Marketing & Communications 101

Marketing

- Establish a positive image
- Build relationships
  - Present participants
  - Potential participants
Everything We Do Is Marketing

- The facilities where you hold your classes
- How you say “hello”
- Telephone etiquette
- Response time
- Your course selection
- Your registration process
- Your website and electronic savvy

Marketing Is A Science

- Measured
  - Collect response rates & analyze the results
- Tracked and quantified
  - Analyze mix of media
- Tested
  - Use focus groups
- … for more efficient & effective marketing efforts
One-Year Marketing Plan

- In writing
- Month-month time table
- Share & communicate responsibilities
- Include measurable objectives (#’s)

Market Segmentation

Diploma | GED
Basic Skills

Learn English
ESL | ELL
Communication Portals/Tools

- Website
- Emails*
- Posters – fliers*
- Robo calls*
- Direct mail – postcard*
- Social Media*
- Outdoor signage
- Referral cards
- Cable TV – video*
- And …

Communications Should

Answer:
- Who
- What
- Where
- Why
- When
Communications Should

Also consider:
- KISS • Keep It Simple
- Proof, proof and proof again!
- Try new portals, modes, medium or tools
- Analyze response
- Rule of seven

Marketing Tool Kit

Situation:
The GED testing program requirements and testing will change in 2014 to a completely new program. The current testers need to complete the testing now in 2013 or they will need to start over. We want to encourage testers and new, potential applicants to get their GED now. A public awareness campaign has been developed for ABE centers, GED testing locations, schools and other applicable agencies to use the materials in their area to encourage GED testing completion.
Marketing Tool Kit

Campaign Theme: I’m Possible

The message and materials are based on featuring the possibilities for the future with GED which are represented with recognizable icons of career paths. We want to encourage testers to complete or start their GED testing before the end of 2013 communicating a sense of urgency to complete the test while also creating interest for more possibilities in their future with a GED. The message is supported with an icon: GED 2013.

Use the Brand & Reap the Benefits

✶ Rule of seven
✶ Why re-invent the wheel
✶ Professional look
Posters / Flyers

Which represents your demographics or prospective participants

Distribution?

QR codes
Social Media

I'm Possible
Find out more at: www.literacyactionnetwork.net/possible
Have a Future Full of Possibilities. Take the GED® test Now.
Dream and Do. Take the GED® test in 2013.
I'm Possible! Take the GED® test NOW in 2013.
I'm Possible. Dream it and Do it. GED® 2013!
GED® Tests will change in 2014 so start now to get your GED®.
Unlock Your Potential. You're Possible. Take the GED®.
Start GED® testing NOW or finish up your tests during 2013 before they change in 2014.
Have a future full of possibilities: a college career, a better job or a promotion. Take the GED® in 2013.
Robo Call / Text Messages

**I'M POSSIBLE**

**Robo Messages**

**Message 1**

Did you know? The GED® tests will be changing in 2014. The new testing process will include four new tests that are computer-based only. Tests that are not completed by the beginning of 2014 will need to be started over with the old tests invalid. We encourage you to start GED® testing now or finish up your tests during 2013! Have a future full of possibilities.

**Message 2**

Take your GED® test now. You're Possible. The GED® tests will be changing in 2014. You're going to college? You need to finish your GED®! If you are not currently enrolled in college, your college will not accept your transcript if you have not completed your GED®. You can finish your GED® now. Get your degree sooner! Finish your GED® now.

Text Messages

**You're Possible.** www.literacyactionnetwork.net/possible

Have a Future Full of Possibilities. Take the GED® test now.

Dream it and Do it. Take the GED® test in 2013.

I'm Possible!

GED® test 2013.

I'm Possible. Dream it and Do it. GED® 2013!

GED® test 2013. Take the test now.

Get your GED® in 2013 before it changes in 2014.

Take the GED® Test Now!

GED® tests will change in 2014 so start now to get your GED®. Visit the I'M Possible website to find out more. Take the test now.

GED® 2013! Go to college! You're Possible.

Take the GED® test now before it changes to computer-based testing in 2014.

Finish your tests during 2013 before they change in 2014.

GED® tests change in 2014 old tests will be invalid. Finish now.

Emails

**Email Copy**

March 5, 2013

The following is copy that can be used in emails regarding the I'M Possible GED® campaign. The campaign includes a website banner that can be used in email campaigns, social media or even in electronic newsletters.

**Subject Line:** I'M Possible. Take the GED® test in 2013.

**Headline:** Have a Future Full of Possibilities

**Copy:** Dream it and Do it. Take the GED® test NOW in 2013. You can go to college or enroll in a technical school. Earn yourself a better job or be on the way to a new career path. You may even get a promotion!

The GED® test will change in 2014 to include four new tests that are computer-based only. Any tests already started will not count for the tests starting in 2014. You will need to start over if your tests are not complete (old tests will be invalid). Start GED® testing now or finish up your tests during 2013.

Links:

See the I'M Possible GED® website for more information.

www.literacyactionnetwork.org/possible/learner

Check out the GED® 2013 website:


Did you know? The average annual income for individuals with a high school diploma versus high school dropout? $7,000

The average increase for individuals with some college but no degree versus high school drop out? $7,540

Total average annual income increase for ABE student who completes GED® and attends some college: $14,540
Video

http://vimeo.com/61724022

Let’s get to work!