

*"Teachit English have been fantastic to work with and have really helped us sell our specialised plays directly to English teachers, we are delighted that we no longer have to cold call schools and send out wasteful letters, we have received enquiries way beyond our expectations and have sold out much earlier than ever before, thank you Teachit we are so glad we found you after so many years of trying to sell to schools"*

**- Clare Keating, Ginificent Productions**

*"The team at Teachit Primary have a been a delight to work with. Their lesson plans consistently surprise and delight us, balancing both expertise with creativity. Alongside that, their engaged community of teachers ensures that these resources are used in classrooms, helping children to discover their next favourite story"*

**- Andrea Bowie, Penguin Schools**

*"I worked with Teachit on our Tiger Who Came to Tea campaign over summer. Everything was super organised, and explained to us with great detail. The email itself was sent out when expected, and gained a great response – our competition gained a lot of entries and I was very happy with the click through rate overall. As explained to us by the Teachit team, the data is cleansed regularly, to make sure that the subscriber base is up-to-date and relevant – I would say that my personal experience with Teachit reflected this quality of their list, and I would use them again."*

**- Rose Henry, Harper Collins Children's**

*"Teachit is a fantastic channel for our acquisition-focused marketing emails. We consistently see open rates of above 20%, and click-throughs of 10% plus. This is particularly impressive when you consider that these emails are sent out to a subscriber list of around 20,000 maths professionals.*

*The emails always bring us a strong return in terms of our end objective (whether that be encouraging teachers to sign up for an event we're running, boosting awareness on a new series of published resources we're offering or highlighting some new free support resources we've released to support our maths qualifications), and they feature as an important part of our marketing strategy for this reason."*

**- Daniel Naish, Pearson Education**

*We have advertised with Teachit on a number of occasions and the staff are always professional and helpful. We find it particularly helpful to target specific subject areas. The feedback from Teachit on open and click rates is excellent. Campaigns with Teachit regularly drive increased traffic to our website and lead to higher sales. Thank you!"*

**- Clare Keating, Ginificent Productions**

*"We find that communicating about free content through Teach It is a great way to engage teachers and has a noticeable impact on our campaigns."*

**- Sarah Howells, Oxford University Press**

*"Teachit's bespoke email has enabled us to reach thousands of teachers nationwide and performed fantastically. The email has had a direct impact on our marketing activity for our new publishing"*

**- Rose Henry, Harper Collins Children's**

*"We were really happy with the advertising that we ran through you guys, we saw a healthy increase week on week for registrations following the primary newsletter send and the display activity."*

**- Charlie Bland, Stand Up to Cancer**

*"When launching a new campaign, I always make sure to include Teachit as part of my channel mix. Our emails always receive great engagement and extend the reach of our messaging to a whole new, highly engaged audience. One recent email received helped increase our web traffic by over 6% in the two weeks following the email send, a real help at the start of a very high profile campaign. The email received just as high an open rate than I would expect of my own emails and an equally impressive click-through rate. Our colleagues at Teachit are professional, friendly and knowledgeable. Always a pleasure to work with."*

**- Holly Ackroyd, AQA Education**