

Marketing and PR Strategies to Promote Your Program

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March 2021



In Today's Session

- Who is your primary audience
- What we know about marketing to them
- Types of media
- Public relations and local media

Who are GED Students?



25

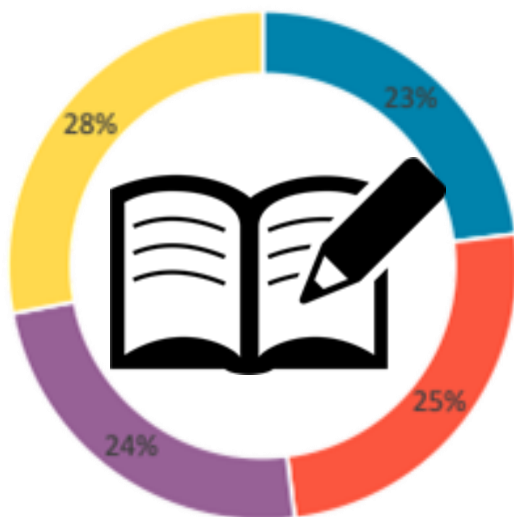
Average Age

61%

Communities of Color

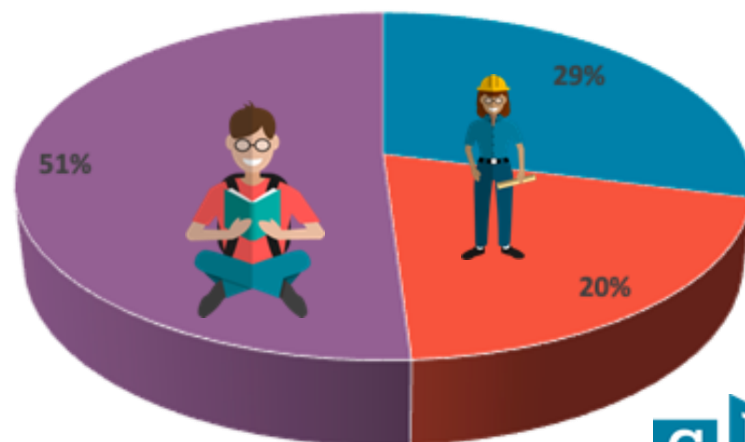
Highest Grade Completed

■ 12th grade did not graduate ■ 11th grade ■ 10th grade ■ 9th grade and below



Employment Status

■ Working Full Time ■ Working Part Time ■ Not employed



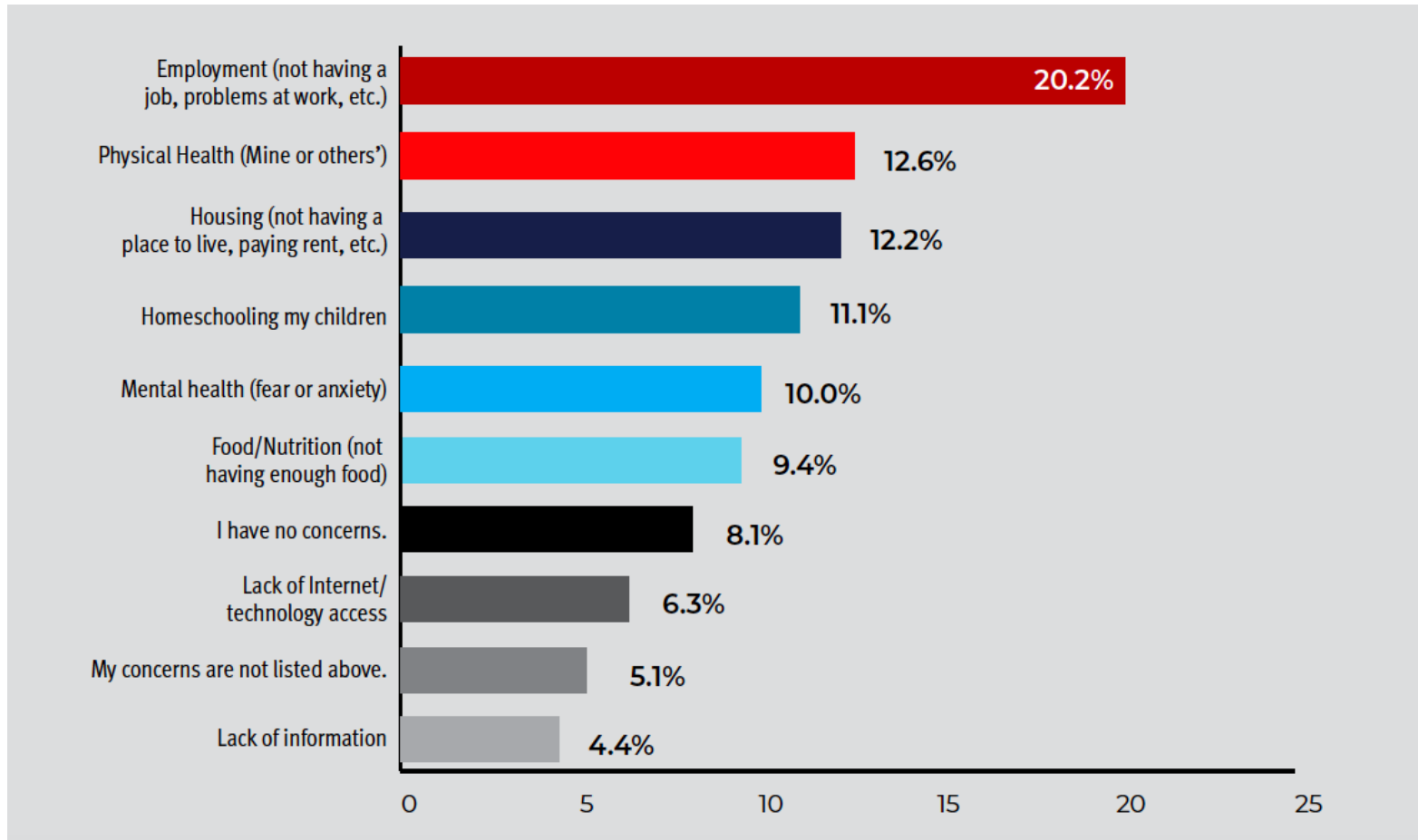
**92% of GED® students use
some form of social media**





