



MMS
EDUCATION

MARKETING COMMUNICATIONS

Do you want to make a greater impact in the education market?

Your program or product, message and audience intersect through your marketing and communications efforts. We can help you develop the strategies, campaigns, and materials to promote your products and programs, inform your audiences, and help them interact with your brand.

There are very effective tried-and-true methods for communicating with your audiences and some that are on the horizon. It can be challenging to figure out where to invest your marketing and communications dollars both on the science side—making sure what you choose is not only strategic but can be measured—and the art side—tapping into the creative “wow” that puts it over the top.

Knowledge connects ideas to effective marketing and communications.

MMS can help with an outcome-focused approach. The business to education (B2E) environment is distinctive, and in our experience, so are the organizations trying to reach it. Our process begins with listening to you and understanding what sets your products and programs apart, and what you want to accomplish. Then we'll apply what we know about the education market and the people in it to develop recommendations using the best tools and methods to get the job done.

Why turn to MMS? For more than 30 years, MMS Education has helped for-profit and not-for-profit clients make a positive impact in the education market. Whether your goal is to maximize profit or mobilize change, we can help you:

- Align your marketing and communications plan and messaging to your goals;
- Increase your presence in the education market;
- Build your reputation as a market leader;
- Launch and build awareness of new products, programs, and services;
- Define and reach new audiences or segments of the market; and
- Help you nurture ongoing relationships with educators, administrators, and stakeholders.

MMS can also provide the creative development, implementation support, project management, and results reporting you need to achieve your outcomes.

Contact Kelly Stewart, Sr. Director of Marketing for a complimentary consultation. Learn how MMS Education can provide the people, management, and know-how to help you get it done.

Call Kelly at 800-523-5948 ext. 3122
Email Kelly at kstewart@mmseducation.com
www.mmseducation.com

[Learn more >](#)



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

Current and recent clients include:

American Heart Association
Christopher Columbus Fellowship Foundation
Dairy Management Inc.
Pearson
Ten80 Education Student Racing Challenge: NASCAR STEM Initiative

We can also help in these other areas of expertise:

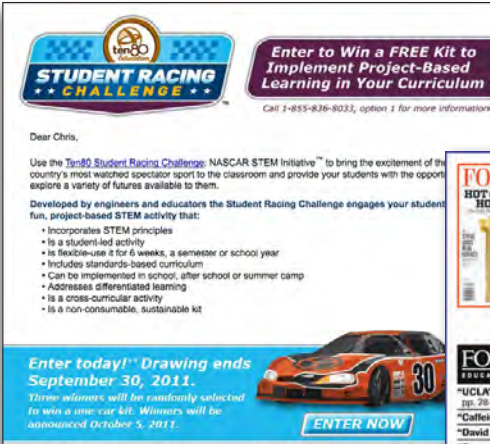
- Market Research
- Sales and Support Programs
- Outreach Programs
- Information Management

MMS helps you make a positive impact in the education market.


Marketing

At MMS, we believe marketing tactics are most effective when they are selected with well-defined outcomes in mind and implemented flawlessly. These are some of the ways we can help you market to educators, administrators, and stakeholders:


Email



Online content guide



E-Newsletter



Direct Marketing

- Email
- Direct mail
- Collateral
- List planning

Online and Offline Advertising

- Web banners
- Print

Interactive Tools

- Websites, microsites, and landing pages
- Product demos

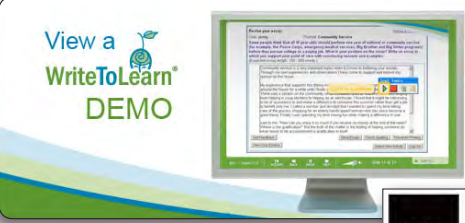
Social Media

- Communities
- Campaigns


Event Management

- Conference and event planning
- Workshops and seminars
- Competition management and awards programs
- User groups
- Product videos

Online product demo



Animated web banner ad



Communications

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

Print and Electronic Communications Tools

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

Call Kelly Stewart,
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