



UNIVERSITY  
*of* VIRGINIA

SCHOOL *of* EDUCATION  
*and* HUMAN DEVELOPMENT

# Inbound Marketing

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Teacher Education – Content Marketing to Date

February 3, 2021

# “How to Become a Teacher in Virginia”


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Data-driven Content Marketing - Organic Search, Google Ads, Facebook Ads

# The Content

- **Based on trends observed in external search engine queries (Google):**
  - “How do I become a teacher in Virginia?”
  - “How do I become a teacher?”
- **Backed with paid advertising**
- **Used by Teacher Ed team in communications with prospective students and in automated emails**
- **Resulting in Google and Bing first page organic search results**
- **Wide audience:** Undergraduates, returners, switchers
- **Clear call-to-action:** Contact Courtney for personalized guidance

<https://education.virginia.edu/news/how-become-teacher-virginia>

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March 27, 2020

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**HOW TO BECOME A TEACHER IN VIRGINIA**

Thinking about becoming a teacher, but not sure where to begin? Here are three simple steps to get you started.



**1. EXPLORE THE PROFESSION**

**WHY BECOME A PREK-12 TEACHER?**

Teachers make a difference.

It is that simple and that profound: education changes lives. Teachers have the unique privilege of seeing the impact of their work on a daily basis, while never truly knowing how deep that impact may reach. Leading a classroom every day isn't easy – but it is an engaging, fun, and deeply fulfilling career.

# The Advertisements

- **Facebook Ads**

- A/B tests over a few months to determine best creative
- In-feed and stories on Facebook desktop/mobile
- In-feed and stories on Instagram
- Facebook search results
- Facebook's Audience Network (apps, other websites)
- Audience Targeting: 18-60, Virginia, Job Title, Education, Interests
- Average CTR of 2.6% since campaign launch in March 2020
- Reach: 252,755 / Impressions: 840,704

- **Google Ads**

- Several ad copy combinations created
- 60 keywords 'how to become a teacher' theme
- Virginia location targeting
- Average CTR of 9.5% since campaign launch in March 2020
- Impressions: 89,841



UVA Education Sponsored

**BECOME A TEACHER IN VIRGINIA**

Thinking about becoming a teacher, but not sure where to begin? Here are three simple steps...

Learn More



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UVA School of Education & Human Development

Seeking a career in teaching? Learn how you can become a teacher in Virginia.

EDUCATION.VIRGINIA.EDU

**Become a Teacher in Virginia**

Make an impact on young lives in the rewarding ...

Learn More

[How to Become a Teacher in VA | Read Our Step-by-Step Guide | University of Virginia](https://education.virginia.edu/teach-virginia)  
[Ad\] education.virginia.edu/teach-virginia](https://education.virginia.edu/teach-virginia)

Learn how you can become a teacher in the state of Virginia. Follow our 3-step guide. Make an impact on young lives in the rewarding and high-demand career of teaching.

[Teacher Education](#)

[About the School](#)

# “How UVA’s New Teacher Education Programs Save You Time and Money”


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Awareness Content Marketing – Facebook Ads

# The Content

- Awareness campaign for our new Teacher Education undergraduate programs
- Backed with paid advertising
- Wide audience: Returners, switchers, prospective undergrads and their parents
- Call-to-action: Contact admissions

<https://education.virginia.edu/news/how-uva-new-teacher-education-programs-save-you-time-and-money>

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September 24, 2020

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**CONTACT US**  
**School Admissions**  
102 Ridley Hall  
Phone: 434-924-0742  
[ehd-information@virginia.edu](mailto:ehd-information@virginia.edu)

## HOW UVA'S NEW TEACHER EDUCATION PROGRAMS SAVE YOU TIME AND MONEY

By Nicklaus Martinez

UVA's three undergraduate degrees in Early Childhood Education, Elementary Education, and Special Education provide an exciting new pathway into the classroom.



There's a new way to become a teacher in Virginia.

For the first time since the 1980s, the University of Virginia's School of Education and Human Development has restructured what teacher education looks like at UVA. To combat the teacher shortage in Virginia, options for teacher preparation have been expanded to provide a new route that is quicker and more cost-effective, while retaining the same high quality of preparation. Whereas for decades, UVA students had to complete a master's program in order to qualify for teacher licensure, today's undergraduate scholars can hop into their own classrooms immediately after walking the Lawn at Final Exercises.

# The Advertisements

- **Facebook Ads**

- In-feed and stories on Facebook desktop/mobile
- In-feed and stories on Instagram
- Facebook search results
- Facebook's Audience Network (apps, other websites)
- Audience Targeting: 16-60, Virginia, Interests, Education, Parents with teenagers (aged 13-17) or parents with adult children (aged 18-26)
- Average CTR of 0.7% since campaign launch in October 2020
- Reach: 86,197 / Impressions: 451,042

- **Google Ads**

- We tested Google Ads and found this content was more suited to Facebook advertising options as there was no intent-driven search demand.