86% of GED® students own a smartphone

What Are Adult Learners Concerned About



Source: Adult Charter School Learner Survey, 2020

Don't Just Promote Your Program; Promote the End Result

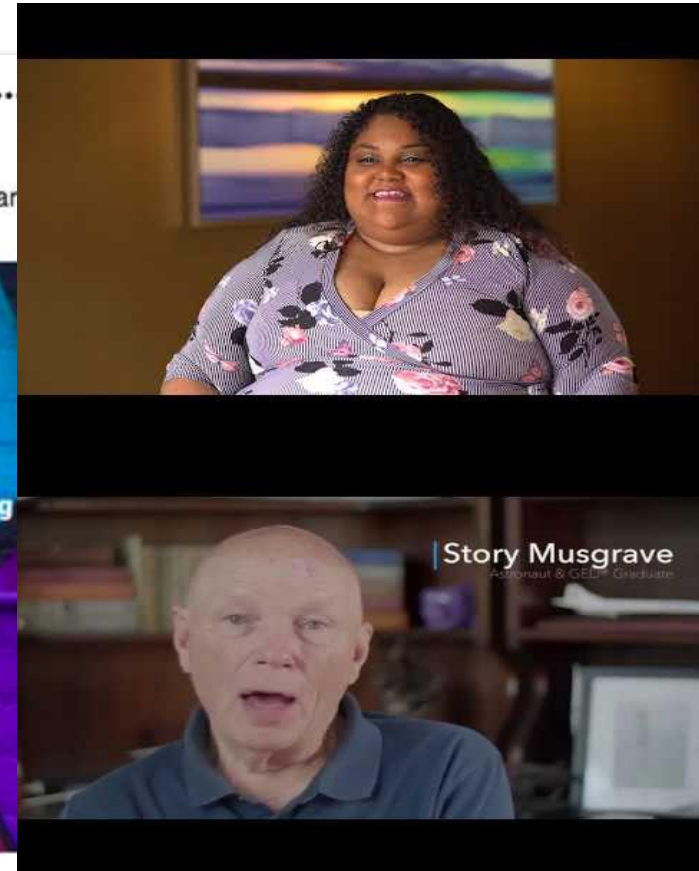
GED GED Testing Service - Home of
the GED Program
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Robert is many things including a GED grad.
You can be too.

