



ILLINOIS COMMUNITY COLLEGE BOARD
ADULT EDUCATION

15 STEPS TO GEOFENCING

for Effective Marketing Recruitment

CREATED BY THE ILLINOIS CENTER FOR SPECIALIZED
PROFESSIONAL SUPPORT



Illinois Center for Specialized Professional Support,
Illinois State University, College of Education



INTRODUCTION

The first step to a successful adult education marketing strategy for recruitment is filling the needs of your target audience. As an adult education 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. With 1.79 billion users total, 23.8% of Facebook users are 18-24 years of age with 1.19 billion female and 1.51 billion male users between the ages of 25 and 34 years old (Omnicores, 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 adult education recruitment ads.



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HOW TO SET UP A GEOFENCED FACEBOOK POST

To set up geofencing advertising and location targeting on Facebook you must first have or create a Facebook page for your adult 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, do the following steps:

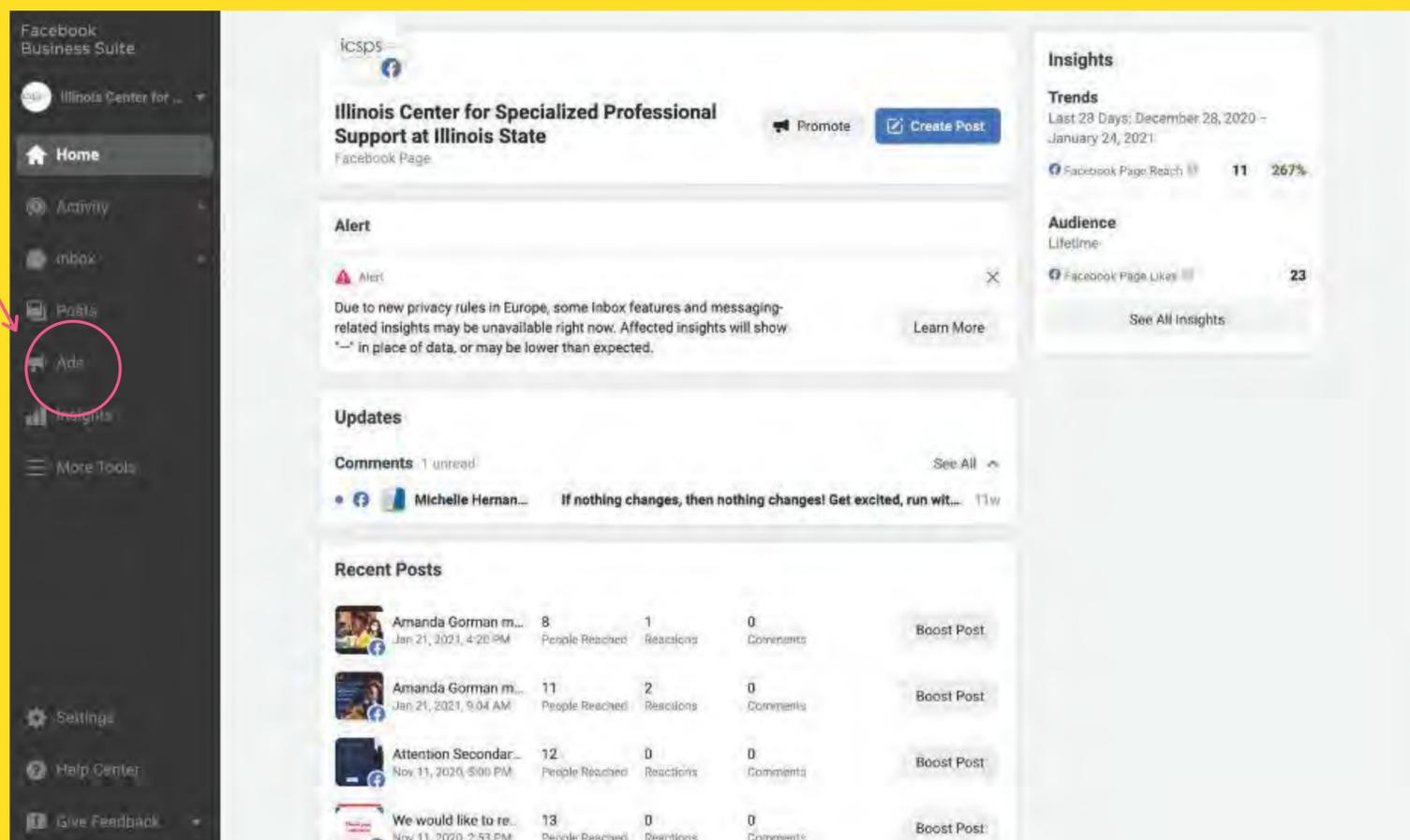


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STEP 1

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

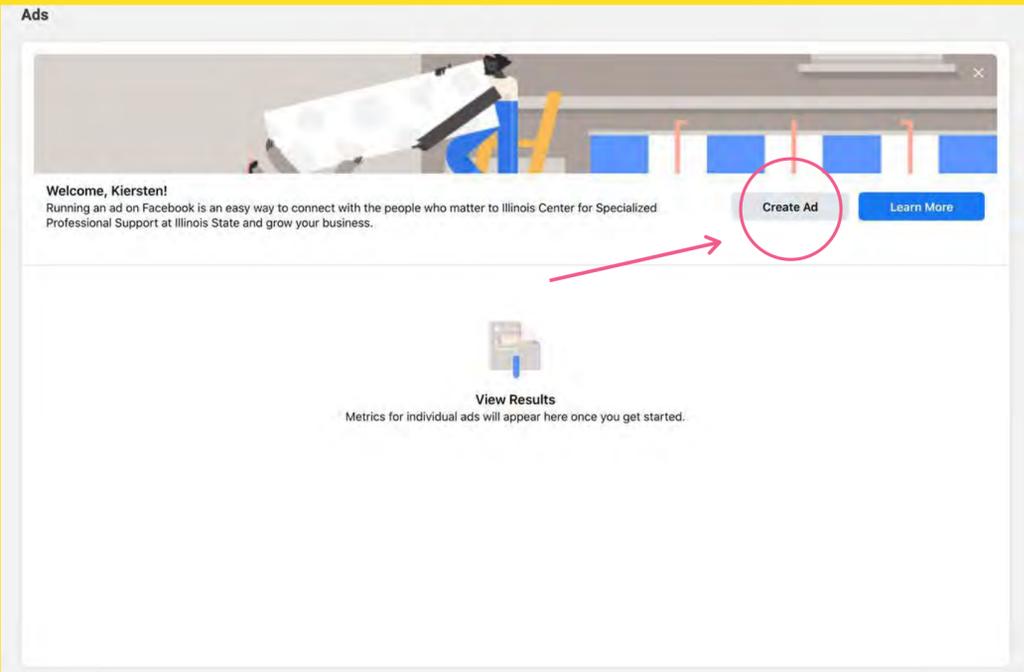


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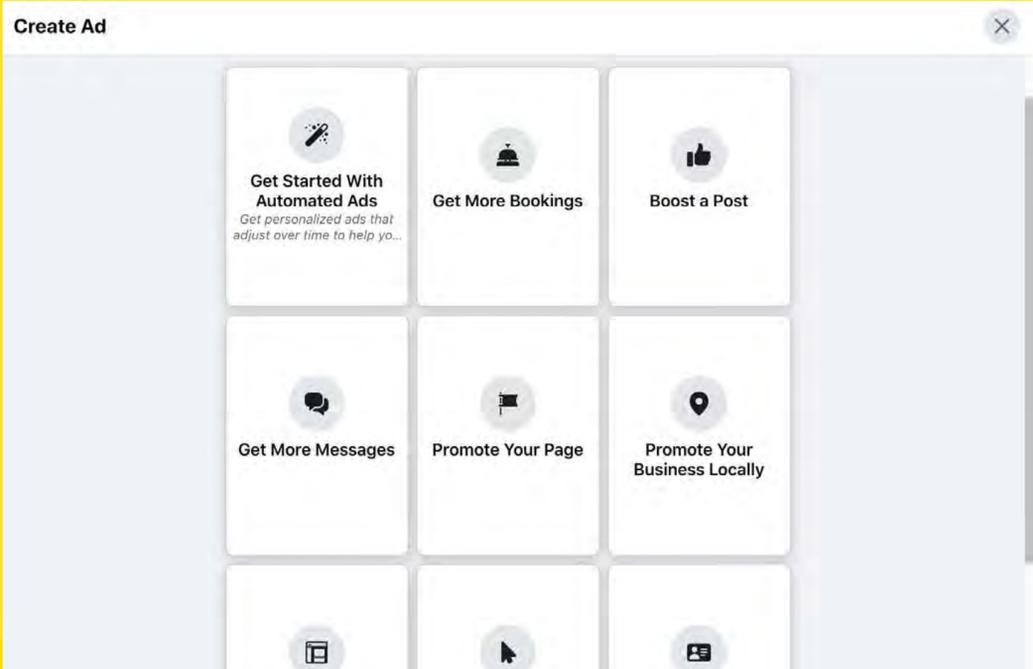
STEP 2

