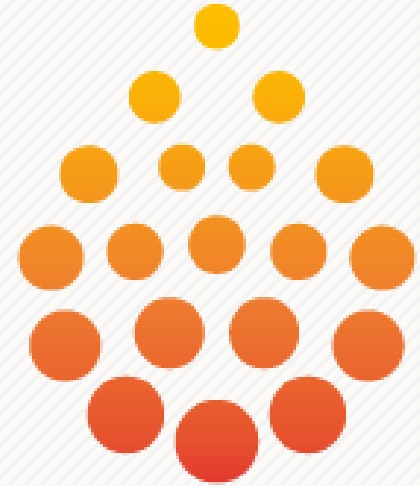


MARKETING STRATEGIES

**TO BOOST YOUR ENROLLMENT
AND ENGAGE YOUR COMMUNITY**
...EVEN IF YOU AREN'T A TECHIE!



Neil and Amy Richmond • AdultEdMarketing.com • 317.376.3535

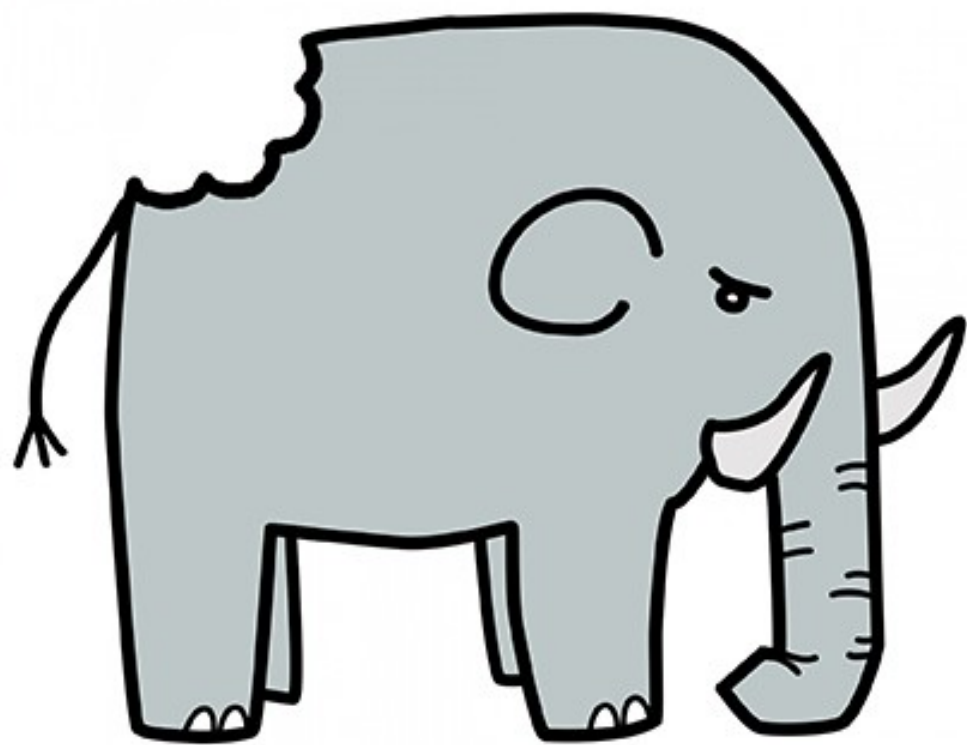




FROM
EDUCATOR
TO
MARKETER

HOW DO YOU EAT
AN ELEPHANT?

ONE BITE
AT A TIME!





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RE-INTRODUCE

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RE-INTRODUCE

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RE-INTRODUCE

INFORM

PRE-QUALIFY

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RE-INTRODUCE

INFORM

PRE-QUALIFY

ENROLL



RE-INTRODUCE

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RE-INTRODUCE ADULT ED TO YOUR COMMUNITY





RE-INTRODUCE ADULT ED TO YOUR COMMUNITY

LET THE COMMUNITY KNOW THAT...

