

A computer monitor on a desk displays the Ed2Market logo. The logo features the text "Ed2Market" in white on a blue background, with the number "2" inside a yellow circle. Below it, the tagline "Impactful Marketing for Education" is written in yellow. The monitor is on a white desk with a white keyboard and mouse. The background is a bright green wall with a green lamp and a stack of books.

# Ed2Market

Impactful Marketing for Education

## Who We Are

With long careers in K-12 and higher education marketing, our Ed2Market team includes marketing experts with experience at leading education companies. We have a solid understanding of the education market and the unique strategies that work to develop influencers and support the decision-making process within schools. We are passionate about supporting education leaders in bringing their products and services to the forefront of the education market.

## What We Do

At Ed2Market, we specialize in marketing strategy and implementation for education entities such as curriculum companies, professional development providers, ed tech organizations, authors, nonprofits, and more. Whether you're looking to develop a strategic marketing plan and calendar, want to launch a social media initiative, need to create rich content marketing assets or something in between, our experienced team at Ed2Market can help you meet your outreach goals.

*"Ed2Market has proven throughout our relationship that they are incredibly knowledgeable, diligent and dynamic. They have deep expertise and roots in education and Katie has done an amazing job surrounding herself with SME that puts out high-quality work consistently. They are fantastic thought partners as well as diligent executors."*

—Jake Szabo  
EVP Operations, Bullseye

**We're not just an agency,  
we're your partner.**

**Schedule your free consultation today!**  
[Ed2Market.com](https://Ed2Market.com) • [info@Ed2Market.com](mailto:info@Ed2Market.com)

# Ed2Market

## Our Services

All-Inclusive • À la Carte • Project-Based



### Marketing Strategy

With your expertise, feedback, and partnership, we will create and continually optimize a marketing strategy to address market trends, customer needs, and visibility for your brand.



### Content Development

Let us design your graphics and marketing collateral, develop a case study, or write your blog posts to give your brand the spotlight it needs to thrive.



### Email Marketing

Using highly effective automation tools like HubSpot, Mailchimp, and Constant Contact, we will write, build, and deploy email campaigns to help you reach broad audiences and keep your client database up to date.



### Social Media & Digital Advertising

Whether creating and scheduling eye-catching content that aligns with your brand message and identity, or monitoring analytics to ensure we effectively reach your target audience—we've got you covered on all of your social and digital channels.



### Coaching

Our team of experts is here to provide you with personalized coaching that will help you develop transferable skills needed to keep your brand relevant, intriguing, and visible.



### Website Design

Want to build a website or level-up your existing website's design and visibility? Our search engine optimization services will help drive prospective customers to your website and our site design support will keep them there.

*"The Ed2Market team has been instrumental in the growth and brand awareness of EdCuration. Their creative and strategic mindset, knowledge of the K-12 education market, and ability to execute campaigns effectively and efficiently has helped us make our mark in the industry and allowed us to focus on sales and educator engagement."*

—Timeri Tolnay  
CEO, EdCuration

*"Working with Katie Stoddard and her team has enabled us to cross over from a consistent presence with loyal clients to a broader scope of offerings, enabling us to form several new partnerships throughout North America. Her creativity, energy, and passion has permitted us to make schools a better place for colleagues, the people on the faculty and staff, as well as the greater community."*

—Steve Ventura  
President, Advanced  
Collaborative Solutions

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