

Case Study: Educator Email Leads Gen



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Client Overview

Client: Western Region Education Service Alliance (WRESA.org)

Industry: K-12 Education / Educator Training

Services Provided: Email Marketing, On-Site Email Collection via Smart Popups

The Challenge

WRESA, a respected provider of professional development for educators across Western North Carolina, had a valuable content-rich website but lacked a robust system for turning that traffic into engaged subscribers. Despite high page views on blog posts, workshops, and resource pages, email list growth was stagnant—and many visitors left without taking action.

Our Solution

Smart Emails Pop-ups Based on User Behavior

- Instead of throwing popups at every visitor, we built intent-based modals that triggered only when users showed real engagement.
- Popups appeared only after 30+ seconds on key content pages, such as articles, workshop details, or resource downloads

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- Messaging offered free educator tools, workshop updates, or PD resources in exchange for an email
- Forms were optimized for mobile, where a significant portion of WRESA's traffic originated

Performance Highlights:

- 312% increase in email signups in the first 60 days
- Bounce rate remained stable due to non-intrusive popup timing
- Highly qualified leads who were already interested in WRESA's services

Email Marketing for Educators

- We built a clean, segmented email system to nurture leads and support ongoing engagement:
- Workshop Announcements tailored by topic (e.g., Literacy, STEM, Leadership)
- Monthly Digest Emails summarizing new content, upcoming events, and success stories
- Follow-up Automation for users who signed up via popups, guiding them to relevant resources

Performance Highlights:

- 47% average open rate
- 13% click-through rate
- Email became the #1 driver of workshop signups, outperforming Facebook and organic traffic

Results

By pairing subtle but strategic email collection tactics with educator-specific email content, WRESA transformed casual website visitors into a community of ongoing learners and workshop participants.

The result? More leads. Better engagement. And deeper relationships with the educators they serve.