Using Targeted Advertisement and a GeoFencing

Christopher McElroy
South Suburban College
Manager of Adult Education
GeoFencing

- Geofencing is virtual perimeter for a real-world geographic area (Rouse, 2016)

- For the perimeter to be effective you have to find/know your audience.

- You know the most about your own students.
Before you advertise

-dess\n
- Find you audience
  - Without knowing your audience Geo-Fencing is useless.
  - Targeted advertisement yields the best results

- Use DAISI as a tool
  - Use DAISI to determine which area your students are coming from.
DAISI to determine locations

- There are a couple of ways to do this
  - Here is one example – Sort by Fiscal Year
DAISI to determine locations

◊ There are a couple of ways to do this
◊ Here is one example – Export to Excel
DAISI to determine locations

- There are a couple of ways to do this
- Here is one example – Sort town by Alphabetical Order
DAISI to determine locations

- There are a couple of ways to do this
- Here is one example –
  - Note how many students come from specific towns

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<td>Calumet City</td>
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</table>
DAISI to determine locations

- Use this data to develop your marketing plan
- Find locations over the course of several fiscal years and aggregate the data. This will increase your marketing efficiency

<table>
<thead>
<tr>
<th>Marketing Plan</th>
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<tr>
<td>Cities in District 510 - FY18 - GED breakdown</td>
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<tr>
<td>479 total GED seeking students</td>
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<tr>
<td>- Blue Island</td>
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<tr>
<td>- Burnham</td>
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<tr>
<td>- Calumet City</td>
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<td>- Country Club Hills</td>
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<td>- Dixmoor</td>
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<td>- Dolton</td>
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<td>- East Hazel Crest</td>
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<td>- Harvey</td>
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<td>- South Holland</td>
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<td>- Thornton</td>
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<td>- Tinley Park</td>
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<tr>
<td>- Total from in district - 331</td>
</tr>
</tbody>
</table>

69% of students came from in-district
17% from Dolton
15% from Calumet City
13% from Harvey

| Chicago Residency - 56 |

| Cities in District 510 - FY18 - ESL breakdown |
| 269 total ESL students |
| - Blue Island |
| - Burnham |
| - Calumet City |
| - Country Club Hills |
| - Dixmoor |
| - Dolton |
| - East Hazel Crest |
Now you can Advertise

- Your page is now established and you have created some content.

- You know your audience and know where they reside.

- You should begin sharing and posting advertisements (i.e. registration dates, orientation dates, and new programs, etc…)

9
How do I create compelling advertisement?
Bad Advertisement
ACCELERATE YOUR CAREER
with ICAPS at SSC!

The Integrated Career and Academic Preparation System (ICAPS) offers three pathways:
- Management Information Systems
- Emergency Medical Services
- Community Health Worker

ICAPS helps students who:
- Are pursuing a High School Equivalency (HSE) certificate
- Have a high school diploma but need to improve reading and/or math skills.
- Need to improve English language skills.
- Are ready to pursue a new career path.

ICAPS benefits include:
- FREE academic support classes.
- FREE career readiness coaching.
- FREE college navigation support.
- FREE textbooks to borrow.

ENROLLING IS EASY
Explore the possibilities and begin planning your career today!
Contact us to get started.
Chris McElroy
(708) 596-2000, ext. 2398
email: cmcelroy@ssc.edu

Registration every Monday & Wednesday at 9:00am or 12:00pm in room 1243. You must arrive at 9:00am or 12:00pm, other times available by appointment. Contact Chris McElroy at (708) 596-2000, ext. 2398.

No diploma? No problem!
The Adult Education Department at SSC can help!

Would you like to earn your high school equivalency (GED®) credential, so you can pursue college and/or a career?
If so, we can help.

We will work around your schedule and you can even start college while finishing your GED

Programs and Offerings
- GED® Preparation
- English Language Acquisition (formerly ESL)
- Adult Volunteer Literacy Tutoring
- Integrated EWS
- Integrated Community Health Worker
- Bridge to Information Technology
- i-Pathways
- Integrated MIS

Visit our website at: ssc.edu

Start down the path to your college education
What makes bad content

- Although informative these are bad flyers
  - Too text heavy.
  - Too much information.
  - Does not draw the readers eye to the most relevant information.
  - Some pictures are obvious stock photos.
  - Pictures positioned poorly.
    - Take eyes away from relevant content.
  - Too much text is hard to read on mobile devices.
Good Advertisements

South Suburban College
Department of Adult Education

Do you need your High School Equivalency or GED?

Contact Us
(708) 396-2000, ext. 2240 or 2385
For more information please visit ssc.edu/adult-continuing-education

Registration Begins
January 14th

South Holland
Riverdale
Oak Forest

We’re offering free classes in

South Suburban College
GED/High School Equivalency Classes

Choose Classes in Either:
☑ General Studies
☑ Math
☑ Welding/ICAPS
☑ IT-Bridge

Registration Dates:
Sep. 9th - 12th

Do you need your High School Equivalency or GED?

Contact Us:
(708) 396-2000, ext. 2240 or 2385
For more information please visit ssc.edu/adult-continuing-education

Classes Begin Sept. 16th

Begins at 10:00am or 5:00pm in room L233
Please Arrive on time!

