

# MINUTE

## The Marketing

Education Insight from Scholastic Professional Media



### Dear Advertiser:

**W**elcome to the latest “Marketing Minute,” arriving on the cusp of the new economic stimulus plan. Regardless of the version that is passed, it is certain to be a boon to educational spending, so it’s a perfect time to develop your marketing repertoire.

One way to dramatically extend your current marketing budget, **expand your leads**, and increase your branded presence in these challenging times is to consider the value of an integrated marketing strategy. A recent study showed that the majority (74%) of marketers now employ integrated marketing campaigns for most or all of their brands.

Scholastic Professional Media is well positioned to **diversify your advertising dollars**, and **increase your cross-platform ROI**. Scholastic offers more than just 14 million available ad impressions and 2 million Email addresses! To our print and online vehicles—magazines, banner ads, microsites, custom Ezines and Ebooks—we have also added the **increasingly important offering of online events**. Why send your team to another state when they can gather new ideas from a webinar or attend a conference from their own office?

With content sharing and overlap, design clarity, and recognizable logos and phrases, **multichannel marketing can increase your creativity**, even as it improves your bottom line.

Integrate today and promote your brand with Scholastic Professional Media! Check out our complete offerings online: [www.scholastic.com/profmedia/mediakit](http://www.scholastic.com/profmedia/mediakit).

All the best,  
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### Moving Beyond the Barriers to Change

increase  
your **leads.**

drive  
purchasing **intent.**

reinforce  
your **brand.**

The expanding marketing landscape needs an integrated approach. Experts agree, as do the numbers.

■ For the second consecutive year, **integrated marketing** was named the **#1** priority by senior marketers in 2009, according to a survey by the Association of National Advertisers.

■ According to a recent IntelliQuest study, magazine readers are **50% more likely** than the average consumer to **purchase technology products**.

■ In a recent Time, Inc. Magazine Environment Tracking Study, **57%** of product or service recommendations were derived from magazine ads.

■ **33%** of U.S. Advertising Agency Executives polled in a Reardon Smith Whittaker survey said the Web would be their 2009 advertising focus.

According to Alan Gerson, President and CEO of Enteractive Solutions Group, Inc. “In the **digital age**, the ability to use websites, microsites, and online promotions—not only to create sales but to convey information about the company behind the product or service—**makes this a required part of any advertising strategy.**”

SOURCE: MAGAZINE PUBLISHERS OF AMERICA

**SCHOLASTIC**  
PROFESSIONAL MEDIA  
PRINT • ONLINE • CUSTOM • EVENTS

# increase purchasing power

## Types of Advertising Most Influential on Buying Decisions



Based on an analysis of 32 client-commissioned studies, media research firm Dynamic Logic found that magazines contributed to **62% of total increase in brand favorability.**

**SCHOLASTIC**  
has the brand and voice that  
educators trust most.

# multiply your message with integration

**C**ross over to crossover! In these increasingly demanding times, it is even more important to think creatively. An integrated marketing strategy delivers hard-hitting content to a digital audience. Expand your reach, and your company will reap the benefits.

- **Integrate at Inception:** If you are going to go multichannel, do it from the start. Top-down inclusion will allow you to conceptualize personnel and asset overlap as components are created. This will assist in the use of common logos, messaging and strategies in all parts of your plan.
- **Use Your Dialect:** As well as employing SEO words to help build traffic, use company-specific words to help build brand. Employ your corporate terms, terminologies, and product labels to help define and retain brand across channels.
- **Build a Team:** Your editors might not think logos are important, and your html coders might not care about phrasing, but they need to be in conversation to create the best package possible. Make it your business to unite them.

R U Rdy 2 Txt?

With mobile messaging increasing, texting has become as prevalent as Emailing, so remember that it is just as easy to capture those addresses as email. When putting together a marketing plan, it's important to use all channels at your disposal and remind readers to opt-in with their phone as well as their computer.