

MASTER THE ART OF TEACHER ENGAGEMENT





Welcome to the second collateral of the **Edtech Master Pack!**

EdTech has been one of the most flourishing domains across several continents since the last few years.

The convergence of traditional education models and technology, which we now call EdTech, has led to eccentric avenues of learning. From professors reading chapters to their students and teachers taking math classes to school students submitting their homework. From individuals and workforce upgrading their skills to individuals preparing for various tests. From children grasping various concepts through video-based learning to individuals taking classes to get their degree certifications. Everything is now happening online.

And you, being a part of the EdTech universe, would definitely know how challenging it is to constantly drive new users to enroll on your platform - especially when there are limitless options on the interweb to choose from.

It's time to change your gears. It's time to start making higher customer lifetime value from your educators by embracing the art (and science) of teacher engagement and retention!

Read on to find out everything about driving increased revenue from your existing teachers!

Happy reading!



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Challenges in teacher retention

The involvement of multiple entities (learner, teacher and parent) makes EdTech businesses complex. Read on to find out how you can overcome the challenges and retain the teachers on your platform.

Challenges of retaining teachers

01

Incomplete teacher profile

Teachers enrolling through multiple acquisition sources like social media, display ads, offline centers, etc., can leave incomplete information while registering, making it difficult for operation teams to reach out to them.

02

Unsuccessful onboarding

Inadequate professional training to deliver online learning and improper onboarding, leads to loss of interest and drop offs mid-way the training modules.

03

Fear of 'tech'

Educators need to embrace technology in a way it becomes an enabler and not burden them. Convincing them to adopt your platform becomes essential.

04

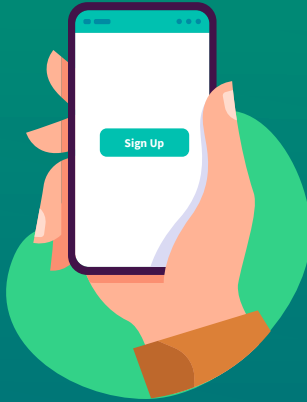
Feedback implementation

Collection, relay, and implementation of student and parent's feedback, however crucial, get missed out during teacher's performance reviews. But seamless communication to both parent and teacher becomes complex.

Mastering the art of teacher engagement

Understanding the teacher
lifecycle and ways to solve
multiple use cases that lead to
exceptional experiences and
improved business growth

Stages of the teacher Lifecycle



Acquisition

A lead's first **interaction** with your brand property (**mobile, web app, offline centers**) via various sources

Enrollment

The lead fills up the **enrollment form** and creates their **profile** on your platform. The teacher's **training** begins



Engagement

The **teacher performs actions** (starts training modules, uploads course content, interacts with the students) on your platform and becomes an **active user**

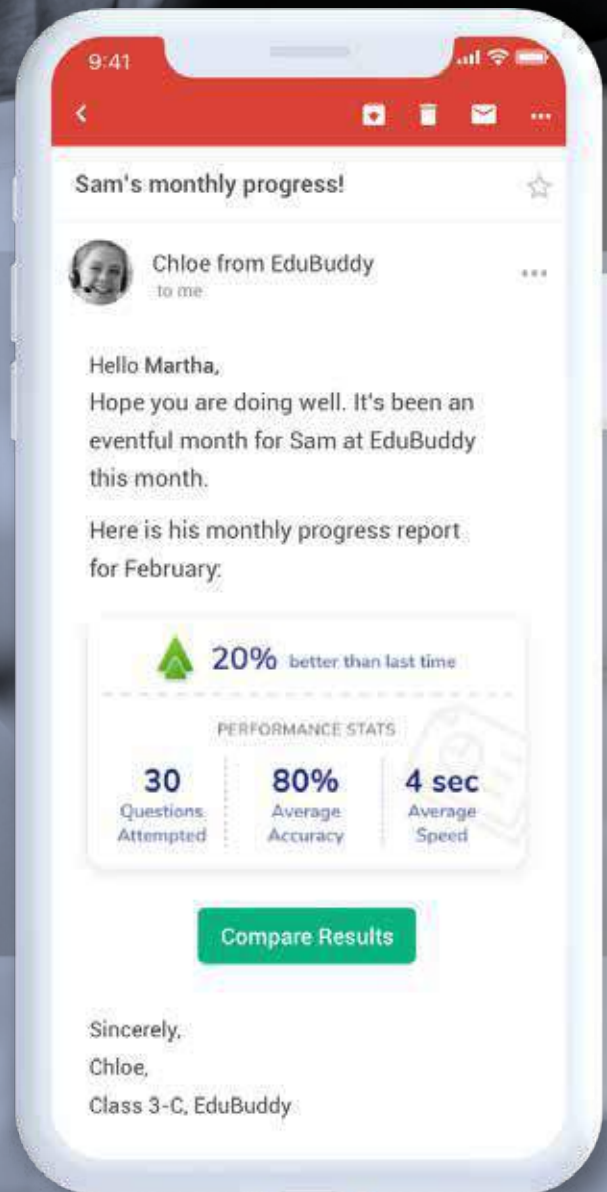
Retention

The teacher **continues to use your platform** (adds another course, interacts with more students, actively works on feedback), uses other **value-added services**, and becomes a **loyal user**



Use cases of **teacher** engagement **and retention**

Ace that game of teacher
engagement by solving the use
cases for your EdTech
platforms



Track student's performance and send regular updates to parents

Facilitate 3-way engagement to keep everyone on the same page about learning progress and updates and direct your marketing towards the relevant stakeholder, inducing them to take the desired action.



