

Playbook: Funding Announcement

Campaign: Swing Education
Period: March 1, 2023-March 31, 2024
What: PR campaign leading up to a Series C Fundraising for Swing Education

OVERALL CAMPAIGN HIGHLIGHTS

Articles: 385 (179 unique articles)
 Journalist Reach: 191.87K
 Similarweb UVM Average: 1.61M
 Similarweb UVM Total: 620.18M
 Total AVE: \$5.75M

Situation/Challenge:

Swing Education makes it easier for substitute teachers and school districts to connect. It had been operating in a limited number of states since 2009 and in early June 2023, expected to secure a Series C round of funding.

Swing asked Pando PR to generate visibility for the company going into the fundraising announcement. Specific goals:

1. Introduce Swing to education editors and writers through thought leadership and bylines
2. Secure podcast placements among edtech and education influencers
3. Announce a fund-raising round and secure significant coverage among education media and investor media
4. Secure award wins among education media and technology media
5. Secure a significant tech and business media placement

Pando PR Strategy

Swing’s offering was proven but not widely understood, therefore, the first phase was to define Swing’s value proposition with several thought leadership articles and podcast interviews. The added benefit would be having links back to Swing website content. In the process of writing and publishing these bylines, we would also be introducing Swing to K-12 education trade reporters, editors, and influencers.

Pando also began reaching out to substitute teachers who used Swing to find those willing to either byline their own “Swing story” or who could be media contacts for interviews. The goal was to explain how Swing worked from the sub teacher’s perspective.

These pieces would help define the Swing story so that it could be explained in concrete terms when applying to awards programs. Pando selected the Fast Company’s Most Innovative Companies Awards and the American Business Awards - Stevie Awards as the primary award programs. Both are highly regarded, both gave great visibility, and the Fast Company award would validate Swing’s position while garnering significant visibility in a top tier tech publication.

Pando announced the fundraising round in multiple phases. First, embargoes and exclusive interviews were offered to targeted reporters. Then, an email distribution reached a second group of media in education, tech, and investment/business. Finally, the round was announced on Businesswire.

TOP 30 PLACEMENT HIGHLIGHTS

Ave Domain Authority 76
 Similarweb UVM Total 187.61M
 Similarweb UVM Average..... 7.5M
 Total AVE \$1.5M

Outcomes and Selected Placements

All goals were achieved. The most notable achievement was winning the AMA Stevie Award, AND the Number 5 spot on FastCompany's Most Innovative Companies list for education solutions. Swing was featured in a stand alone story and included in the winner wrap ups, for the print and online versions of FastCo.

Swing's CEO was featured in the following education trades, podcasts, and blogs:

- **Built In**
- **THRIVEinEDU Podcast**
- **Learning as I Go (byline)**
- **eSchool News**
- **EdTech Digest**
- **Teacher Rockstar Podcast**
- **My Edtech Life Podcast**

Swing's substitute teachers were featured in the following education trades:

- **Chalkbeat**
- **EdSource**

Additional feature articles include:

- **FastCo Most Innovative Companies - Featuring Swing**
- **FastCo Most Innovative Companies - Education**
- **Bay Area Inno**
- **Pulse 2.0**
- **TeachThought**
- **Forbes**
- **Learning as I Go (feature)**
- **The Stevie Awards**

Announcing Swing's Series C fundraising secured 168 placements including:

- Bloomberg**
- EdTech Chronicle**
- citybiz**
- FinSMEs**
- Fortune**
- San Francisco Business Times**
- TechBullion**
- TechDogs**
- EdWeek Market Brief**
- The Morning Star**
- Pulse 2.0**
- Built In SF**
- ImpactAlpha**
- Zephyrnet**
- Edtech Insiders**
- Crunchbase**

Additional metrics from the Press Release distribution via Businesswire:

Total Release Views.....	8827
Link Clicks	1001
Online Postings	168
Including Yahoo! Finance, AP, Morningstar, Boston Herald, and more	
Potential Audience	110.2M
Subscriber Feeds	5,296