

## CASE STUDY

# **How SalesWings helps cultivate the next generation of diverse teachers**

Find out how SalesWings helped TEACH.org increase their annual recruitment total by 180% in two years.

Presented by  **SALESWINGS**



With SalesWings, companies experience:

**44%**

higher open rates

**2x**

higher click-through rates

**30%**

increase in sales opportunities

## Foreword

### Having true visibility

Helping prospective teachers overcome the barriers of becoming a licensed educator in the U.S. is crucial to overcoming the teacher shortage that the country is facing today. How can you detect when a prospective teacher is stuck and needs support? How can you have true visibility of your pipeline with GDPR and CCPA?

### About TEACH.org

TEACH was originally launched by the U.S. Department of Education in an effort to end the national teacher shortage and diversify the teaching profession. Through public-private partnerships, TEACH now serves as the recruitment arm of State Departments of Education, school districts, and educator preparation programs in six different states across the country. We aspire to operate in all 50 states, becoming the largest pipeline of aspiring teachers in the nation, and provide a marketing and recruitment infrastructure for the nation's school system.

## The challenge they were facing

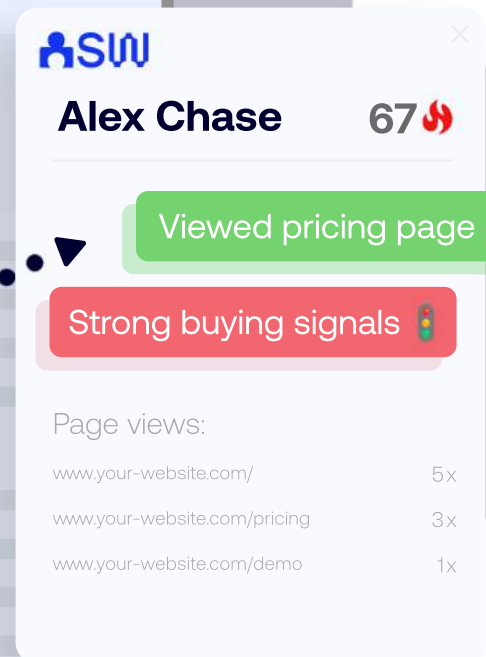
Without lead website tracking, TEACH.org was limited to only the first-party data collected in their registration and profiling forms. As a result, it was difficult for TEACH.org to develop the highly-personalized campaigns that they were wanting to build with Sales Cloud and Marketing Cloud.

“**[SalesWings] was a much needed and awesome addition to our MarTech stack.**

- Eric Mitsch, TEACH.org

## Why SalesWings?

TEACH.org was looking for a lead scoring and tagging solution as well as a lead website behavior tracking solution that integrated with Salesforce Marketing Cloud and Sales Cloud. SalesWings fit the bill perfectly.



**SW**  
**Alex Chase** 67 🔥

Viewed pricing page 💰

Strong buying signals 🚦

Page views:

www.your-website.com/	5x
www.your-website.com/pricing	3x
www.your-website.com/demo	1x

**View Pricing »**

## Solution

With SalesWings, TEACH.org can not only capture the behavioral data it needs to truly understand prospective teachers better, but also to deliver stronger, more highly personalized campaigns. With SalesWings' tags & scores, TEACH.org can monitor where in the funnel prospective teachers are so TEACH.org can provide them with more relevant resources/information that need to succeed.

**With SalesWings, TEACH.org has been able to increase their annual recruitment total by 180% in two years.**

They have also launched three additional partnerships and increased both the number of subscribers to their websites and the number of subscribers they support to apply to educator prep program each year.

## Conclusion

SalesWings offers your company the lead scoring, insights, and tagging you need to drive stronger sales conversations, hyper-personalized marketing efforts, and improved customer retention. To learn more about what SalesWings can do for your company [click here »](#)



## About SalesWings

SalesWings is a low-profile, innovative SaaS venture at the intersection of sales and marketing, operations and analytics. We are proudly headquartered in Switzerland and serve clients worldwide. We have a single goal—to make our clients successful.

## SalesWings B2B Studio

SalesWings B2B Studio is an unstoppable lead management, website tracking, lead tagging & scoring solution for Marketing Cloud. We help our clients track 360° digital lead activity and provide a set of clever tools for lead intelligence, prioritization, insights, reporting, and more.

**Book demo**

Questions?  
[Talk to an expert »](#)