Click Create Ad.



STEP 3

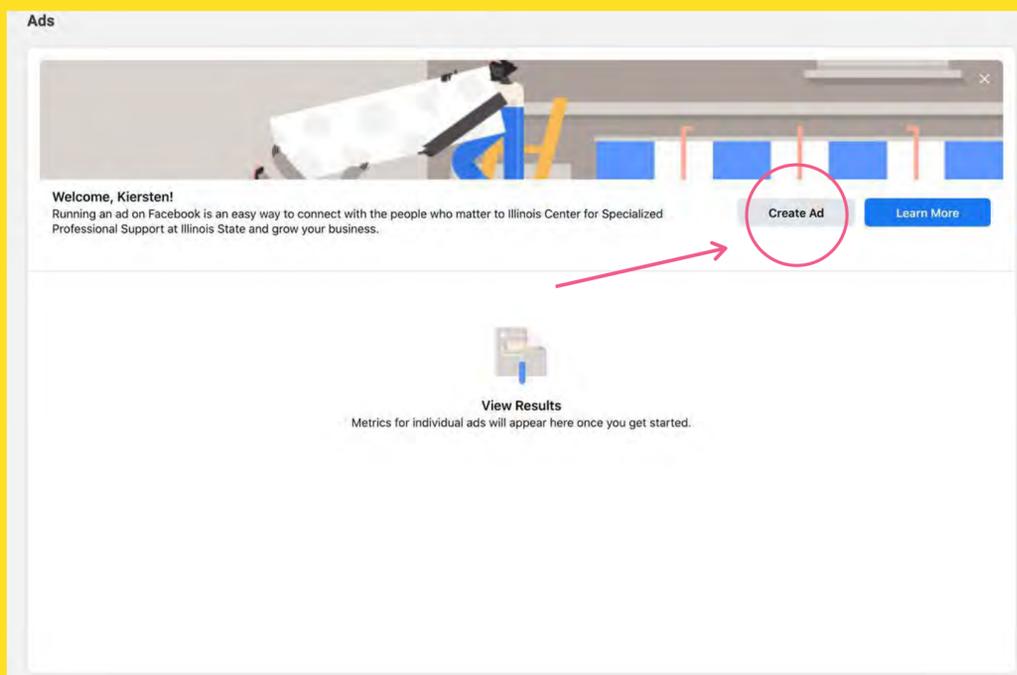
Choose your goal.
Select "Promote
Your Business
Locally".





