



## **Selling to educators and educational institutions today demands new solutions... and MDR has them.**

Whether you sell instructional content, technology, supplies and equipment, or services for educators' personal use, your market is rapidly changing. Today, success in the K-12, higher education, library, and early childhood markets demands a strategically designed mix of marketing strategies and tactics...all centered on maximizing visibility and sales with your target market.

MDR's powerful solutions work together so you reach your most demanding sales and marketing objectives. As decision making in schools and districts changes and as the education market integrates ever-changing instructional policy, new technologies, and community priorities, it's critical for growth companies to use a strategic mix of sales and marketing tools and tactics.

### **MDR's powerful solutions**

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**IMPROVE DIRECT  
AND E-MAIL  
MARKETING  
RESULTS**

**GROW DIRECT  
SALES**

**GAIN MARKET  
INSIGHT**

**MAKE  
DATA-DRIVEN  
DECISIONS**



# GROW WITH US...

From mailing lists and e-mail marketing solutions to market research and trend analysis, MDR concentrates on your growth objectives in the education market. And to make each of our marketing solutions work optimally for you, we also offer a range of professional development services:

- An online newsletter packed with market news and valuable tips
- Webinars and other special events that give you timely market updates and exclusive information
- Custom consulting to help you design results-producing tactical sales and marketing programs

When your objectives call for growth, make MDR your first call. We're your partners for growth in education.

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*Grow with us*

For additional information and product catalogs,  
contact us today.



**PRECISION** STRATEGIES  
**POWERFUL** SOLUTIONS  
**PARTNERS** FOR GROWTH  
IN EDUCATION

*Grow with us*

[www.schooldata.com](http://www.schooldata.com)

# GROW WITH US...

Veteran education marketers and new market entrants consider MDR their first source for sales, marketing, research, and strategic business solutions in the K-12, higher education, library, early childhood, and related markets, including the Canadian education market, and vocational and adult education.

From supporting field and in-house sales teams with best-in-class contact data to powering direct and e-marketing programs with precisely targeted lists and tracking systems, we focus our resources on your growth and success.

Beyond our core data services, education marketers choose MDR for in-depth market insight and consultative services. Our newly launched School Funding Services database, comprehensive market research programs, and innovative sales and marketing solutions help you achieve your growth objectives.

At MDR we give each client the opportunity to leverage our data, our market knowledge, and our 37-year track record for success. And we support each client with a responsive, focused team to listen to your needs so we can deliver customized strategies and solutions.

**When you succeed, we succeed.  
It's that simple...and that important.**

# Improve direct and e-mail marketing results

## DIRECT MARKETING LISTS & DATA

Institutions by Type &  
Characteristic  
Educators by Name  
Response Lists  
Exclusive Market Indexes

## E-MAIL MARKETING

E@append  
E@quire  
DM-Optimizer

## COMPREHENSIVE MARKET COVERAGE

K-12 District and School  
Buildings & Personnel  
College and University  
Buildings & Personnel  
K-12, Higher Education,  
Public & Special Libraries  
Day Care/Early Childhood

Today, success in direct marketing to educators requires more than a simple list and an offer. From profiling your current customers to build more strategic prospecting plans to identifying those market segments that are highly responsive, MDR representatives will work collaboratively with you to create direct and e-mail marketing programs focused on improved response and revenue.

Our K-12, higher education, library, and early childhood databases give you a full view of the market...from faculty names, e-mail addresses, phone numbers, and detailed institutional selection criteria to in-depth technology, funding, and spending data.

Using our comprehensive data and market knowledge, you can build direct and e-mail campaign plans that will control costs, improve your prospecting tactics, and produce better total results. MDR's traditional and e-mail list services offer the market's highest quality and in-depth selectivity. Our database marketing services give you optimum control over your customer and prospecting marketing programs. And our sales representatives will consult with you throughout your projects to make certain your growth objectives are translated into effective mail and e-mail programs.



## Grow direct sales

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### DIRECTORIES

MDR School Directories  
MDR Web Directories

### SCHOOL FUNDING SERVICES

### SCHOOL BID SERVICES

### SCHOOL CONSTRUCTION ALERT®

### TELESALES LISTS

### CUSTOM CONTACT DATASETS

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Whether your sales structure depends on inside telesales, field sales, key account strategies, or a mix of these approaches, MDR offers data-driven solutions to support sales growth. Using our services, you'll have first access to the opportunities and contacts that will help you close more sales.

- Add efficiency to your direct call programs with our print and online school and district directories.
- Find the earliest opportunities in new and renovated school facilities. Tap into the qualified leads and prospects that our School Construction Alert and new School Bid Services deliver.
- Support your most sophisticated sale strategies by working with your MDR Representative to develop custom contact databases that can integrate seamlessly into your CRM and contact management systems.
- Capitalize on the specific opportunities resulting from federal funding, state-based, and private grants when you subscribe to our School Funding Services program, which gives you access to actionable funding information so you can build highly targeted state and local sales initiatives.
- Create custom Telesales Lists and Contact Datasets to focus your direct sales programs on the most productive market segments, using MDR data—an efficient and affordable tactic for improving sales productivity and results.

# Gain market insight

## MDR MARKET RESEARCH

E-Survey  
Tele-Survey  
Custom Research

## MDR MARKET REPORTS

NCLB – The Impact of No  
Child Left Behind  
The K-12 Technology Review  
The College Technology  
Review  
Enrollment Comparison  
Federally Funded Education  
Programs  
Public School Expenditures



With the costs of product development rising; the complexities of direct marketing increasing; and rapid changes in education funding, policy, and priorities, it's more important than ever to understand educators' preferences and decisions. That's where MDR's market research services add information and insight.

Use our custom market research capabilities to test new products and promotions, fine-tune your messaging and positioning, or uncover new opportunities. With our E-Survey capabilities, you can field studies consistently and affordably by leveraging our millions of education e-mail records to achieve qualified feedback from your priority market segments. With our Tele-Survey, you can reach out to customers and prospects quickly, using

a strategic mix of closed- and open-end questions. And with our Custom Research, you can conduct Web-supported or on-site focus groups with panels of educators who match your recruiting profiles precisely.

Our market reports deliver the big picture and give you the real data behind the trends, so you can make timely product development and marketing decisions. You'll use this data to create forecasts and strategic plans, and each report helps you understand the market's most influential trends and direction.

From testing new textbook content prior to adoptions or gathering critical information about market share and competitive status, now MDR can deliver valuable answers to your most important questions.

# Make data-driven decisions

## MARKET ANALYTICS

School Market Navigator  
Customer Pattern  
Recognition™  
K-12 Customer Name  
Profiling  
College Customer Name  
Profiling

## DATABASE SERVICES

**Smart Merge/Purge™**  
File Matching  
File Enhancement  
Data Overlay

MDR offers a complete portfolio of analytic and database marketing services to help you mine the wealth of information contained in your own customer data by combining it with our deep and comprehensive database. From a proprietary merge/purge system created expressly for school market data to our leading-edge School Market Navigator analysis tool, we deliver better decision-making support.

Using our tools, you can build accurate market penetration reviews and strategic plans...all based on best-in-class data. You can track responses to current campaigns to refine promotion plans, offers, and timing. And, most importantly,

you can identify new and ongoing market opportunities that will support your organization's growth.

Our database services help identify your most responsive and qualified market segments, so you can shift tactics as needed and expand programs when you identify new market opportunities.

With the costs of direct sales, printing, postage, and product development rising constantly, our analytic and database tools will help you control costs and reach aggressive goals. And when you're preparing to enter a new market segment, make an acquisition, or develop a new territory, these tools are essential for business planning.

