

Marketing Strategies to Grow Student Enrollment

Eliza Wong, July 2018



Marketing Campaign Framework



Define
Audience



Set
Objectives



Design
Tactics



Execute
Campaign



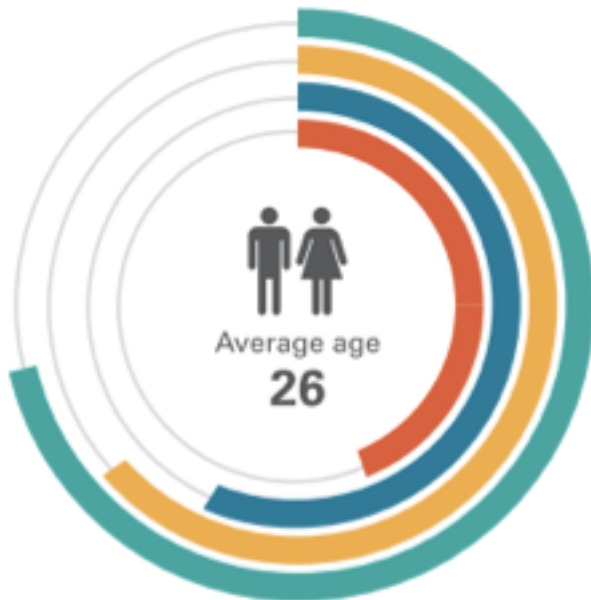
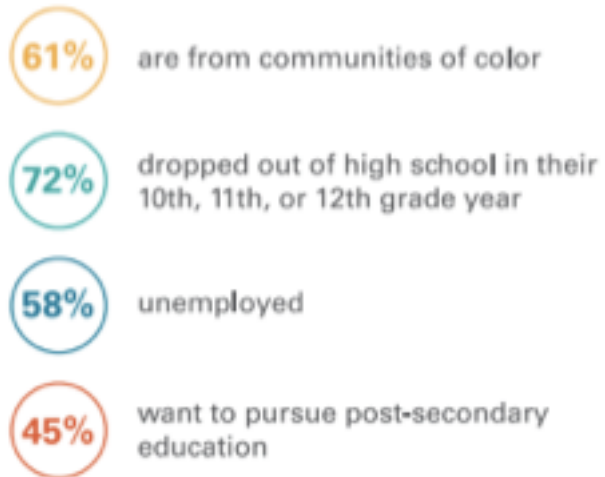
Evaluate
Results

1. Define Audience

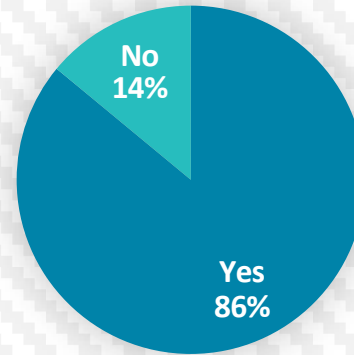
- **Demographics** – age, employment, average HHI, race and ethnicity, gender, marital status, do they have kids, etc.
- **Interests** – what do they like to do, what publications do they read, where do they get information, what social media platforms do they use
- **Day in the life** – what does a typical day look like
- **Aspirations** – what are their hopes and dreams, what motivates them
- **Worries & fears** – what is holding them back



Who are the GED® Students?



Own a smartphone



■ Yes ■ No



70% of GED®
test-takers use
Facebook

Tip: GED Analytics Users Can Gather Data From the Demographics Summary Tab



Determined



I WILL

The GED is my first step to success

My name is Robert. I am going to get my GED no matter how long it takes! I study every day even if I don't want to. I surround myself with supportive people, and have a set of goals that I want to accomplish. I'm nervous about taking my tests, but I know if I don't pass the first time, I will figure out what I need to improve for next time.

Regret

"It's like, if you want something, you will have to work hard. You have a struggle, but you have to do it. It's like, I don't have fear."

Unstoppable

"When I sit down to actually study and read, I give it everything I have. I'll read one paper like five times over if I have to until I've got it down."

Focused

"I had to learn how to study. I put it in my schedule, and then it became a mandatory thing for me. Now, it's just part of my day-to-day."

What is preventing me from progressing?