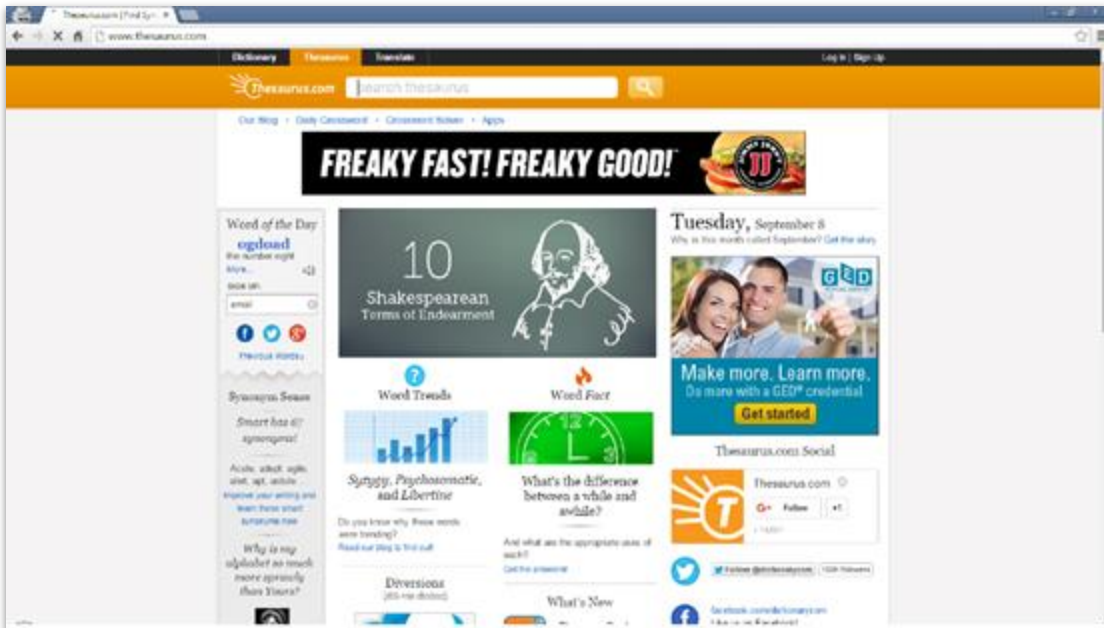


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the GED Program
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The GED is the first step to a better future. Start
today.



Our Audience Does Not Want to Be Sold To



Vs.



Tips for Paid Social Campaigns



service

help of my instructor and much patience on her part

with the help of the educators at Lake Technical
lessly to provide him with the assistance he needed
blind student, acquiring braille or other accessible
success possible. Now he is prepared to enter the
for his wife, Claire. Well done, John!
f-the-month-submissions/



CONGRATS TO OUR
**JUNE GRADUATE
OF THE MONTH** JOHN H.

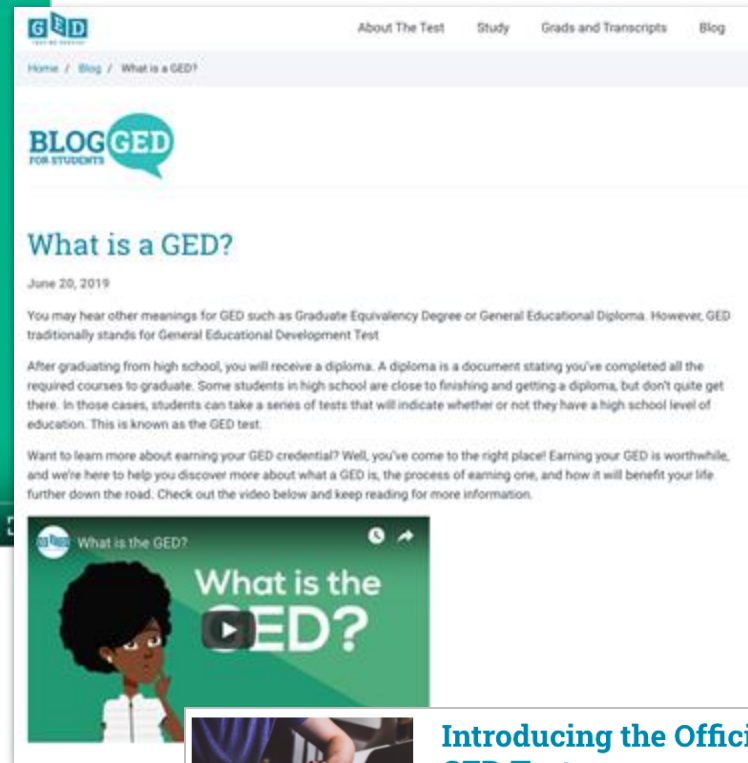
- Boost top performing organic posts for greater reach
- Remarket to existing email lists, address lists, or website visitors
- Create look-alike audience from existing lists
- Test multiple sets of ad copy

Create Content Students Are Seeking



14,800 searches per month

GED classes near me	12,100 searches per month
Free GED classes	5,400 searches per month
GED programs near me	4,400 searches per month



