

Postcard Summary

Optimize Your Outreach

Identify the most effective marketing channel for your organization, and understand how to use it

Improve the ways in which evidence creators are leveraging email campaigns, conferences, product certifications, and search engines to create awareness about their resources.



Conduct user **testing** and **gather data** on resource and website interactions.



Utilize **platforms** with significant potential among district leaders.



Consider the **dimensions of communication** when reaching out.