- Learning the skills (mastery)

What do I believe I need to be successful:

- Anything that will help me do this faster

✗ Likelihood to start/stop

✓ Loyalty to GED brand

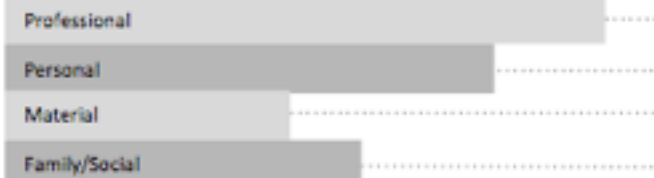
✦ Interest in adult ed classes

✗ Paralysis

Self-Factors



Aspirations



What can GED do to help me?

- Easy sign-up, scheduling, and testing processes
- Show me tutoring options
- Show me what I need to study / work on
- Help me learn effective study skills
- Help me keep the momentum going forward

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Family Go-To



I CAN

I need my GED, it's so important!

My name is Danielle. My whole life, my focus has been on other people. I've taken care of siblings, my parents, and now my own children. They all rely heavily on me, and I won't let them down. I need my GED so bad to provide a better life for my family, but with everything going on it's so hard to find time to study! At the end of the day I'm so tired.

Embarrassed

Dependable

Drained

"I'm the type of person where I felt like I put people around me before me and kind of put myself on the back burner."

"I understand what thoughts can arise in the child's head [for lack of attention], and I don't want my kids to ever feel that from me."

"Once I put that little girl to bed, I'm too tired to get out of bed."

What's preventing me from progressing:

- Balancing my time between family and school
- Not having time to sit and focus
- Low energy and accountability

What do I believe I need to be successful:

- Accountability so I can stay on track

✓ Likelihood to start/stop

✗ Loyalty to GED brand

✓ Interest in adult ed classes

✓ Paralysis

Self-Factors



Aspirations



What can GED do to help me?

- Help me see that prioritizing the GED is for my family
- Help me clarify my next step and what life might look like after the GED (how it will benefit my family)
- Provide me with adult ed options
- Give me on-the-go study options with short lessons that I can put down and easily resume

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Disheartened



I'LL TRY

I want my GED, but can I do it?

My name is Heather. Life has been pretty hard for me, and I'm used to people letting me down. I see my friends graduating college and I feel like they are passing me by. I'm stuck in a rut. I get discouraged or frustrated when I don't understand something. If I don't pass the test, it will be proof that I'm a complete failure.

Despondent

"It's almost like I want to do it, but what if I fail? The first step is applying myself and realizing that I can do this and not to be scared of failing."

Ashamed

"I felt like giving up. Which I did give up. I just didn't want to do it anymore. It was frustrating, extremely frustrating. I felt like I was never going to pass that portion."

Frustrated

"I realized I was running away from [getting my GED] because I didn't feel I could do it."

What's preventing me from progressing:

- Fear of failing or not finishing
- It's not clear what skills I need to pass
- Test anxiety

What do I *believe* I need to be successful:

- I don't believe I can be successful... I need confidence and reassurance

✓ Likelihood to start/stop

✗ Loyalty to GED brand

◆ Interest in adult ed classes

✓ Paralysis

Self-Factors



Aspirations



What can GED do to help me?

- Help me adopt a growth mindset (my brain can grow and failure is part of the process)
- Provide me with encouragement and support
- Connect me with other GED students and positive support systems
- Help me find somewhere I can get help (maybe adult ed) where I don't feel stupid or judged

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Here and Now



I WILL... later

The GED will always be there.

My name is Sam. I have ambitions and know that I can get my GED if I put my mind to it. Getting the GED is a big task, and it's going to take a long time... I want to get my GED, but I'm just not sure why I can't stay focused! I have a job right now, and I'm getting by alright. I'll definitely do it at some point.

Guilty

Distracted

Overwhelmed

"I jumped around a lot from going back to school to working, school to working. Staying focused has been hard for me."

"I know [the GED] is something that I have to get done, because like I said, that's one of my goals. When I set myself to a goal, I'm going to do it. I might not do it tomorrow, but I'm going to do it."

"I wanted to get my GED so I can get into music school and start learning how to do music production. Honestly, me not getting it is just procrastinating. I'm the only one that is holding myself back."

