



Make a positive impact
in the education market.



MMS Education helps for-profit and not-for-profit clients make a difference in American schools.

For more than 30 years, we've helped clients in the education market achieve success. We know how to help you attract and engage your audience, help them understand and use your program or service, and help you build and retain relationships with the education stakeholders who matter most to your organization.

How can we help you?

Market Research

Marketing and Communications

Sales and Support Programs

Outreach Programs

Information Management

Clients turn to us for:

- Our deep knowledge of the education market
- The expertise of a proven management team
- Our commitment to understanding where you are and where you want to be
- A customized solution to support even the most complex programs
- A cross-functional approach that integrates a broad range of services
- Our extensive implementation experience—and a strong record of success



105 Terry Drive
Suite 120
Newtown, PA 18940-3425
800.523.5948 / 215.579.8590
215.579.8589 fax
www.mmseducation.com



“ They put the client first. They’re very intelligent, very insightful, very helpful. Overall, I was very impressed with the quality and quantity of their work. ”

— Government & Policy Services
School Board Association

Knowledge is power. If you want to make a positive impact in the education market—whether you’re in a for-profit or not-for-profit organization—MMS Education connects you to schools, school stakeholders, and knowledge about how to create, implement, and track effective programs and services. Ultimately, we connect you to results that matter to your organization.

We provide innovative solutions for organizations that want to reach, engage, and measure impact in the education market.

MMS Education: proven expertise, coupled with the strategic and practical implementation support you need.

Our value is in connecting you to your audiences in the Pre-K-20 markets. Sometimes the key is our brainpower, sometimes our manpower—the extra staff you need to scale up and execute against deadlines or market opportunities. And usually it’s both.

We conduct market research and program evaluations, create and disseminate marketing and communications materials, sell and support products and services, plan and implement outreach programs, and create information management systems to support your goals.

MMS Education offers more ways to help you reach the education market. Learn more at www.mmseducation.com or call us at 800.523.5948.

“ MMS Education is that perfect intersection of knowledge and flexibility. ”

— CEO, Technology Based
Solution Provider



MARKET RESEARCH

A well-thought-out strategy reflects the quantitative and qualitative market research MMS Education has been doing for more than 30 years.

We can help you gather data about your products, programs, and audience—and provide the strategic analysis and recommendations you need to move forward.

Our custom market research can help you:

- Evaluate the development and viability of products or programs
- Reveal what your audience thinks and how they make decisions
- Understand educators' and administrators' perceptions of your products or programs
- Measure and evaluate product and program utilization
- Make informed decisions and smarter investments

Capabilities

- Brand awareness studies
- Customer satisfaction surveys
- Product pilot testing
- Product development research
- Utilization and impact studies
- Market and trend analyses
- Competitive analyses
- Program evaluation

Methodologies

- Focus groups
- In-depth telephone interviews
- Market scans
- Online surveys
- Pilot testing
- Printed surveys and questionnaires
- Telephone surveys
- Advisory panels

Reach, engage, and measure impact in the education market.

MARKETING AND COMMUNICATIONS

Your product, message, and audience all intersect through your marketing and communications. We can help you develop the strategies, campaigns, and materials that are right for you.

Marketing

Our process begins with learning more about you and your audiences in order to strategize and develop a marketing plan. We then can provide creative development, implementation support, project management, and results reporting. We understand the unique needs of educators and the opportunities to reach them throughout the school year.

Communications

For-profit and not-for-profit organizations alike need strategic communications materials that can help to inform and inspire educators and stakeholders. We can help you break through the clutter to qualify leads, increase enrollments and registrations, and keep current customers and audiences engaged.

These are some of the ways we can help you market to educators and school administrators:

- Direct response marketing
- Online and offline advertising
- Interactive tools
- Social media
- Event management

We can help you develop these tools in both print and electronic formats:

- White papers
- Field reports
- Research briefs
- Case studies
- Newsletters
- Third-party bylined articles for education-market trade publications

SALES AND SUPPORT PROGRAMS

We can help you reach and engage prospects and customers, and report the metrics that are most important to your business.