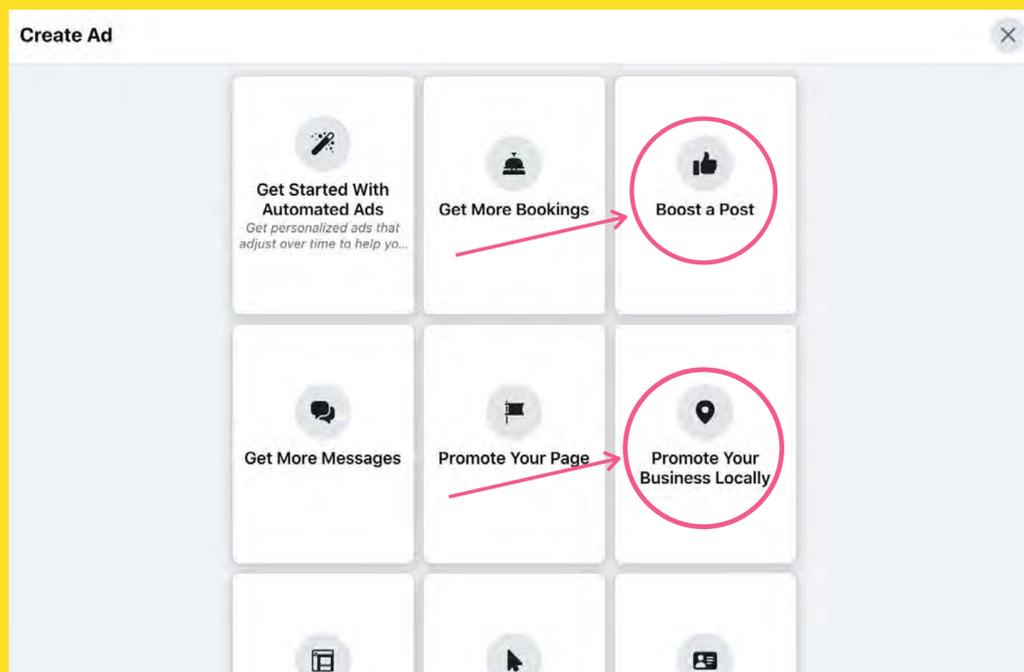
STEP 4

Click Create Ad.



STEP 5

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



"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.