What's preventing me from progressing:

- It's not a priority right now
- I don't put in the time or effort
- Studying is boring!

What do I *believe* I need to be successful:

- I just need to put the time into it and I'll get it done

✓ Likelihood to start/stop

✗ Loyalty to GED brand

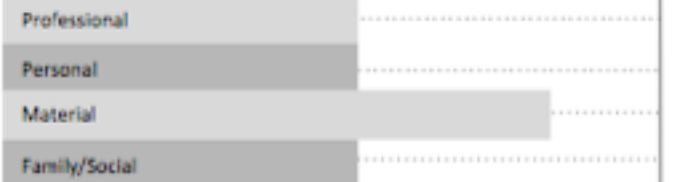
✗ Interest in adult ed classes

✓ Paralysis

Self-Factors



Aspirations



What can GED do to help me?

- Help me make a plan and actually stick to it
- Give me interactive ways to study that make it fun, or at least not dreadful
- Break things into small tasks so I can see my progress and not feel overwhelmed
- Help me build habits and maintain them!

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2. Set Objectives

What is your overall goal?

- State the most important goal that needs to be achieved
- Make it specific and attainable
- Consider additional background around business challenges or opportunities

What action do you want the audience to take?

- What is the key takeaway for them?
- How do you want them to feel?
- What specific action do you want them to take as a result?

How will you measure success?

- What are the metrics that will determine success?
- Are there specific benchmarks to achieve?
- Are there benchmarks from previous campaigns?

3. Design Tactics

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:

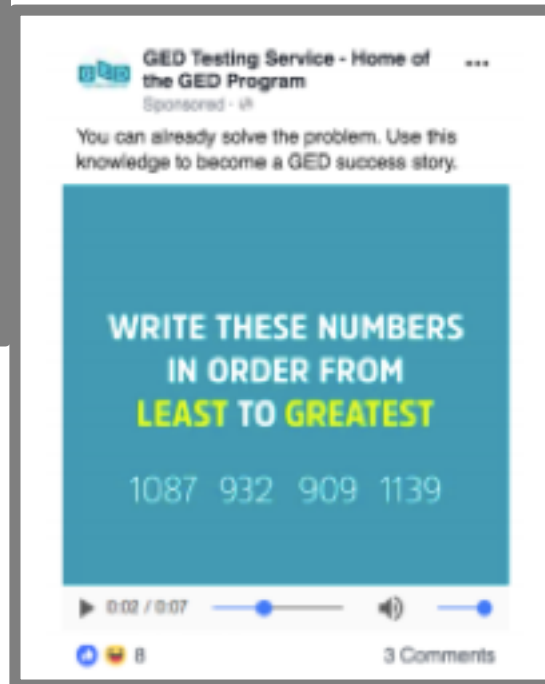
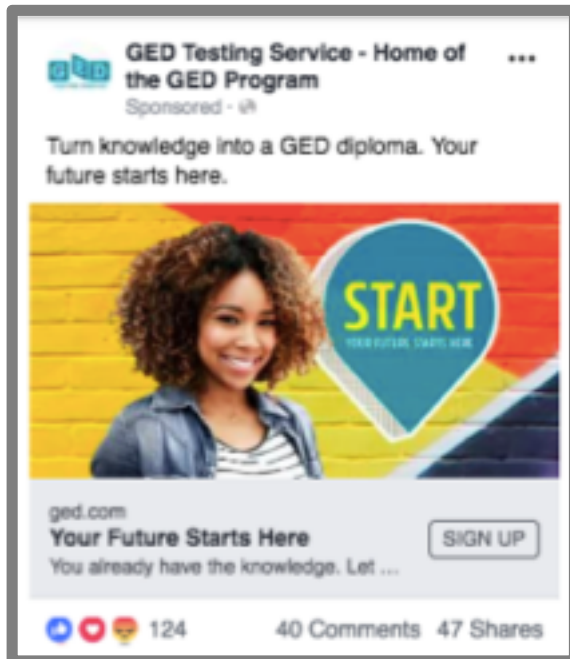
- Website
- Blog
- Social
- Email
- Events

