

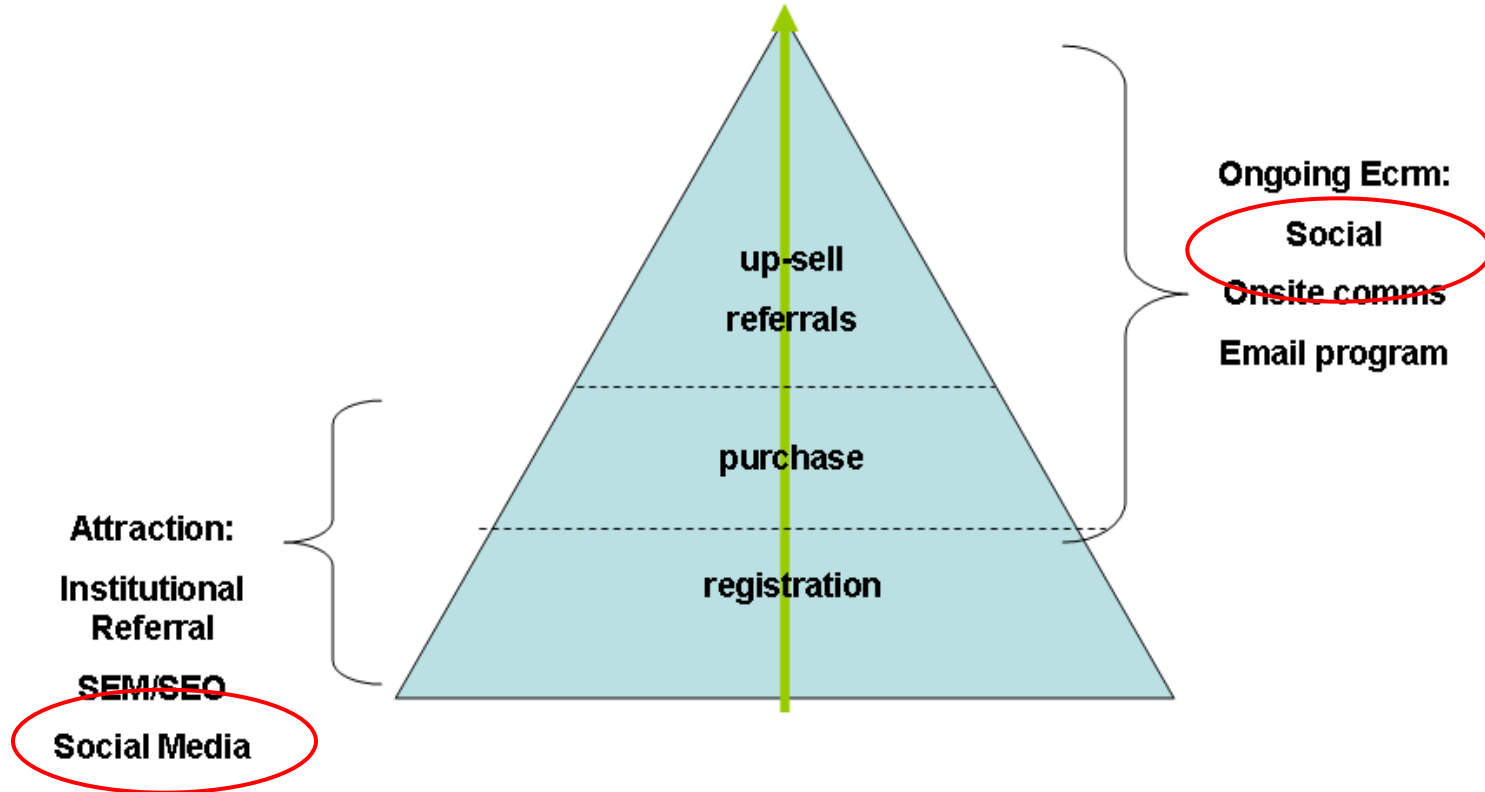
Learnings from an Internet Shopaholic



There's a lot we
can learn from
e-tailers...

Elissa Tomasetti
September 30, 2014

Applying the Consumer Marketing Framework



Engagement -> Life Time Value

Listen, Engage, Grow your audiences

Teachability:

40k+ growing registered members

250k uu per month

Social reach 2M+ month

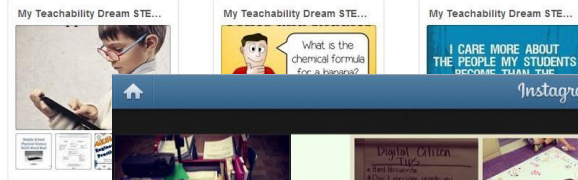
multi community platform:
STEM, C&CR, CC, etc.

Provide Thought Leadership

Give Teachers a Voice &
Network



Enter Contest Vote on Contest Entries (300)



skemp
518 votes

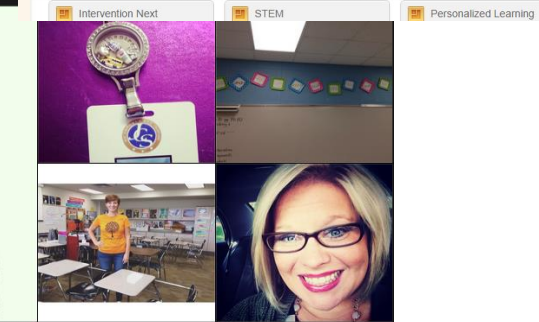


teachability ·

Teachability Each week, we will have a different teacher posting images to showcase what a day in the life of a teacher is all about. <http://www.teachability.com/>



Featured Communities



218 posts 517 followers 700 following

Create Virtual Brand Ambassadors

PearsonStudents:

Members: 50k+

Social reach 4.9M+ month

Experts, Webinars, videos, etc

Give HE Students a Voice & Role

User Generated Content

Trouble Shooters

Provide Feedback