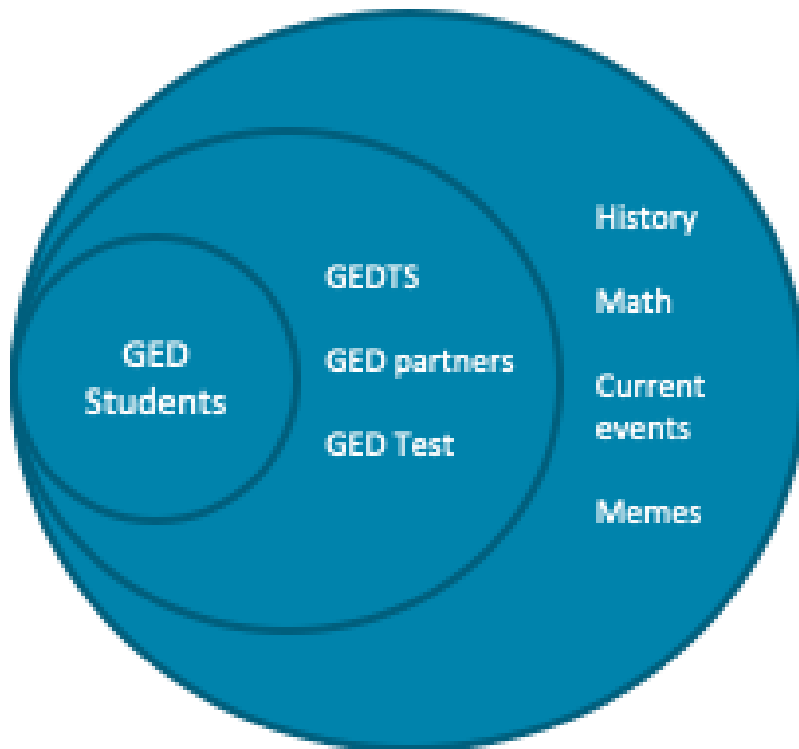
Introducing the Official Online GED Test

June 8, 2020

We're offering a new Online Proctored GED Test as a pilot program in select areas of the U.S. With the Online Proctored GED Test, students can take the GED test from home while securely monitored by an online proctor.

[Continue Reading](#)

How GED Creates Content



GED Student Example



History Example



GED Partner Example



Be Authentic

GED brand voice and persona: a coach

- Friendly but not goofy
- Warm but not gushing
- Directive but not bossy
- Informative but not verbose
- Motivating but not pushy
- Empathetic – we understand your fears
- Accessible as a favorite teacher would be

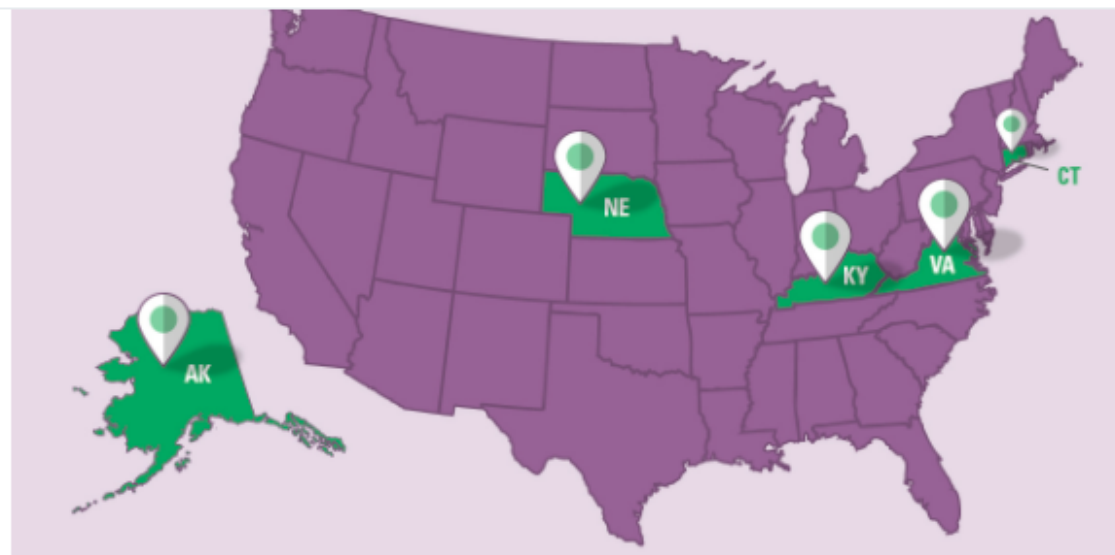


Talk About Available Resources

From: GED Testing Service

Subject: Online and free? Take your GED test today!

Preheader: Get GED test costs covered by your state



Haven't scheduled your GED test yet? Now you can test [online](#) or [in-person](#) with costs completely covered by your state.

Talk About Available Resources

NEW MEXICO
HIGHER EDUCATION
DEPARTMENT



Fostering Student Success from Cradle to Career

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Free HSE Testing Vouchers!