Quick Tips for Social Media



- Content ideas:
 - Success stories
 - GED subject and study content
 - Test-taking tips
 - Current events / holidays
- Create a content calendar
- Include visual content
- Don't make it all about you
- No time? Share GEDTS content

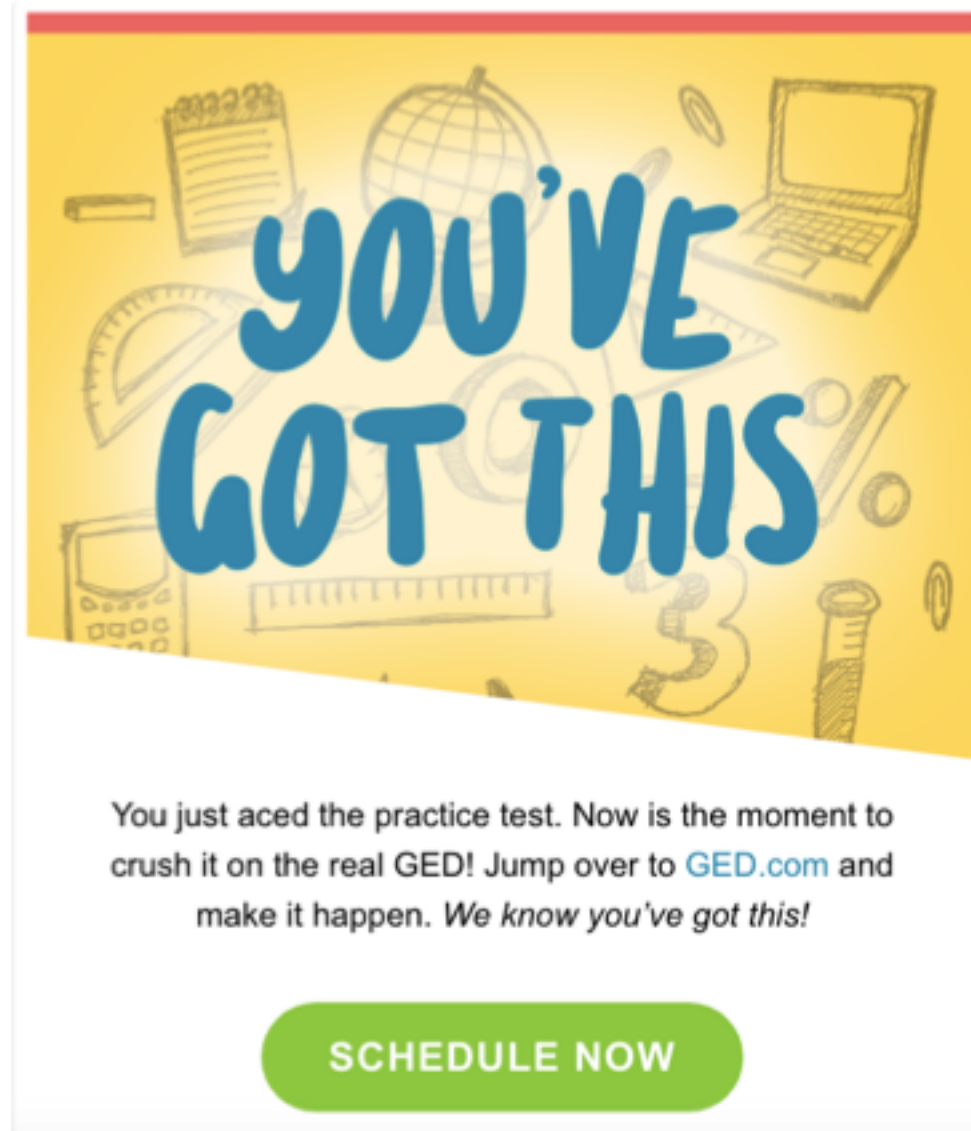
Quick Tips for Paid Social



- Boost top performing organic posts for greater reach
- Remarket to existing email lists, phone lists or address lists
- Create look-alike audience from existing lists
- Vary your message and call-to-action based on targeted audience

Quick Tips for Email

- Design for mobile
- Craft short, clear subject lines
- Put most important message at beginning of subject line
- Include a clear call to action
- Segment your audience
- Always A/B test



