

Beyond the Catalog:

Ideas for Strengthening the Marketing of your Community Education Programs & Offerings

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CONTACT INFORMATION



Bob Noyed, APR

Vice President, CESO Communications

@CESOcomm

bob.noyed@theceso.com

612-325-2127



Today's Agenda

- **Context Around the Catalog** - Components of effective marketing
- **Core Elements of Marketing** - Elements to consider to have a greater impact
- **Marketing Checklist** - Marketing tactics to consider for each program and offering
- **Ideas for Transforming your Marketing** - Tips and tricks for elevating and amplifying your marketing strategy and messages

Context around the Catalog

Understanding strengths and
weaknesses of the community
education catalog and where it
fits in your marketing plan

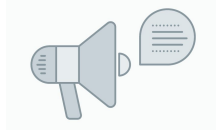
Community Education Catalog - The Pros

- Effective way to share information with a lot of people
- Typically distributed on a regular/predictable schedule
- Has something for everyone - variety of programs

Community Education Catalog - The Cons

- Typically time consuming and expensive to produce
- Suffers the experience of many other catalogs
- Lacks specific targeting of audiences
- Makes audiences work harder to explore the content - many give up or don't try

Types of Communication



MASS COMMUNICATION

- ★ Communicate to large numbers quickly
- ★ Minimal Engagement



- Shaping Opinion
- Telling Stories



INTERPERSONAL COMMUNICATION

- ★ Connecting with people
- ★ More Engaging
- ★ Builds relationships



- Making Connections
- Making Decisions

Core Components of Marketing

Understanding
Core Components of
Effective Marketing

Core Component #1

- The **desired result** of effective marketing is **changing or motivating behavior** - getting your **audiences** to do something or to take action

Core Component #2

- It is **easier** to get someone to do something they have done before and more **challenging** to motivate action for the first time - your marketing needs to address **both** types of audiences

Both Types of Audiences

- **Users** - Marketing messages can be more focused on specific courses and programs - getting them to buy more
- **Not yet users** - Marketing messages need to be more motivational to get them to seek what you are selling

Core Component #3

- Identifying and learning about your many **audiences** will help you to **focus** your messaging and use the most **effective** channels to reach each audience

Tip on Audiences

- **Keep digging** - Getting as specific as possible with your audiences will help you target your messages (Example: All parents - parent of elementary students - parents of elementary students in a particular attendance area)

Core Component #4

- Examine all of your **marketing** through the **eyes and experiences** of your audiences - organize content that makes **sense** for the **audience** - think about the **user journey**

Core Component #5

- Community education sells **experiences and opportunities** - the human element and **emotion-filled** messages and **storytelling** will grab more **attention** from your audiences

Marketing Checklist

**Marketing tactics to consider
for each program and offering**

Purpose of the Checklist

- The **thinking** behind the checklist is to create a **comprehensive** set of **questions and tactics** to be considered **every** time you set out to **market** an opportunity, program or service

Marketing Checklist

- ❑ **Identify primary audience(s)**
 - ❑ Secondary audiences, as needed
- ❑ **Identify purpose of marketing**
 - ❑ What am I trying to accomplish?
- ❑ **Identify goal/target**
 - ❑ What is success for this marketing effort?

Marketing Checklist

☐ Identify timeline

- ☐ What is the timeline for the marketing effort/campaign to be launched and concluded?

☐ Identify connections between other campaigns

- ☐ How can I leverage other messages and channels to help achieve my identified goals?

☐ Identify emotional hook

- ☐ What stories, quotes or content can I share to bring my message to life?

Marketing Checklist

Identify marketing/communications channels

- How will I share my messages?

Identify method of evaluation

- What data or information will you use to assess effectiveness of the marketing effort/campaign?

Marketing Channels Checklist

Content for CE catalog

Content for websites

- Community education
- District
- Schools

Print materials

- Mailed
- Hand outs

Marketing Channels Checklist

E-newsletters

- Community education/programs
- District
- Schools

Social media content

- Facebook
- Twitter
- Instagram and/or others

Marketing Channels Checklist

Social media advertising

- Facebook
- Twitter
- Instagram and/or others

Video content

- Websites
- E-newsletters
- Social media

Marketing Channels Checklist

Traditional media (earned and/or paid)

- Newspapers
- Radio
- TV

Traditional media (earned)

- Newspapers
- Radio
- TV

Quick Questions to Consider

- ❖ How can I use existing channels/methods to share messages?
- ❖ How can I use current users to share messages?
- ❖ What can I use from other marketing efforts to improve?
- ❖ Are there other opportunities in my community to share my messages?

Ideas for Transforming your Marketing

**Tips and tricks for elevating
and amplifying your marketing
strategy and messages**

Idea #1

- **Rethink/redesign/blow up your website**
 - Adapt your **website presence** using **user journeys** to make it more **logical** for users to find content

Idea #2

- **Communicate impact** - When creating content, **communicate the impact** of **participating** in the program rather than just describing the program - tell your **amazing stories**

Idea #3

- **Use your staff/teachers as marketing opportunities** - Position your staff as **subject-matter experts** to promote your programs and learning opportunities

Idea #4

- **Use photos and video as much as you can** - Images showing **action** and **engagement** are more **interesting** and **compelling** than words

Idea #5

- **Create an internal marketing strategy -**
Don't **assume** that your district's employees **know what you do** and what you provide to the community

Idea #6

- **Think about users and not yet users -**
You will need **different** strategies to **attract** each audience - messages for **not yet users** will need to push more on an **emotional** appeal

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