An Agency of the Commonwealth of Virginia



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IS FOR
LEARNERS

VIRGINIA DEPARTMENT OF EDUCATION

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HIGH SCHOOL EQUIVALENCY (HSE) CREDENTIAL

News & Announcements

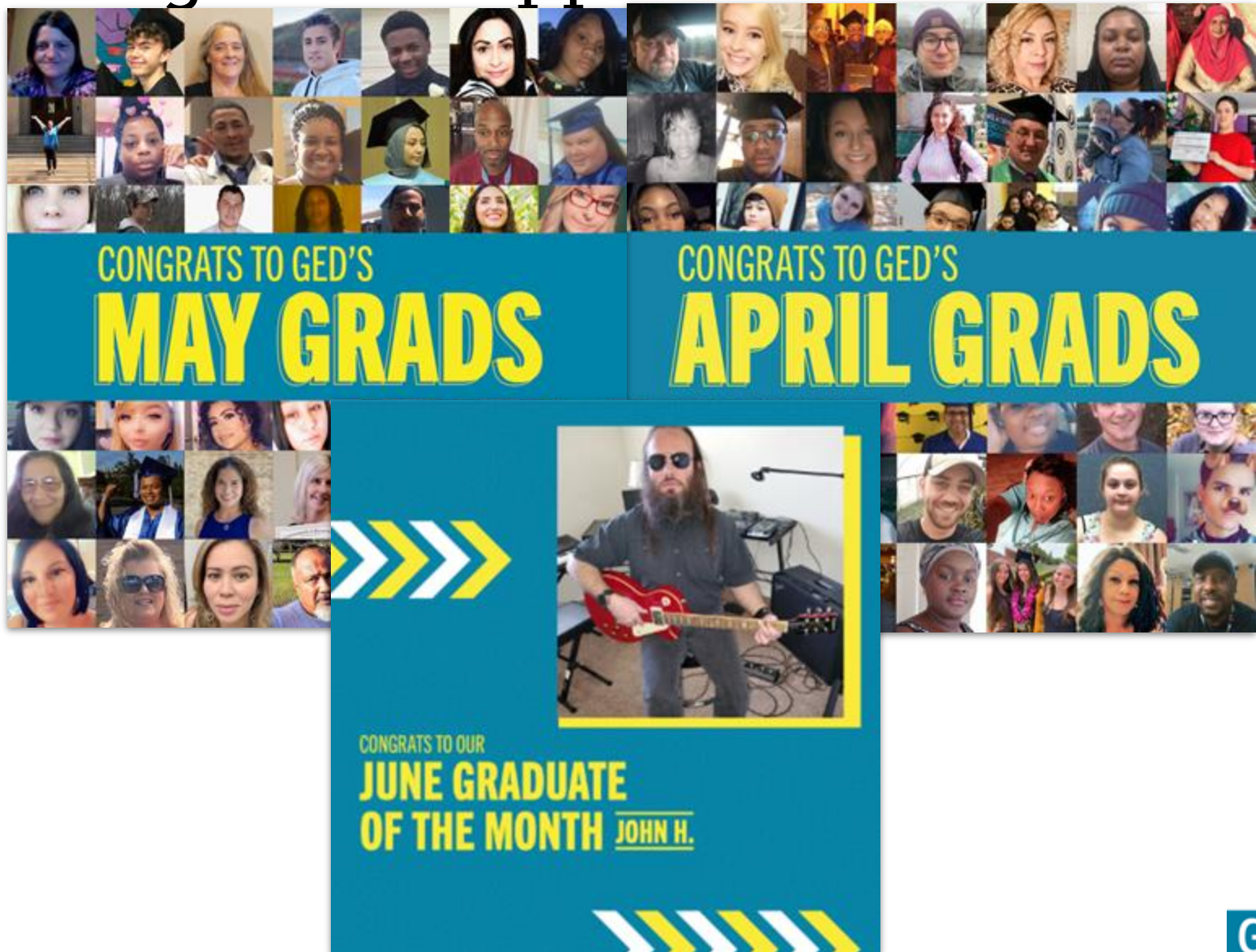


Test Free in Virginia!

Enroll in an adult education program (distance education options available) and earn testing vouchers for free GED® testing by passing each GED Ready practice test.