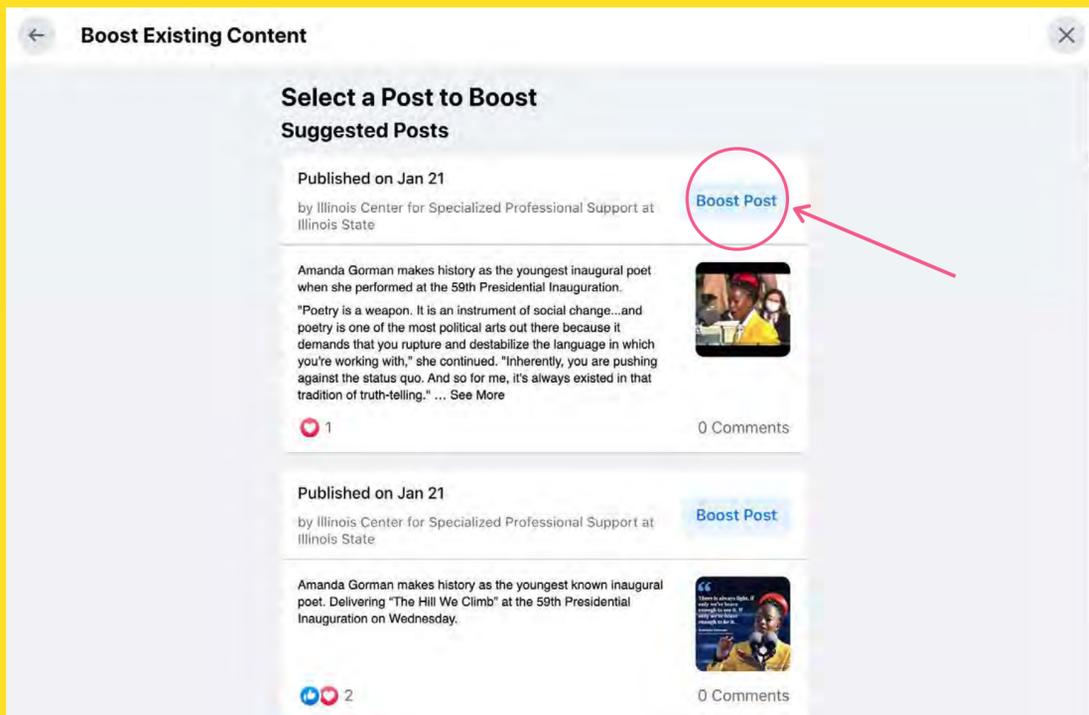


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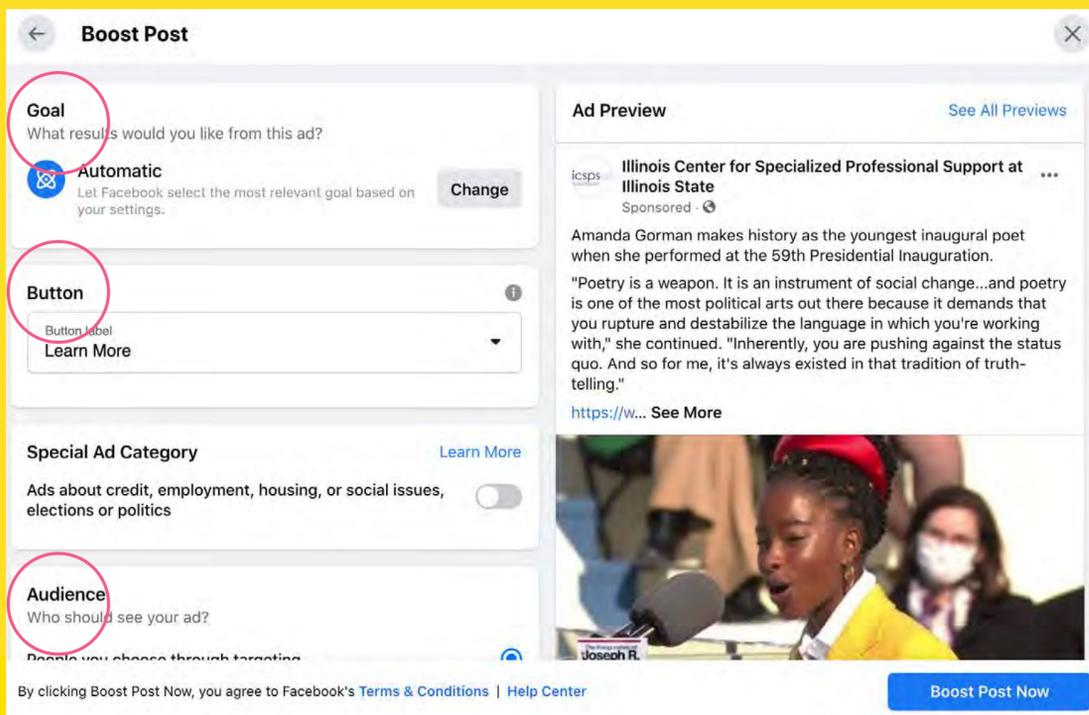
STEP 6

Select the post you would like to "Boost"



