



Recruitment Strategies for Adult Education

PART TWO:

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Agenda

- Introduction to Geofencing
- Hear from your peers – College of DuPage and South Suburban College
- Nod your head, scratch down a note, and smile

Three Part Series on Recruitment



FACEBOOK



GEOFENCING.



TIK TOK AND YOUTUBE



Does your
program use
geofencing?

What is Geolocation Marketing?

Geolocation Marketing- Geolocation marketing can include both geofencing and geotargeting strategies

Geotargeting is the strategy of producing content and making it more readily visible to consumers based on their positional data.

Geofencing is the strategy of target messaging to consumers only within one particular position (Hall, 2020).



Geolocation Marketing Advantages

Targeting

Search Engine Optimization (SEO)

Content Customization



10 Tips for an Effective Geolocation Marketing Strategy

1. Know your audience

2. Set Goals

3. Be Transparent

4. Utilize Targeting Information

5. Focus on Industry Trends

6. Geographically Specific

7. Exclude Irrelevant Areas

8. Utilize Social Media

9. Provide Rare and Relevant Content

10. Start Small

Additional Tips for an Effective Geolocation Marketing Strategy

1. **Understand what Geolocation is-** Geofencing allows you to place digital ads directly on a user's mobile device when they enter a specific location.
2. **Make sure it's opt-in only-** Geofencing works well when you target people who are most likely to be interested in what you have to offer. Let them decide whether or not they want to see your ads. Interested prospects are more likely to become students, plus anti-spam laws will prevent you from sending your message to people who don't want to hear from you.



Additional Tips for an Effective Geolocation Marketing Strategy

3. **Target Effectively**- Although you might want to build a fence around your campus or geographic perimeter and even specific buildings don't limit yourself only to campus visitors. After all, you already have their attention. Geofencing lets you target geographic areas by country, state, region, city and more. You can target individual organizations and IP addresses. Is there a particular high school or community college that is a feeder to your Adult Education Program? Target their students to entice them to become your students.

4. **Don't be afraid to brag on your program**-Since you're not building an actual fence, where you build it is pretty limitless. If you're a tech adult education program build your virtual fence around other tech adult education programs. Every time a potential student visits one, you can interest them in why you might be a better fit for that student.



Additional Tips for an Effective Geolocation Marketing Strategy

5. **Provide quality content**-Geofencing works best as part of an integrated marketing approach where quality content—including ads—are served to prospective students who actually want to see what you have to offer. Make sure your content is timely, relevant and interesting.

6. **Don't forget a call-to-action**-What good is it to serve an ad to someone who's interested in your adult education programs if you never ask them to take a next step? A strong call to action doesn't mean you ask for an immediate enrollment. For the student considering a different program, you might suggest they check out your website. For someone further along the enrollment funnel, maybe you direct them to a program specific landing page or invite them to a campus visit. What action will get them closer to enrollment?



Geofencing is the gateway to your webpage & social media which are the gateways to your program



Hear from
your PEERS!