We’re offering free classes at these locations:

South Holland
Riverdale
Oak Forest
Content creates the Advertisement

- You can’t have effective advertisement without creating content to draw from
- Before you can think about recruiting with social media you need to have a good social media page in place.
FREE GED AND ESL CLASSES

GED Registration Begins
JANUARY 14, 15, 16, 2019
9 AM-3 PM
OR
4 PM-9 PM

ESL Registration Begins
JANUARY 14, 15, 16, 2019
9 AM-5 PM
OR
6 PM-9 PM

CONTACT US
(708) 596-2000, ext. 2240 or 2385
for more information please visit
ssc.edu/adult-continuing-education
GED/High School Equivalency Classes

Registration August 5th-21st, 2019

Choose Classes in Either:

- General Studies
- Math
- Welding/ICAPS
- IT-Bridge

Aug. 5th & 7th
Aug. 13th & 15th
Aug. 19th & 21st

Begins at 10:00am
or 5:00pm in room L233

Please Arrive on time!

Do you need your High School Equivalency or GED?

Contact Us:
(708) 596-2000, ext. 2240 or 2385
For more information please visit:

We're offering free classes at these locations:

- South Holland
- Riverdale
- Oak Forest

Classes Begin Sept. 16th
Facebook Advertisements

- Facebook and Instagram have a multitude of ways to advertise but they are structured in two ways

  - Boosted Content
  - Created Advertisements
Boosted Posts

- A Post is content already on your page.
- If a post is doing well (i.e. getting a lot of views and responses) you may want to “Boost” it.
- Boosting a post is a type of paid advertisement promoting an existing post from your business page.
- This increases the reach of your content to a larger range of people.
Boosted Posts

South Suburban College - Department of Adult Education
@SSCADultEducation

Despite the storm that has left many without power, ESL students are coming to register at South Suburban College and take their ESL placement test. No power! No problem! You come! We test!
People who like your Page
People who like your Page and their friends
People in your local area
Your Custom Audiences

Automatic Placements (Recommended)  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. Learn More

Duration
Days 5
End date Oct 24, 2020
Total budget
$10.00

Estimated People Reached
170 - 480 people per day

You will spend $2.00 per day. This ad will run for 5 days, ending on Oct 24, 2020.

Tracking Conversions
By clicking Boost, you agree to Facebook's Terms & Conditions
Create your audience

- You can have multiple audiences for different ad sets.
Define your audience

- Your audience can be as large or a small as you desire

- This ad is localized to a 1 mile radius outside of South Suburban College

- However, don’t be too specific.
Define your audience

- Your audience can be as detailed as you want
Reviewing your Data

- On your page you can see how your posts are doing by clicking on AD center or clicking on the post you advertised.
Reviewing your Data

- To keep things simple your most important data points are
  - Reach and Post Engagement/Event Responses
  - Reach – How many people saw your content
  - Engagement- How many people interacted with your ad (i.e. likes, clicks, shares, etc.)
The more you understand your audience the more your reach and engagements will increase
Success in Metrics

Not every boosted post should be an advertisement.

Non-recruitment posts can be key to get individuals to like and follow your page.
Success in Metrics

The more you understand your audience the more your reach and engagements will increase

2019 Registration Ad set

- 66 Results: Event Responses
- 3,417 People Reached
- $49.89 Amount Spent
- Custom

2020 Registration Ad Set

- 65 Results: Event Responses
- 8,042 People Reached
- $50.00 Amount Spent
- Custom
Conclusion

- Start small and build out.
- You will not increase enrollment immediately
  - Don’t put much pressure on social media.
  - Use your stats wisely.
  - Don’t over expect.
- Experiment! Failure is part of the process
- Have fun with it!
- Social Media is your chance to be creative. USE IT!
This is only the tip of the iceberg.
DON’T LET THE DATA OVERWHELM YOU!!!
<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Ad Set Name</th>
<th>Bid Strategy</th>
<th>Budget</th>
<th>Last Significant Edit</th>
<th>Results</th>
<th>Reach</th>
<th>Impressions</th>
<th>Cost per Result</th>
<th>Quality Ranking</th>
<th>Engagement Rate Ranking</th>
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<tbody>
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<td>Event: IACEA 40th Annual Statewide Conference</td>
<td>Event: IACEA 40th Annual SL...</td>
<td>Lowest cost</td>
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<td>Feb 2, 2020, 10.29</td>
<td>13</td>
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<td>6,911</td>
<td>$0.76</td>
<td>Per Event</td>
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Results from 62 ads
Tips and Tricks

✧ Free* Websites can help you make great content
  ✧ All flyers were made with these two websites
    ✧ www.canva.com
    ✧ www.postermywall.com
  ✧ Use social media manager software to help schedule posts
    ✧ www.socialpilot.com
    ✧ www.hootsuite.com
  ✧ More helpful hints
    ✧ https://buffer.com/resources/social-media-faq/

✧ Create a dummy account to run your social media
  ✧ It is easier to keep track of social media metrics if it is not combined with your personal account.
  ✧ Follow similar pages to get ideas for content.
  ✧ Follow and share community content and pages
    ✧ If you follow them they will follow you

*these websites have paid options but have great free content.
Tips and Tricks

✧ Create a dummy account to run your social media
  ✧ It is easier to keep track of social media metrics if it is not combined with your personal account.

✧ Follow similar pages to get ideas for content.

✧ Follow and share community content and pages
  ✧ If you follow them they will follow you

✧ Put your social media handles and links on EVERYTHING!
  ✧ E-mail signature, Program Website, Flyers etc….

*these websites have paid options but have great free content.
References


