators deserve support. How can your company better the work of educators and the lives of students? Making a difference is easier than you'd expect.



Chelsey Dequaine
Isthmus Newspaper
@ChelseyWisco

ALIGN YOUR PASSIONS

Chelsey: "We look for genuine and authentic influencers whose goals and personality align well with Isthmus to generate the word on our events to their followers."

CB&A: Two heads are better than one! Two brands driven by the same interests will not only work better together, but produce mutually beneficial results.



Jeffrey Bradbury
TeacherCast Network
@TeacherCast

RESPECT THE JOB

Jeffrey: "It is important to keep in mind that first and foremost, an educator is an employee of a school district and needs to speak and represent their employer."

CB&A: Educators are busy people. Many ed influencers work a full-time job in addition to their side hustle. So, be conscious and accommodating of their needs.



Stacy Harbaugh
designCraft Advertising
@StacyHarbaugh

START WITH HEART

Stacy: "Look for people who are your friends and are already in your community. Influencers don't need to have a big following, but need to have a big heart."

CB&A: The ability to build a digital community is each influencer's secret sauce and ultimately, that's what drives genuine engagement with your brand.



Charlene Blohm
C. Blohm & Associates
@CharleneBlohm

FOLLOW THE LEADER

Charlene: "The value of following a variety of education voices on social media cannot be understated. Social channels are where the meaningful, firsthand educator ideas live."

CB&A: The best way to know what's happening on social media is to be present, engaging and open to new ideas.