Quick Tips for Working with Local Media

- Which local news outlets are you watching / reading?
- Get permission from a recent graduate and include their story
- Which reporters are covering education?
- Find their email / contact info in their byline
- Send them the media alert
- Don't be shy about following up



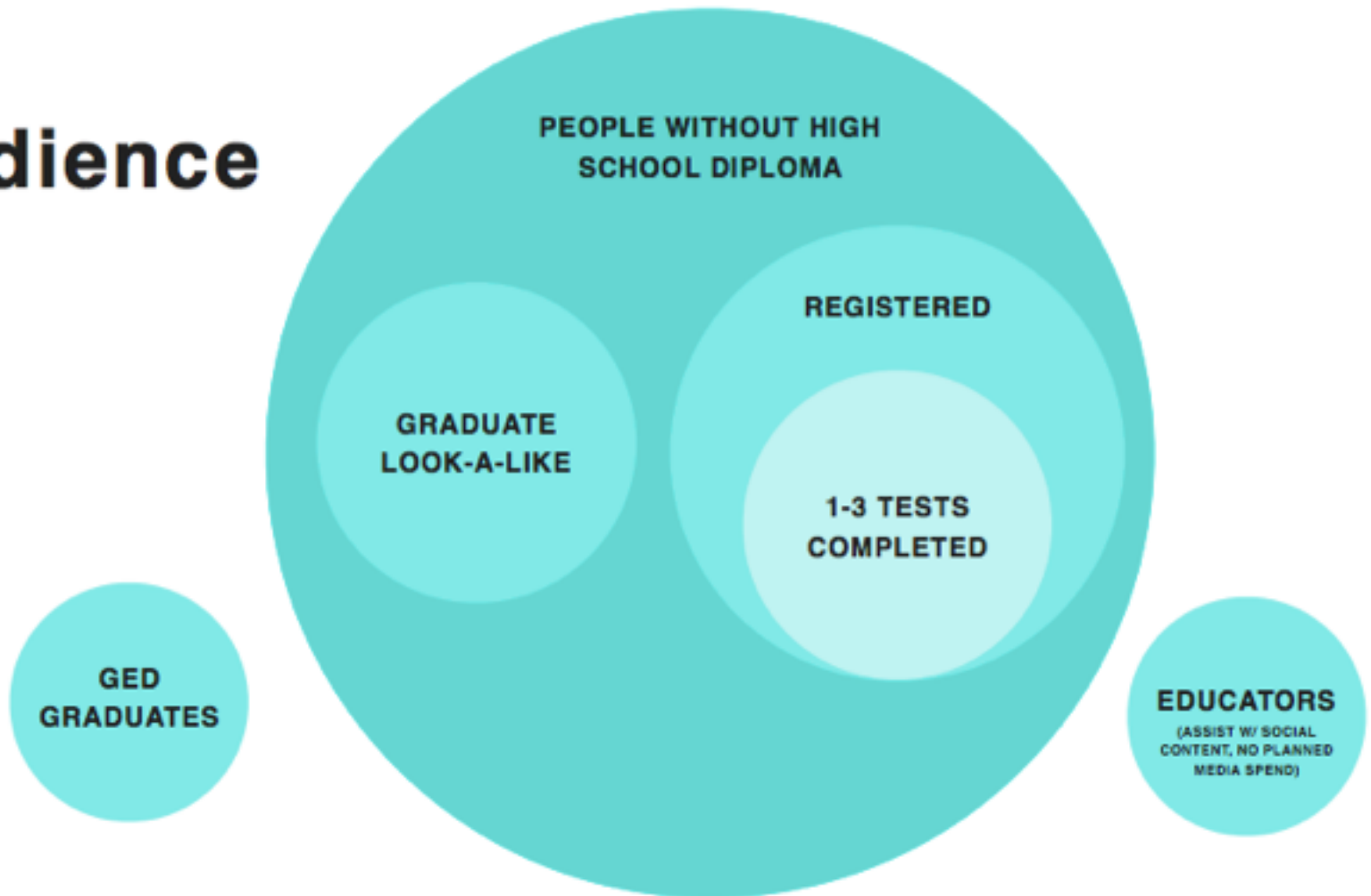
Case Study: GED Grad Day Campaign

**TIME TO
START...**

a new Career

#GEDGradDay

Audience



x

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 Tactics

Paying to place ad or content.

