



# WINTER GROUP SERVICES & CAPABILITIES

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# WINTER GROUP:

EDUCATOR-FOCUSED.  
CLIENT-CENTRIC.  
STRATEGIC CREATIVITY.



Companies and organizations who serve teachers, administrators and the circle of staff and other professionals committed to student learning and achievement, often turn to Winter Group to support their marketing communications programs. From advertising to direct marketing, brand development to exhibit design, integrated campaign planning and management to in-depth qualitative and quantitative market research, we bring a unique combination of

education market knowledge and powerful creative muscle to every project we tackle.

Established more than 25 years ago, today Winter Group works across media platforms and channels to help our clients reach the education market's decision-makers and influencers for products and programs across the curriculum and at every price point. Our team of writers, designers, researchers, developers

and media specialists works to help our clients bring remarkable solutions and services into classrooms, libraries and homes to give every student the very best opportunity to learn, grow and succeed. The company's founding principal, Linda Winter, is a frequent speaker at education and publishing conferences and has served as member of the Board of Directors for the Association of Educational Publishers.

In June of 2016 and 2017, Winter Group received the Revere Award for Integrated Marketing from the American Association of Publishers Education Division.

Winter Group is based in Denver, Colorado and works with clients across the United States to generate demand, deliver actionable leads, and support strategic sales and marketing goals.



## THE COMPANY WE KEEP...

Winter Group has worked for many of the education market's leading organizations, including:

- ABC-CLIO
- Adobe Systems
- Autodesk
- Blackboard
- Brackitz
- Cambium Learning
- The College Board
- Compass Learning
- The Consortium for School Networking (CoSN)
- The Council for Economic Education
- Crayola
- CTB/McGraw-Hill
- Didax
- Epson (U.S. & Canada)
- George Lucas Educational Foundation
- Harry K. Wong Publications
- HMH
- Jonti-Craft
- KQED
- Kurzweil
- Learning Ally
- Learning.com
- MCH
- MDR
- The National Association of Systems Contractors
- National Geographic
- National History Day
- Ogment
- Pacific Metrics
- The Partnership for the Assessment of College and Career Readiness (PARCC/ Parcc Inc.)
- PBS Educational Media
- Performance Matters/ Truenorthlogic
- Teacher Created Materials
- Telestream
- Sax Arts & Crafts (now part of School Specialty)
- School Specialty
- Smithsonian Science in the Classroom
- Vernier Software & Technology
- Victory Productions
- WNET



## BRANDING

Winter Group develops branding solutions that range from simple logo treatments to complex brand identity programs. From developing core visual assets to creating clear and meaningful brand guidelines, we work with our clients to match design treatments to market needs and perceptions. We support our work with clear branding and identity guidelines, created to support effective long-term application of the brand programs we create.

## POSITIONING, NAMING AND MESSAGING

We use both words and images to define and distinguish our clients' products, programs and services. Our work here includes creating detailed messaging matrices, positioning statements and tag lines, and often supporting the development of new product and program names. Core messaging typically serves as the launching pad for advertising, direct marketing and a range of other marketing tactics. It's the verbal equivalent of visual identity programs.

## DIRECT MARKETING

In both email and postal formats, we develop campaigns that create visibility, drive demand and deliver leads. We work with the education market's leading providers of education lists and data, and we also support our clients with in-house email deployment and automated system capabilities. Whether in print or email channels, our communications generate response and deliver results.

## ADVERTISING

Yes, it still works. Advertising continues to play a role in supporting educational companies' objectives for market presence, visibility and response. Winter Group works with a range of the market's professional journals and publications to develop high-impact advertising programs, leveraging both print and online package programs.



## INTEGRATED MARKETING PROGRAMS

For many clients, we develop broad, deep integrated marketing programs that support both corporate communications strategies and individual product promotions and sales. These programs typically include a mix of print and digital advertising, direct marketing, events, collateral materials and multimedia campaign components, such as videos and interactive digital resources.





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## SALES ENABLEMENT/ COLLATERAL MATERIALS

When educators need clear information about product specifications, features, benefits, implementation approaches and accompanying ‘value add services’ like professional learning, coaching, warranties or other components that are unique to your offering, collateral materials, specification documents, line guides and other supporting information are essential. We develop sales enablement packages to support the way our clients sell—whether that’s in person, online, through channel partners or at conferences and special events.



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## EXHIBIT DESIGN

Conferences count in the education market. They’re the venues where educators discover new products, meet in person with new and current vendor partners and connect with influential colleagues. We create spaces and graphics that welcome educators, engage them, and give your booth squad an environment that supports their sales efforts. We work with several exhibit fabrication houses and can coordinate design solutions with the team you may already have on board.



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## CONTENT MARKETING

Compelling content drives engagement and begins critical sales relationships. It’s the on ramp for response to marketing materials of all flavors. From e-books to infographics, white papers to case studies, we produce the content that fits your messages, your promotions, and your positioning.



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## EDITORIAL/ PRODUCT DEVELOPMENT SUPPORT

Winter Group supports clients in the design and development of their products. Our editorial work includes the development of online reference databases, print and digital workbooks, handbooks and other editorial products for student and teacher use.



## WEB DEVELOPMENT

Comprehensive website design, production and programming projects, site refreshes and updates, microsite and landing pages all are part of Winter Group's web development capabilities. We work with clients from planning and UX to full launch and will work with you to integrate shopping carts, sales management applications, lead generation forms, social feeds and other requirements. We also offer web testing with educators so you can see and hear how your target market interacts and responds to your site's architecture, visuals, messaging and more.



## EVENT MARKETING

Webinars, online demo's, conference presentations, road shows—these kinds of events, when planned and produced well, give educators valuable opportunities to learn and connect and give our clients powerful opportunities to engage meaningfully with prospects and current customers alike. This link will show you an example of a webinar we produced for WNET, the PBS member station in New York, to introduce their series of documentaries produced by student filmmakers around the world.

[VIEW PROJECT >](#)



## MARKET RESEARCH

All of our creative work, our strategic planning and client advisory services are informed by our market research services. We conduct 30+ focus groups annually for our clients and our own market intelligence work, and we also develop and execute a range of quantitative studies for clients evaluating competitive and product marketing approaches.



## HOW WE DO IT...

We use a dynamic set of digital tools, including applications like BaseCamp, SmartSheet, GoToMeeting and email deployment programs to share resources with our clients, streamline communications and deploy campaigns. We also use some rather “old school” processes—daily team meetings, regular status meetings with our clients, and group brainstorming and critique sessions to deliver programs and products that are on-brand, on-message and on-track with educators’ preferences, needs and buying processes.

## LET’S GET THE CONVERSATION STARTED...

Your plans. Your products and programs. Your objectives. We’ll start there and together, develop the marketing communications, research and implementation strategies that will earn educators’ interest, engagement and response.

**We look forward to meeting with you soon.**

**Linda Winter**  
PRESIDENT/PRINCIPAL

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