CAREER AND TECHNICAL EDUCATION

13 STEPS TO GEOFENCING

for Effective Marketing Recruitment

CREATED BY THE ILLINOIS CENTER FOR SPECIALIZED PROFESSIONAL SUPPORT
The first step to a successful career and technical education (CTE) marketing strategy for recruitment is filling the needs of your target audience. As a CTE program, more than likely, you know which audience could benefit from enrolling in your programs. Your recruitment strategy thrives off exposure to new potential students and growing your existing base of students. How can you best target this audience of potential students? One tool your program can utilize is geofencing social media ads.

Geofencing allows you to target your student audience based on where your programs are located and the central area you are trying to recruit from. Not only does geofencing allow you to select demographics, location, and other settings but it also allows you to select locations and miles outside of those locations around the areas you believe are “hot” recruitment areas or areas you wish to recruit from.

The most relevant social media platform to reach potential students is Facebook. Facebook boasts 1.79 billion users total, with 23.8% of Facebook users being 18-24 years of age with 1.19 billion female and 1.51 billion male users are between the ages of 25 and 34 years old (Omnicore, 2021). With seven-in-ten U.S. adults using Facebook within the U.S., it makes it the most relevant social media platform to place career and technical education recruitment ads.
To set up geofencing advertising and location targeting on Facebook you must first have or create a Facebook page for your career and technical education program.

Then decide if you wish to promote only your Facebook page itself or create marketing graphics and corresponding messages to post and draw your audience to a message or your program website.

It's recommended to create marketing graphics and corresponding messages to post. You can utilize free graphic creation sites like Canva and create messages to draw your audience to your website, a specific program website, a specific event, etc.

Once your graphic and message are created, complete the following steps:
STEP 1

Access the new Facebook Business Suite feature under the settings of your business Facebook Homepage. Locate the Ads section on the side bar.
STEP 2

Click Create Ad.

"Boost Your Post" will allow you to be more creative with images and content.

"Promote Your Business Locally" will promote your Adult Education Program Facebook Page with your profile picture.

STEP 3

Choose your goal. Select "Boost a Post" to geofence a creative post. Or click "Promote Your Business Locally."
STEP 4

Select the post you would like to "Boost".

STEP 5

Choose your Goal, Button, Special Ad Category, Audience, etc.
Choose your Goal. Recommended- "Get more website visitors"

Choose No Button or select your button. Recommended- "Learn More" for website traffic
STEP 8

Choose your Special Ad Category. Recommended- "Employment"

STEP 9

Edit Your Audience.
STEP 10

Edit your Audience. Gender, Age, Location(s).

STEP 11

Set up Detailed Targeting and select Interests of Audience.
STEP 12
Pick your Duration, End Date and Total Budget.

STEP 13
Add Payment Method and click "Boost Post Now"