

EdTech Marketing

Shifts Report

2025



The EdTech industry has been growing considerably every year and, with it, the competition. Red oceans, multi-stakeholder buying processes, and long sales cycles make traditional marketing approaches ineffective.

This guide outlines the critical shifts to help executives, marketing, and sales leaders build resilient pipelines, influence complex buyer journeys, and align sales and marketing for revenue growth.

Shift #1

Positioned Awareness in Target Accounts

The reality is that key target accounts live in a red sea.

Your competitors are onto them pushing how their solutions are also the best in the market, with great results and testimonials.

This creates:

- ✗ Indifferentiation of message
- ✗ Commoditization
- ✗ Campaigns become dull and ineffective

Instead of demand gen for the sole sake of awareness, the shift is in:

- ✓ Brand messaging and communication as a strategic partner
- ✓ Product messaging as a differentiator
- ✓ ABM and/or narrow campaign targeting w/ specific messaging

Shift #2

Influencing Complex Multi-Stakeholder Buyer Journeys

Because key accounts live in a red sea, buyer stakeholders become skeptical and conservative.

Shift from:

✗ One-off / Transactional campaigns

To:

- ✓ Connected, Multi-step, Multi-persona influence campaigns
- ✓ Long-term campaigns addressing the long sales cycles

Shift #3

Aligning Joint Sales and Marketing Objectives

This is not just a shift, it's a step for further action.

✓ Know & Own your numbers

From demand-gen to close won, numbers have to be black and white

✓ Start with the end in mind and trace backward

Define benchmark conversion and attribution numbers for each step in the funnel and handover

✓ Run strategies together

Sharing an objective creates partnership and accountability between teams

Shift #4

Early SDR Action with Improved Contextualization

2024 saw a rebirth of identification and enrichment technology feeding sales action.

The shift is in:

✓ Identifying (website) visiting accounts, people, and pages

This tells you how warm an account is and, if used with problem-solution content, tells you their problematic areas for your solution can solve

✓ Feeding contextualization into the CRM

All this new information is automated and fed into CRM & nurturing systems

✓ Proactive SDR action based on the contextualization of accounts

“Form submits” is now known as “waiting too long”. Your competitors are waiting for them too.

SDRs can start an early trust relationship with buyers using this new context.

Shift #5

Marketing As Revenue Generator

Putting together shifts #2, #3, and #4, marketing will have contribution and attribution in the pipeline and revenue generated.

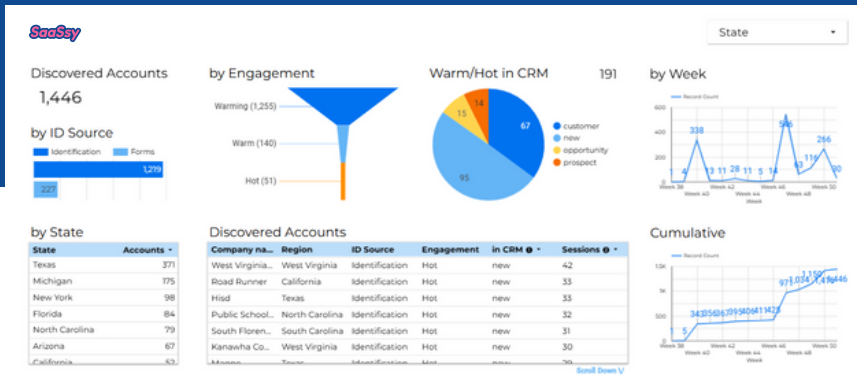
It'll help create cross-team trust, collaboration, and accountability.

The sales pipeline is the core of your business

A healthy pipeline filled with opportunities right at the sweet spot between considerable revenue and speed to close should be the goal of any EdTech.

Your advantage is that most EdTechs present themselves as commodities to big, shiny accounts.

Your goal is the search for efficiency in your marketing and sales processes.



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WHAT WE DO

Book more calls & Get more demos

with warm and interested educational institutions before your competitors do



Got SDRs?

Get a constant influx of warm, engaged leads interested in your solution

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SDRs spend too much time trying to push a solution to institutions that are not interested or people who don't have the authority to decide.

- ⊗ Knocking on the wrong doors
- ⊗ Talking to the wrong people
- ⊗ Unable to engage before competitors

We'll find, warm up, and nurture institutions that have the problem your solution solves - and deliver them into your CRM - in a timely and contextualized manner so your SDRs know who they're talking to and what they need.

- ✓ Talking to the right people - in a
- ✓ Warm buying group
- ✓ Early in the buying process
- ✓ Building a relationship of trust
- ✓ Seamless CRM integration

No SDRs? or Can't Expand SDR Team?

AI SDRs scale outreach and lead qualification. No extra hires.

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Growing outreach and revenue shouldn't mean hiring more people and increasing costs.

- ⊗ Sales reps are expensive
- ⊗ Struggle to book consistent meetings
- ⊗ Limited pre-outreach qualification

AI SDRs do everything humans do, but at scale:

- ✓ More prospects
- ✓ Hundreds of data points to qualify ICP
- ✓ 24/7 prospecting, qualifying, and booking
- ✓ Multi-channel outreach
- ✓ Seamless CRM integration