1

WE CAN HELP EVERYONE WE USED TO,
AND NOW WE CAN HELP GRADUATES

3

WE ARE NOT ONLY EDUCATORS, BUT
CAREER TRAINERS

2

WE HELP OUR STUDENTS TO QUALIFY
FOR TRAINING DOLLARS

4

WE HELP STUDENTS TO CREDENTIAL
AND FIND BETTER JOBS



! RE-INTRODUCTION STRATEGIES

1 SOCIAL MEDIA PLATFORMS

2 K-12 SCHOOL PARTNERS

3 CHAMBER OF COMMERCE

4 COMMUNITY EVENTS

5 ROBOCALLS

6 BE SEEN AND HEARD



R

INFORM

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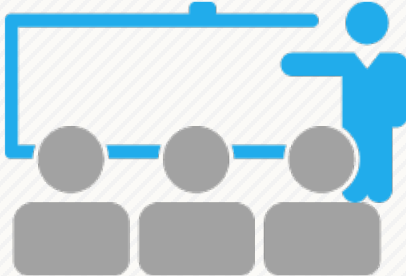
! **INFORM** YOUR STAFF AND STUDENTS OF OPTIONS

1 SOCIAL MEDIA

3 PRINT RESOURCES

2 ONLINE ADVERTISING

4 WEBSITE





◉ **INFORM** YOUR STAFF AND STUDENTS OF OPTIONS

4 WEBSITE

SPELL IT OUT FOR VISITORS

SHOW ALL AVAILABLE OPTIONS

USE IT AS A MANAGEMENT TOOL



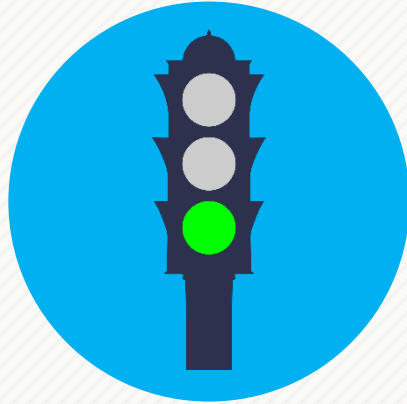
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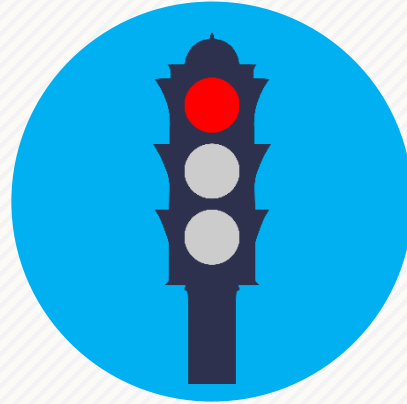
PRE-QUALIFY

E

! **PRE-QUALIFY** POTENTIAL STUDENTS



ENCOURAGE THE
STUDENTS WHO ARE
BEST SUITED



RE-ROUTE THE
STUDENTS WHO ARE
NOT SUITED

PRE-QUALIFY POTENTIAL STUDENTS

HOW?



SMART FORMS ON YOUR WEBSITE

DESIGN
SPECIFICALLY
FOR A
TRAINING
PROGRAM

USE
CONDITIONAL
LOGIC TO
SORT
CANDIDATES

PUT
EVERYONE
THROUGH
THIS PROCESS
SO YOU
CREATE A
MASTER LIST



R

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P

ENROLL

• ENROLL STUDENTS IN APPROPRIATE PROGRAMS

1 UNDERSTAND QUALIFYING SCORES

3 CLARIFY CAREER INTERESTS

2 HELP THEM TO UNDERSTAND THE QUALIFYING PROCESS

4 BE SURE OF COMMITMENT LEVEL BEFORE ENROLLMENT



I WASN'T SURE THAT WE NEEDED MARKETING IN ADULT ED, AND WONDERED WHETHER IT WOULD DO ANYTHING FOR THE GROWTH OF OUR PROGRAM.

BUT I HAVE TO SAY, I AM A BELIEVER NOW.