Our seamless and coordinated inbound and outbound telesales efforts include:

- Serving as brand ambassadors
- Providing turnkey lead generation, sales, sales support, and even order-processing services
- Helping you build a community of engaged customers to drive utilization of products, services, or programs

To measure the results of sales and sales support efforts, we can integrate with your CRM system or use our proprietary platform, EdReach.info

A dedicated team

Our team of experts can help you create and implement programs that appeal to customers across the Pre-K–20 education market spectrum:

- Educators
- Administrators
- Teachers
- Students
- Community leaders
- Parents

 **EDREACH·info**
Learn more at www.mmseducation.com

OUTREACH PROGRAMS

Corporate foundations, associations, and government agencies have looked to us for effective ways to reach stakeholders and audience members in the education market.

We can help you engage educators and school administrators with strategic, customized outreach programs that allow you to reach your specific audience, motivate them to take action, and measure ongoing impact.

Whether you need to provide technical assistance or program training, manage social media communities or be represented at educational conferences, we provide the expertise, resources, and staff to support your outreach goals.

INFORMATION MANAGEMENT

We believe it's essential to understand how your operations, online presence and marketing, sales and outreach efforts are helping you reach your goals.

MMS Education's Total Information Management service is a holistic methodology that transforms your data into relevant and accurate information that's easy to access and digest. We begin with a strategic analysis and understanding of your daily operations. With this information, we define and implement a flexible information network on our proprietary platform, **EdReach.info**, which serves as a hub for all data sources and reporting.

And we don't stop there. MMS supports and monitors this network to help you maintain a pipeline of business intelligence—while allowing your team to do what they do best: develop and deliver your products and programs.

It has been our privilege to work with some of the most distinguished and well-known organizations in the education market, including:

Associations, Foundations, and Not-For-Profit Organizations

- Action for Healthy Kids
- California School Boards Foundation
- Center for Social and Emotional Education
- The College Board
- Colonial Williamsburg Foundation
- Committee for Children
- Educational Testing Service
- General Mills Foundation
- Law School Admission Council
- Learning Ally
(formerly Recording for the Blind & Dyslexic)
- Mid-Atlantic Dairy Association
- National Association of Secondary School Principals
- National Film Board of Canada
- National Geographic/The JASON Project
- National PTA
- National Science Foundation
- Newspaper Association of America
- Quest International
- Robert Wood Johnson Foundation
- Verizon Foundation

Corporations

- Bayer Corporation
- Dairy Management Inc.
- GameTime
- Naviance

Educational Publishers and Companies

- Evan-Moor Educational Publisher
- Globe Fearon
- J.L. Hammett
- MDR (Market Data Retrieval)
- Math Solutions
- McGraw-Hill
- The Millbrook Press
- Pearson Assessment for Learning (A4L)
- Pearson Learning
- Perfection Learning Corporation
- Prentice Hall
- Random House Children's Books
- ReadRight Systems
- Riverside Publishing
- Saxon Publishers
- Scholastic Network
- Teaching Strategies, Inc.
- Ten80 Education/Student Racing Challenge:
NASCAR STEM Initiative
- VLN Partners
- Walch Publishing
- Weekly Reader
- World Almanac Education
- The Wright Group

Government

- Christopher Columbus Fellowship Foundation
- National Endowment for the Humanities
- National Science Foundation
- U.S. Army and Army Reserve

Media

- Capital Cities/ABC
- Corporation for Public Broadcasting
- Discover Magazine
- The Discovery Channel
- Disney Educational Productions
- FORTUNE Magazine
- Freedom Communications
- Harvard Business Review
- National Public Radio
- The New York Times Company
- Oregon Public Broadcasting
- Parade Magazine
- Paramount Communications
- PBS
- Scientific American
- Sports Illustrated
- Time Warner
- Turner Broadcasting
- U.S. News & World Report
- USA Today
- WETA

Museums

- The Field Museum
- Smithsonian Institution

Technology and New Media

- Carnegie Learning
- CASIO America, Inc.
- Class.com
- Lightspeed Systems
- Mind University
- Monarch Teaching Technologies, Inc.
- PASCO Scientific
- Pioneer New Media Technologies
- PLATO Learning
- Promethean
- Sony Education Systems
- Spectrum K12 School Solutions
- Worldwide Interactive Network, Inc. (WIN)



MMS
EDUCATION
Knowledge Connects

If you have a challenge to meet or an opportunity to address, call to learn how we can help.

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