STEP 7

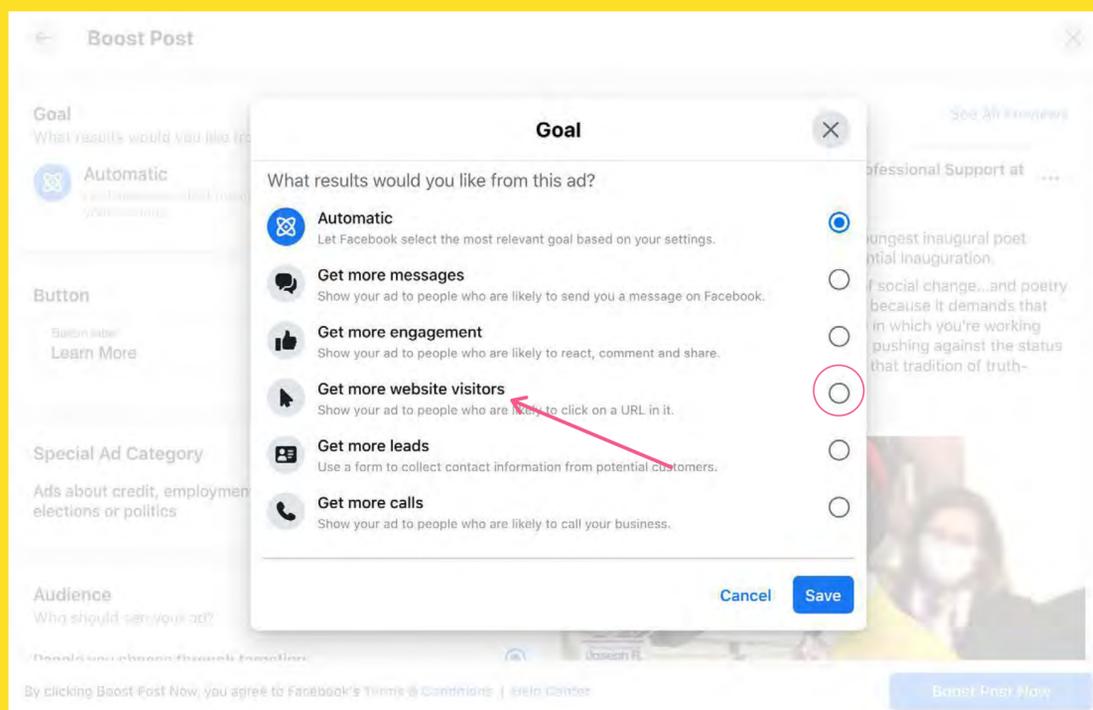
Choose your Goal, Button, Special Ad Category, Audience, etc.





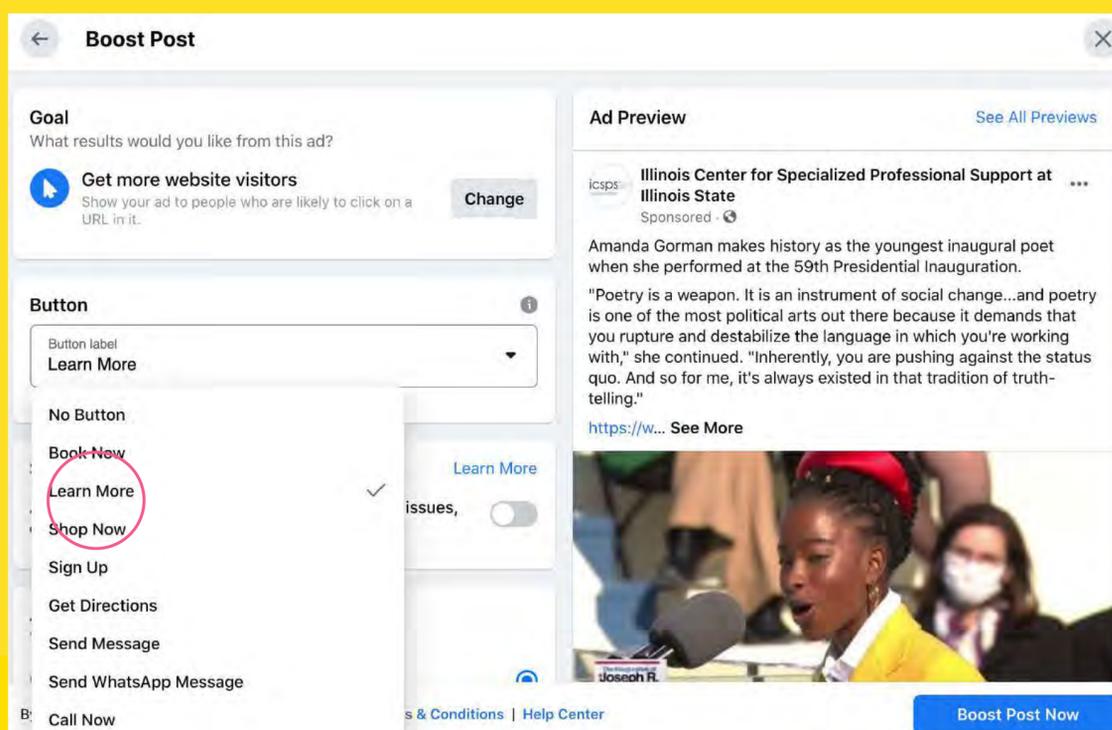
STEP 8

Choose your Goal.
Recommended- "Get more website visitors"



