



Marketing Your Adult Education Program

- 1. Our learners are receiving information at their fingertips.**
 - a. 86% own a smart phone; 92% use some form of social media
 - b. Social media is an incredible at to connect with your audience. If you're going to be on only one social platform, our recommendation is to have a presence on Facebook
 - c. While you are expected to have a Facebook page to engage with your audience, it's not enough to just post organically anymore. Use paid posts to increase your reach.
- 2. Our learners do not want to be sold to.**
 - a. If they found your program, there's already interest. Instead of selling to them, promote the end result (becoming a GED graduate) through the many benefits your program offers.
- 3. Create content students are seeking.**
 - a. You're in the classroom each day hearing first-hand what students are struggling with, what they are asking questions about, and hearing their pain points. Use this information to create content that addresses the issues you're hearing.
- 4. Talk about available resources.**
 - a. There are tons of available recourses for students who are in pursuit of their GED.
 - b. The GED website offers many products for students including [GED+](#), [GED Ready](#)[®], [GED Flash](#)[™], [GED Live](#)[™]
 - c. Other great, no-cost recourses include the GED blog "[BlogGED](#)" and the [GED YouTube](#) channel
- 5. Use videos.**
 - a. 86% of businesses use video as a marketing tool.
 - b. Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.
 - c. Ideas for video content include encouraging graduates to post their celebratory messages, building awareness messages for potential test-takers, providing words of encouragement and motivation for current learners to complete
- 6. Be authentic.**
 - a. Be as accessible as a favorite teacher would be.
 - b. Be empathetic
 - c. Provide motivation without being pushy, be informative but not verbose, and be directive without being bossy