WE HAVE HAD RECORD GROWTH IN ALL ASPECTS OF OUR PROGRAM THIS YEAR, AND NEIL'S STRATEGIES CONTINUE TO BE EFFECTIVE IN SO MANY ASPECTS OF WHAT WE DO AS AN ADULT ED PROGRAM.

CHRISTY MCINTYRE

PROGRAM COORDINATOR - WAYNE TOWNSHIP ADULT EDUCATION

WHAT'S AT STAKE?



FREE DOWNLOAD



ADULTEDMARKETING. **COM**/COMMUNITY

WE CAN **HELP**



Train Your Team



Customized Professional Development



Build an Effective Website



WORKSHOPS

BITE-SIZED PROFESSIONAL DEVELOPMENT WORKSHOPS



Adult Education
MARKETING STRATEGIES

ONLINE WEBINARS \$150 PER PERSON

ATTEND LIVE TRAINING WORKSHOP \$250 PER PERSON

MAY 11, 2018

**SOCIAL MEDIA
MARKETING FOR ADULT
EDUCATION –
SPEAKING THE
LANGUAGE OF YOUR
COMMUNITY**

LIVE WORKSHOP: 9AM - 12PM
ONLINE: 1:30PM - 3:00PM

MAY 25, 2018

**5 ESSENTIAL PRINTED
MATERIALS YOUR
PROGRAM NEEDS TO
HAVE ON HAND AT
ALL TIMES**

LIVE WORKSHOP: 9AM - 12PM
ONLINE: 1:30PM - 3:00PM



WORKSHOPS

JUNE 15, 2018

**BACK TO SCHOOL
MARKETING: WORKING
WITH YOUR K-12
SCHOOL SYSTEM TO
BOOST ENROLLMENT**

**LIVE WORKSHOP: 9AM - 12PM
ONLINE: 1:30PM - 3:00PM**

JULY 13, 2018

**HOW TO RE-
INTRODUCE ADULT
EDUCATION TO YOUR
COMMUNITY: LETTING
THE SECRET OUT!**

**LIVE WORKSHOP: 9AM - 12PM
ONLINE: 1:30PM - 3:00PM**

PROFESSIONAL DEVELOPMENT

CUSTOMIZED TRAINING AND STRATEGY DEVELOPMENT

½ DAY

WHOLE DAY

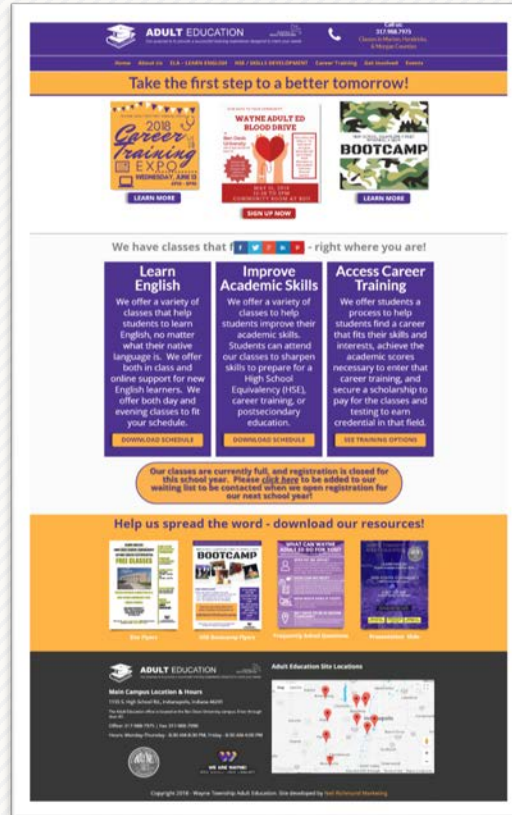
MULTI-DAY

WE COME TO YOU OR YOU COME TO US



WEBSITE DESIGN

GET A WEBSITE THAT WORKS



ADULTED**MARKETING. **COM****

OR COMPLETE THE ORDER FORM!

QUESTIONS?