Leverage Your Supporters



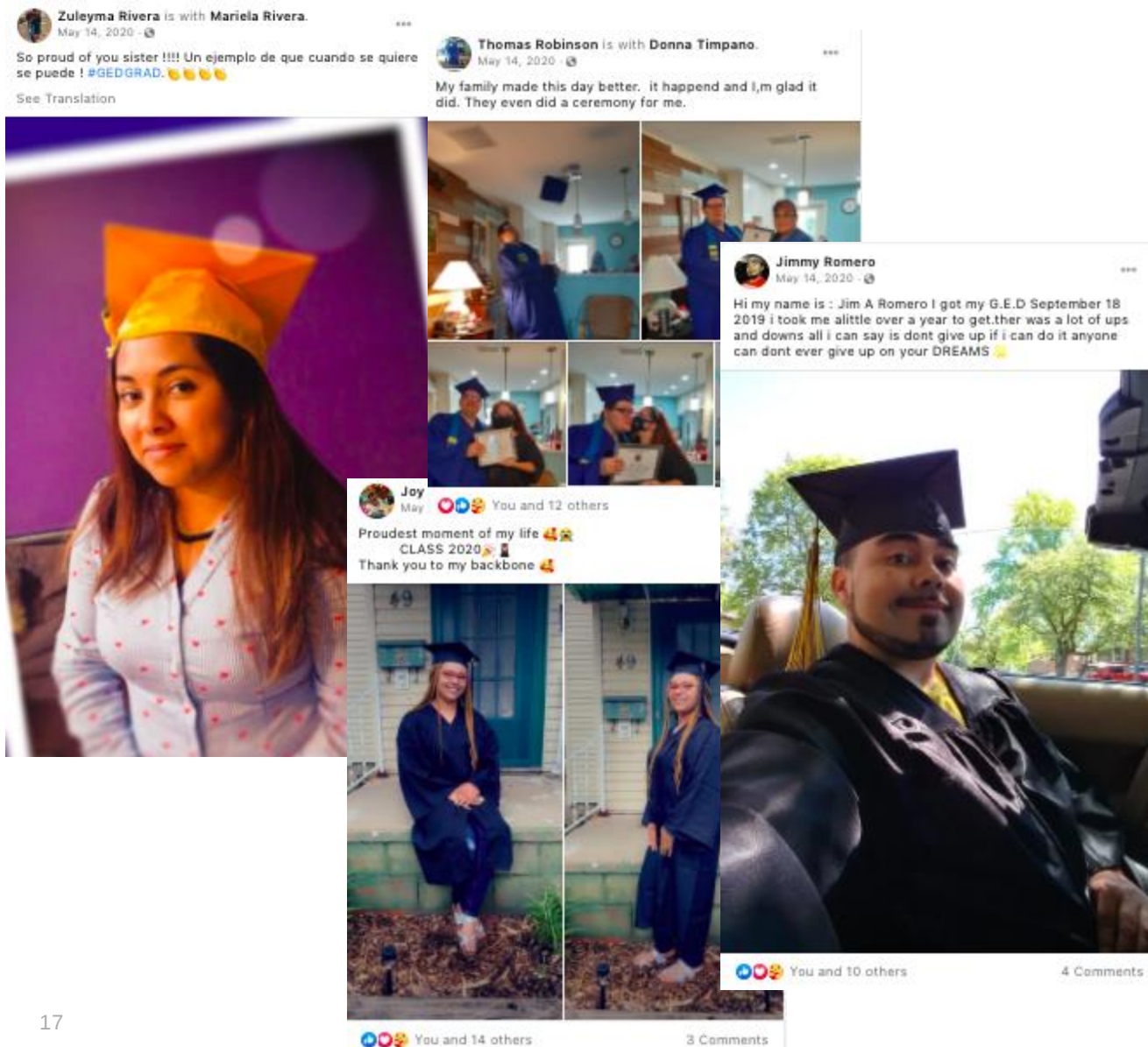
Campaign Objectives

Tap into the power of our graduate network to spread the positive word about earning a GED

- Celebrate graduates -- encourage them to post their own celebratory message
- Build awareness among potential GED test-takers using positive graduate messages -- encourage them to start their journey at GED.com
- Motivate current test-takers to sign up for final test(s) to graduate



GED Grad Day 2020



42K
Video views

20K
Event Page Views

7.6K
Event Responses

1K
Grad Posts

Use Video To Tell Your Story



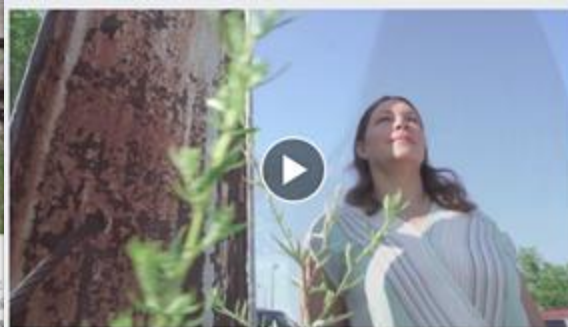
GED Testing Service - Home of the GED Program is with Academy of Hope Adult Public Charter School. Sponsored ·

You know her. You've followed her journey. And now Cat is a #GED grad. For #GEDGradDay, we surprised her with some goodies. Find out what else she got and check out her reaction.



GED Testing Service: Meet Kinzie: GED Graduate...

Meet Kinzie. She overcame so much to earn her #GED credential including: alcoholic mother, becoming a caretaker to her sister, and moving multiple times. Now she's looking forward to continuing her education and seeing what lies...



GED Testing Service: Meet Lillian: GED Grad...