STEP 9

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



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STEP 10

Choose your Special Ad Category.
Recommended-
"Employment"

Special Ad Category [Learn More](#)

Ads about credit, employment, housing, or social issues, elections or politics

Ad Category
No Category Selected

- Social Issues, Elections or Politics**
Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns
- Housing**
Ads for real estate listings, homeowners insurance, mortgage loans or other related opportunities.
- Employment**
Ads for job offers, internships, professional certification programs or other related opportunities.
- Credit**
Ads for credit card offers, auto loans, long-term financing or other related opportunities.

STEP 11

Edit Your Audience.

Audience
Who should see your ad?

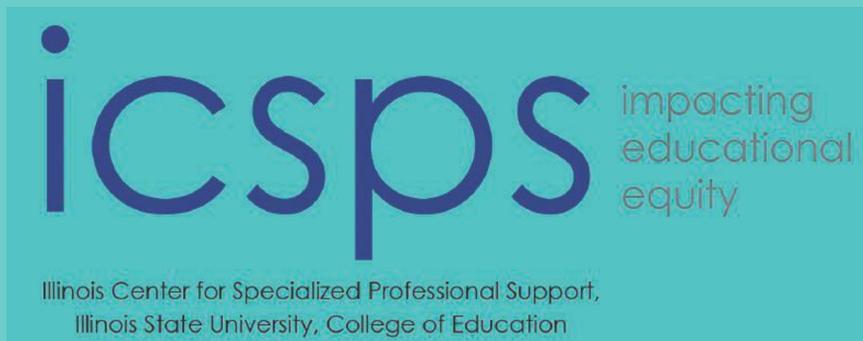
People in your audience

Audience Details

Location - Living In United States
Age 18 - 65+

Audience Adjusted to Follow Policies

Audience selection options that are unavailable or limited in this Special Ad Category have been adjusted to help you comply with our Advertising Policies. [Learn More](#)





STEP 12

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

Edit Audience

Audience Adjusted to Follow Policies
Audience selection options that are unavailable or limited in this Special Ad Category have been adjusted to help you comply with our Advertising Policies. [Learn More](#)

Select the location, age, gender and interests of people you want to reach with your ad.

Gender
All Men Women
Gender selection options are unavailable in this Special Ad Category.

Age
18 65+
Age selection options are unavailable in this Special Ad Category.

Locations
Locations
Type to add more locations
United States
Normal +15 mi X
ZIP code selection is unavailable. Location selection must include all areas within a 15-mile radius.

Potential Reach: 100,000 people
Your audience is defined.

Specific Broad

Cancel Save Audience

STEP 13

Set up Detailed Targeting and select Interests of Audience.

Detailed Targeting

Detailed Targeting
Some detailed targeting options, which may include demographics, behaviors or interests, are unavailable. Excluding any detailed targeting selections is unavailable. [Learn More](#)

Detailed Targeting

Interests

Reach specific audiences by looking at their interests, activities, the Pages they have liked and closely related topics.

- Accounting
- Acting
- Advertising
- Advertising agency
- Affiliate marketing

By clicking Boost Post Now, you agree to Facebook's Terms & Conditions. | [View Company](#)

Boost Post Now



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STEP 14

Pick your duration, budget, and end date.

Duration

Days 5 - + End date Jan 30, 2021

Total Budget

Country, Currency US, USD Change

Estimated 293 - 848 people reached per day

\$ 10.00 ✎

STEP 15

Add Payment Method and click "Boost Post Now"

Placements Facebook, Messenger

Facebook Pixel No Pixel

Payment Method

You may get more than one bill for this ad. [Learn More](#)

VISA M A DISCOVER

Add Payment Method

16 - 48

Payment Summary
Your ad will run for 5 days.

Total budget \$10.00 USD

By clicking Boost Post Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Boost Post Now



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