Includes:

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



Paid Media

Earned Media

Others promote your content.

Includes:

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

Owned Media

Content promoted on your own channels. Includes:

- **Website**
- **Blog**
- **Social**
- **Email**
- **Events**

Campaign Execution


GED Testing Service - Home of the GED Program
 Sponsored (demo)

Like Page

Whether it is starting a new career, applying to college, or learning a new skill, a GED is the first step to achieving your goals. Help us congratulate our Graduates! What are you ready to start?

#GEDGradDay

TIME TO START...

Applying to College

Eduardo, GED® Graduate

#GEDGradDay



1

90K Views

 Like
  Comment
  Share

[illegible]

Campaign Execution



**Congrats Eliza on earning your GED!
It's time to celebrate.**

We're excited to see you soon at GED Grad Day on Facebook on Wednesday May 16th. Share your success on the Facebook page!

If you have a printer:

1. Print out a "Time to Start" poster by downloading it [here](#)
2. Fill in the blank with your future plans
3. Post a photo of yourself holding up the print-out using #GEDGradDay

No printer? No problem! Here's what to do:

1. Take a photo of yourself
2. Write a caption about what you're eager to do next as "Time Start _____"
3. Post on Facebook using #GEDGradDay

[Go to Event](#)

Sample Posts

2.

The below are sample posts for Educators to congratulate their graduates and encourage the rest of their students to continue towards their GED.



www.GEDtesting-service.com



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May 16, 2018

NATIONAL CELEBRATION OF GED GRADUATES ON MAY 16
VIRTUAL EVENT TO CELEBRATE GRADUATES, THEIR ACCOMPLISHMENTS AND ENCOURAGE OTHERS

WASHINGTON, DC — GED preparation and test programs across the country will participate in a national celebration of GED graduates on May 16. This virtual event celebrates GED graduates and all of their personal and professional accomplishments, while motivating others to pursue a GED credential.

Current GED graduates, family members, friends, teachers, employers, policymakers and aspiring graduates are encouraged to join the celebration by using the hashtag #GEDGradDay. GED Testing Service will be sharing some of the best pictures, advice and stories from the GED community on Facebook, Twitter and Instagram on May 16.

This year participants are asked to share a picture with the "Time to Start" poster using the hashtag #GEDGradDay. What is filled in the blank should be meaningful to each participant. This can include personal, academic and career goals that are possible as a GED graduate or a message encouraging graduates to take the next step in their journey. Participants are asked to tag the GED Facebook page in the post by typing the "@" symbol within your Facebook post and then type: [GED Testing Service - Home of the GED Program](#).

"GED Grad Day is a day to celebrate the hard-fought accomplishments of adult learners who have earned a GED diploma recently, but also the accomplishments of 21 million GED graduates who have come before them," said C.T. Turner, spokesperson for GED Testing Service. "It is also an opportunity to showcase how much GED grads contribute to our country, and encourage adults without a diploma to take that first step towards a better future. GED

Campaign Results

Audience	Impressions	Reach	Engagements	Event Responses
Graduates. (2017-2018)	144,741	89,272	76,472	1,519
Registered 1-3 Modules	378,342	125,956	98,163	1,033
Look-a-like (Grads)	239,300	86,654	75,777	127
Direct Response (Engagers & LAL Engagers)	20,346	7,636	1,422	- - -
Total	782,729	380,758	251,834	7,743

(ADS DELIVERED IN VIDEO
AWARENESS CAMPAIGN ONLY,
DOES NOT INCLUDE LINK
IMPRESSIONS)

(TOTAL INCLUDES ORGANIC
REACH THAT WAS NOT
ATTRIBUTED TO AN AUDIENCE
FROM PAID)

(TOTAL INCLUDES VIDEO VIEWS
IN ADDITION TO CLICKS, LIKES,
COMMENTS, SHARES, ETC.)

(TOTAL INCLUDES RESPONSES
NOT ACCOUNTED FOR FROM
PAID ADS)

Marketing Campaign Framework



Define
Audience



Set
Objectives



Design
Tactics



Execute
Campaign



Evaluate
Results

Q&A

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#GEDTS18