Meet Lillian. She was raised in a tough environment in Chicago. She dropped out of high school because she had to repeat her first 2 years, so she decided to pursue her #GED. Her children are what kept her motivated and now she can proudly say...

- Keep your videos short (ideal length is 1-3 minutes)
- Include text or captions because most people watch videos with the sound off
- Reach out to local community college or high school digital media departments
- Capture authentic moments with your students

Maximize Your Content



GED Graduate Shantelle
3,044 views

71 0 SHARE SAVE

About The Test Study Grads and Transcripts Log In SIGN UP

Graduate Stories

Our GED graduates come from diverse backgrounds, but they all have one thing in common: a desire to succeed. Read stories from people like you who have used their GED® to transform their lives.



Shantelle

"I questioned whether or not I was smart enough to complete the GED program and whether I could persevere through it."

[View Story](#)



Eduardo

"When I passed my GED test it was just an amazing feeling. I knew I had accomplished something I put so much work toward."

[View Story](#)



Ellie

"I just remember my grandma always saying how important education was, so I decided to get my GED."

[View Story](#)

GED Testing Service - Home of the GED Program

Sponsored ·

The GED provides students with more than just a diploma, it provides a future.



"After taking the test, when I saw the 'Congratulations' greeting in my email, it was like I had accomplished something major in life. It was the best feeling ever."

— Shantelle, GED grad



The GED can transform your life too.

Become one of 20 million GED grads. We know you want to celebrate GED Grad Day with us next year!

[Schedule Your Next Test](#)

Connect with us:



When Marketing Your Program

- Promote the end result
- Don't sell to them
- Create content students are seeking
- Be authentic
- Talk about available resources
- Leverage your supporters
- Use video to tell your story
- Maximize your content

Paying to place ad
or content.

Includes:

- Print
- TV
- Radio
- Out-of-home
- Direct Mail
- Paid Search
- Banner Ads
- Mobile
- Paid Social

Paid Media

Earned Media

Others
promote/share
your content.

Includes:

- Reviews
- Social
- 3rd Party
Blogs
- Press
Mentions

Owned Media

Content promoted on your
own channels. Includes:

- Website
- Blog
- Social
- Email
- Events

Public Relations



What is Earned Media?

Earned media is when people start talking about you (usually in a positive way) for free.

Examples:

- A blogger writes a story about your adult ed program or testing center
- Social media followers share one of your posts
- Press mentions in the newspaper, online or on television

Creating Your PR Plan and Strategy



Key Questions

- What do you want to achieve?
- What are your measurable goals?
- Who is your target audience?
- What communication tools will you use?
- What is your timeline?



PR Plan At-A-Glance

- **Goal**
- **Objectives**
- **Strategies/Key Messages**
- **Target Audience(s)**
- **Tactics & Ideas**
- **Channels**
- **Logistics/Execution**



Press Releases and Media Coverage



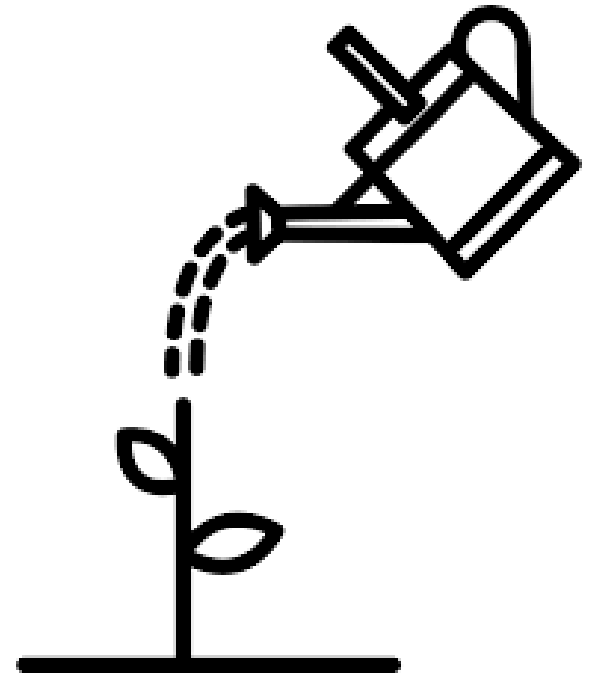
Why using press releases is a great idea for your program:



- Inexpensive
- Attracts the attention of journalists and the public
- Great source of documentation about events and program milestones

