



California Center on Teaching Careers Digital Marketing Campaigns Update

August 2023



In July, we saw 226 new teacher sign-ups as we expanded the reach of the We Want You campaign through launching a new Meta ad set. This change delivered an increase in sign-ups while slightly increasing our cost-per-lead in July. We also launched a Meta page likes campaign to drive new audiences to our organic social media.

226

We Want You Total Sign Ups



218,189

Ads Seen



4,235

Ads Clicked



1.94%

Click-Thru Rate



Education & Instruction Industry Average: 3.78%

\$1.28

Overall Cost Per Click



Education & Instruction Industry Average: \$2.40

0

Campaign Partners



June Campaign Partners: 8

226

Teacher Partners



June Teacher Partners: 221

547

Days Since Launch



\$21.96

Ad Spend Cost Per Lead



June Cost-Per-Lead: \$18.59

\$4,963.77

Total Ad Spend





Since launching our statewide PSA campaign to increase visibility of California's teacher shortage and strategies to meet our children's needs, our campaign has officially reached more than 3,200 teacher candidates and more than 300 campaign partners!

3,236

Campaign Sign Ups



1.37M

Campaign Ads Seen



38,541

Campaign Ads Clicked



2.80%

Google Search
Click Thru Rate



Education & Instruction
Industry Average: 3.78%

\$1.21

Overall
Cost Per Click



Education & Instruction
Industry Average: \$2.40

301

Campaign Partners



3,236

Teacher Partners



547

Days Since Launch



\$14.47

Ad Spend Cost
Per Lead



\$46,844.80

Total Ad Spend



We Want You! Teacher Email Engagement

Our six-part drip email campaign for current and prospective teachers outperforms industry averages for open rate and click through rates. These emails highlight the ways the Center can support teachers through the Vortal and job fairs. Clicks lead to the Vortal and job fair registration pages.

	Sent	Opened	Open Rate	Clicked	Click-Through Rate
Email #1	1,449	855	60%	217	15.2%
Email #2	1,393	870	63%	136	9.8%
Email #3	1,357	750	56%	93	6.9%
Email #4	1,331	656	50%	70	5.3%
Email #5	1,276	600	47%	87	6.9%
Email #6	1,234	793	64%	26	2.1%

Education and Training Industry Email Averages
Average Open Rate: 23.42%
Average Click Rate: 2.90%

We Want You! LEA Partners



- We've had representatives from 176 unique California LEAs sign up for the campaign.
- They include K-12 schools, School Districts, Universities and Teacher Prep Programs.
- The schools and districts on the list serve 2.5 million students—42.6% of CA's K-12 students. (There are 5.8 million K-12 students in California.)



LC took control of the Center's organic social media accounts on Facebook, Instagram, LinkedIn and Twitter/X. In July, the Center's social media generated a 2.86% engagement-per-impression ratio, well within the industry average of 1–5%.

5,703

Total Audience Members

160,467

Total Impressions

2.86%

Engagement-Per-Impression Ratio

Education & Instruction
Industry Average: 1–5%

How to get in touch



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