EduBuddy

Hey, don't miss out on the exciting opportunity to enroll in our Teacher Masterclass 2020.

notify.edububby.com

SIGN UP

DON'T HAVE AN ACCOUNT CREATE NOW

CONNECT

☐ Remember Me

[Forget Password](#)

Target ‘anonymous users’ and get them to enroll on your platform

Onboard new learners smoothly with active engagement) new message. Selectively target your anonymous users with webpush and website overlays and encourage them to finish the enrollment process. These channels can help reduce your customer acquisition costs by at least 20%.



MESSAGES

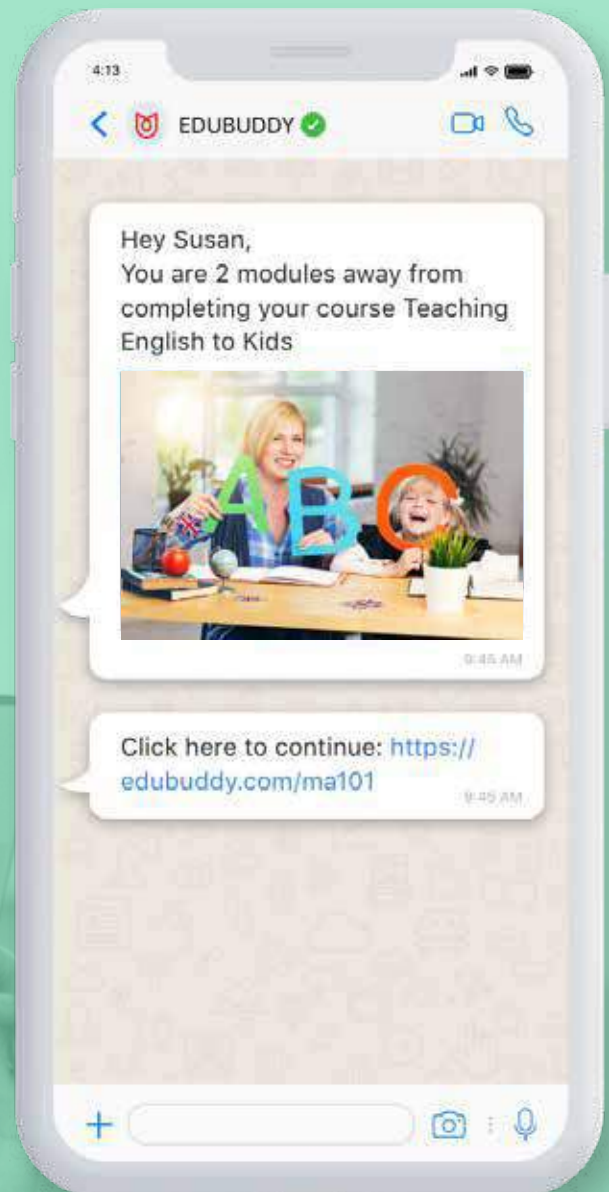
1h ago

EduBuddy

Your OTP to confirm your mobile no. XXXXXXXX67 for EduBuddy is 456763. Valid only for the next 5 mins.

Enrich teacher profiles with data collected from all the sources

Collect necessary information and automate email id and mobile number verification via hyper-personalized email and SMS. Our personalization engine enables you to further enrich the teacher profile and view all details in one place.



Onboard new teachers smoothly with active engagement

With goal-driven, action-oriented messages & gamification techniques, keep the momentum high and urge users towards 100% course completion. A push notification sent a day prior to a module expiry, can grow your course completions by upto 2x.



EDUBUDDY

now

Unlock 5 tips to become a more effective coach and move closer towards your 'Teacher of the Month' badge!



Unlock now

Reduce churn through personalized experiences

Differentiate between power users and sporadic users and convert them with custom plans offering value-added services based on their learning journey. Nurture your trial users until they are ready to buy. Personalized communication based on actionable insights gives you 2X increase in sign-ups for paid packages.



Chloe from EduBuddy

You've completed 80% of your IELTS course and you're among the top learners. Click here to complete your module and ace your upcoming tests!

notify.edububby.com

Track and assign coursework as per the learner's progress

88% of learners prefer to learn at their own pace, and traditional training methods fail to align with this reality. Teachers need to offer customized solutions based on individual learning goals and aptitude, to overall improve course completion rates and user satisfaction. Our personalization engine eases this

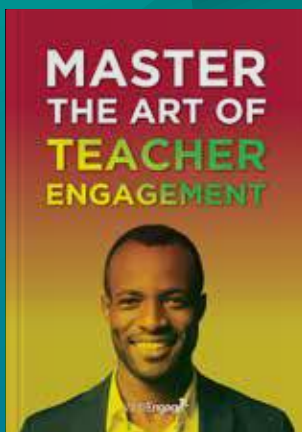
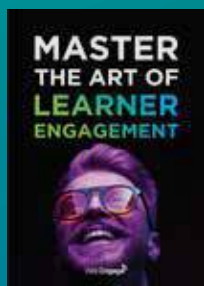
Marketing automation to the rescue

After reading the previous section, we hope that you've all the insights on tackling different use cases that relate to your EdTech platform. "But how do I implement these?", you ask.

The answer is "Marketing Automation"!

A multi-channel marketing automation platform has the potential to unify all your user data (learner, teacher, and parent) in one place, help you segment your users based on their behavioral data, and deliver automated cross-channel communication via lifecycle journeys and campaigns.

Read the next guide and handbooks to find out more about marketing automation and EdTech user engagement.



Create engaging customer experiences that matter.

Get in touch for a personalized demo of the WebEngage marketing automation dashboard.

Schedule my free demo



WebEngage is a full-stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

Thousands of online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

TALK TO US TODAY



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