Cultivating your stories

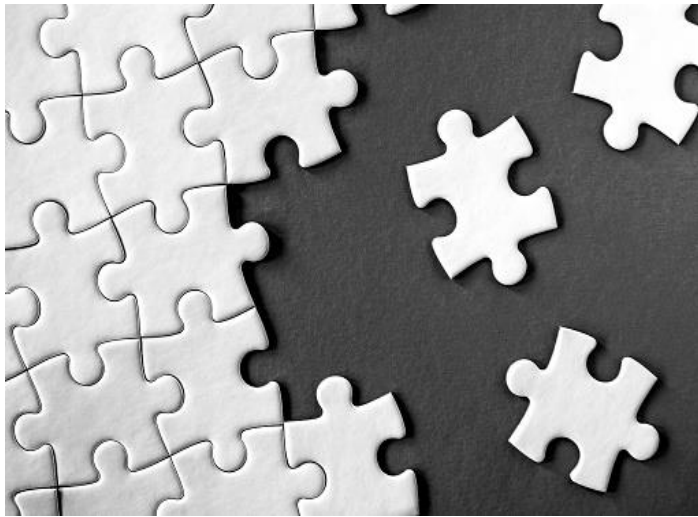
- Your “sources” are your students, graduates, educators and partners
- Think about how our national research directly relates to what you want to share
- Find out how those in the community get their news
- Highlight milestones and achievements



Story Ideas

- Promotions and discounts
- Online Proctored GED Test option
- GED graduate milestones
- Class enrollment information
- Profiles of adult educators and program staff
- Highlighting virtual learning options
- Graduations/program events
- Interviews with current or former students
- Highlighting program data (success rates)

Press Release Essentials



- Headline/ Subheadline
- Date
- Lead Paragraph
- Quote(s)
- Supporting info/background
- Call to action
- Contact information



September 15, 2020

SUBSTANTIALLY DISCOUNTED GED® TESTS NOW AVAILABLE IN ILLINOIS

Illinois Community College Board Offers Subsidy Through \$400,000 Grant

WASHINGTON— The Illinois Community College Board (ICCB) is helping state residents pass the GED® test and earn high school equivalency diplomas through grant funding that reduces the cost of the test.

This grant is part of an initiative to support residents across the state in need of a high school credential that can lead to additional workforce and postsecondary education opportunities.

Students can take any of the four GED test subjects (Reasoning Through Language Arts, Mathematical Reasoning, Social Studies or Science) for \$10 each using the code: **ILSAVE20**. The discount reduces the individual test subject price from \$30 down to \$10.

"Taking these tests can lead to better lives, and this grant funding may help minimize a small burden on the thousands of hard-working residents who are being strained by the pandemic," said ICCB Executive Director Brian Durham.

Eligible students must meet state residency requirements to use the discount code. They may take as many test subjects as needed to earn their GED credential while grant funding lasts.

"This grant from ICCB is coming at a critical moment during this turbulent economic time," said GED Testing Service Vice President CT Turner. "Many students are taking this time to further their education and gain the skills they need to enter a new job, career training, or college program."

Earning a GED credential is the first step to postsecondary education, vocational training, and better career opportunities. According to the Bureau of Labor Statistics, individuals with a high school diploma earn \$9,000 more per year than those without a diploma. The GED test is designed to help learners gain the skills they need to succeed in postsecondary studies and beyond. More than 50% of GED graduates across the country are attending college and certificate programs.

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Pitching Your Story

- Define your objectives
- Do your research
- Know your audience
- Think like a reporter
- Be personal, passionate and engaging
- Be consistent and persistent



Media interview tips:



- Ask for details
- Prepare your key message points
- Practice
- Be authentic and enthusiastic
- Follow up and promote your story

Sign up for InSession!



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INSESSION WITH THE GED® PROGRAM



President's Corner: A New Year of Hope, Promise and Change

January 20, 2021

The start of a New Year is a time to focus on gratitude, optimism for change that lies ahead and, an opportunity [...]



New Year, More Graduates: 50% off GED Ready® Promotion

January 20, 2021

We're starting the new year with a discount on the GED Ready practice test.



How to Help Your Students Succeed with the Online Proctored GED® Test

January 20, 2021

Since the launch of the Online Proctored GED test last spring, we have made updates to help more students earn [...]



Professional Development Preview for 2021

January 20, 2021

Our professional development team will be hosting a number of webinars to help educators prepare their students for the GED test subjects.

Recent Posts

[GED Sessions at the Upcoming COABE Virtual Conference](#)

[Meet Our New GED Board Member: Phyllis Kelley](#)

[Meet Our New GED Board Member: Kellie Blair Hardt](#)

[Upcoming Webinar: Ten Essentials to Help GED Students](#)

[GED Program Updates](#)

[Updated Purchase Process on GED Marketplace](#)

[Diverse Voices of GED®: Adora Beard, GEDTS State Relationship Manager](#)

[Distance Learning Tools to Support Adult Ed Program Instruction](#)

[GED® Program Updates](#)

[Recruiting Learners and Increasing Enrollment with GEDPrep Connect™](#)

Archives

January 2021

Q&A

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