



**Your Path.
Your Future.**



Increasing Enrollments Strategically: Best Practices in Converting Leads to Enrollment
ICCB: Adult Ed & Literacy Statewide Outreach Campaign

Professional Development Webinar: January 13, 2022

Team Members

Led by ICCB in collaboration with...

- **Full Capacity Marketing, Inc.** - a national marketing & communications agency who specializes in workforce and education student and adult learner campaigns; responsible for marketing strategies, toolkits, campaign deployment and ROI, and development of webinars that align with desired learning outcomes.
- **(ALRC) Adult Learning Resource Center** - will be working directly with FCM and coordinating feedback from stakeholders about the campaign elements and professional development learning outcomes and evaluation.
- **(ICSPS) Illinois Center for Specialized Professional Support in Partnership with the Adult Education Professional Development Network** - ICSPS and SIPDC will provide direct technical assistance and hands on support to identified programs. ICSPS/SIPDC will work in coordination with FCM to build capacity and sustainability as well as research and recommend strategies for an integrated comprehensive referral system.
- **Statewide Outreach Advisory Committee** – comprised of local representation from the programs and the professional development network to advise on key milestones and ensure the “voice of the field” is heard and incorporated.



Critical Task

Lead Conversion is a Team Effort!

Update information on ICCB Locator:

<https://form.jotform.com/202385665326055>





full capacity marketing, inc.
communications experts in **workforce & education**



Celina Shands, M.S.
CEO/Founder
Full Capacity Marketing, Inc.

- ✓ 25+ Years Dedicated to Workforce & Education Missions
- ✓ 2021 Stevie in Business Award: Campaign of the Year
- ✓ 75 Global Awards for Student & Employer Campaigns



Maryanne Conlin, MBA
VP, Marketing & Communications
Full Capacity Marketing, Inc.

- ✓ Shorty Award: Twitter Content
- ✓ Former MarComm Instructor: UC Berkeley & University of Hong Kong
- ✓ Published: Huffington Post & Newsweek

Webinar Agenda



**Welcome - Kathy Olesen-Tracey, Senior Director
ICCB Adult Education & Literacy**

Conversion Strategies – Full Capacity Marketing, Inc.

Quick Review: Campaign Overview
Lead Generation through Statewide Outreach Campaign
Protocols for Receiving Leads through the Statewide Campaign
Best Conversion Practices to Ensure Enrollment
Enrollment Funnel & the Student Psyche

Closing - ALRC

Communication Tools
Future Webinars
Evaluation

Q&A - All

QUICK REVIEW

Campaign Overview

- Create a **statewide campaign brand with an inspirational message** that is easily tailored for local outreach efforts while simultaneously **building awareness across the state** about the value of adult education.
- Increase student enrollments statewide by helping local practitioners **build their capacity** to achieve the necessary touchpoints required to enroll students.
- **Integrate Illinois existing adult education outreach networks and resources** (e.g., Illinois Adult Learning Hotline, ICCB's provider locator, excellenceinadulthood.org) to develop a **coordinated, sustainable system** for ongoing campaigns that address enrollment declines.



MESSAGES

MEDIUMS

CAPACITY

Benefits of a Statewide Outreach Campaign

Increasing Awareness through Strategic Touchpoints



Research shows that it takes between 5-12 touchpoints to get a student to enroll *



“Stealth Students”

**HOW HALO
EFFECT
INFLUENCES
MARKETING?**



Campaign Landing Page



Illinois Adult Education
YOUR PATH. YOUR FUTURE.

Questions?



Call or



text (800)-321-9511

Your Path. Your Future.

There is a path to getting a new job or getting a better job, helping your children with their schoolwork, or preparing for college through adult education in Illinois.

I am interested in:

Select a Path

Select a Path

Learning or improving my English

Improving Math & Reading

High School Equivalency or Spanish HSE

Learning new skills



Get Started Now!

It's Your Path. It's Your Future.

Fill out the form below and one of our members will follow up with more information or answer your questions.

First Name

Last Name

Email

Phone

Zip Code

Interested In

Learning or improving my English

SUBMIT

Media Plan Recommendations

By focusing strategically on reaching **new students** in the **early months of the campaign** and **matching the ad spend to calendar events**, we will create a **database of audiences** that can be targeted **over and over throughout the year.**

ADVERTISING IN:	FOR CLASSES STARTING:
Q1 (Jan-March 2022)	February - May 2022
Q2 (April-June 2022)	May - August 2022
Q3 (July-Sept 2022)	August - October 2022
Q4 (Oct.-Dec 2022)	October - January 2023

Media Plan Strategy

- Fully digital campaign to optimize leads.
- Supporting tools for programs including radio spots, fact sheets, flyers, etc.
- Schedule designed to optimize “touches” by reaching 85% of potential students 7-8 times during the year.



Media Plan



Illinois State Adult Education Campaign 2022																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
	QUARTER	QUARTER ONE												QUARTER TWO												QUARTER 3												QUARTER 4																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
	MONTH	Jan				Feb				March				April				May				June				July				August				September				October				November				December																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
	WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
<u>OBJECTIVES</u>	<u>PLATFORM</u>																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
Reach	Google Search																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																



Lead Follow-Up Objectives

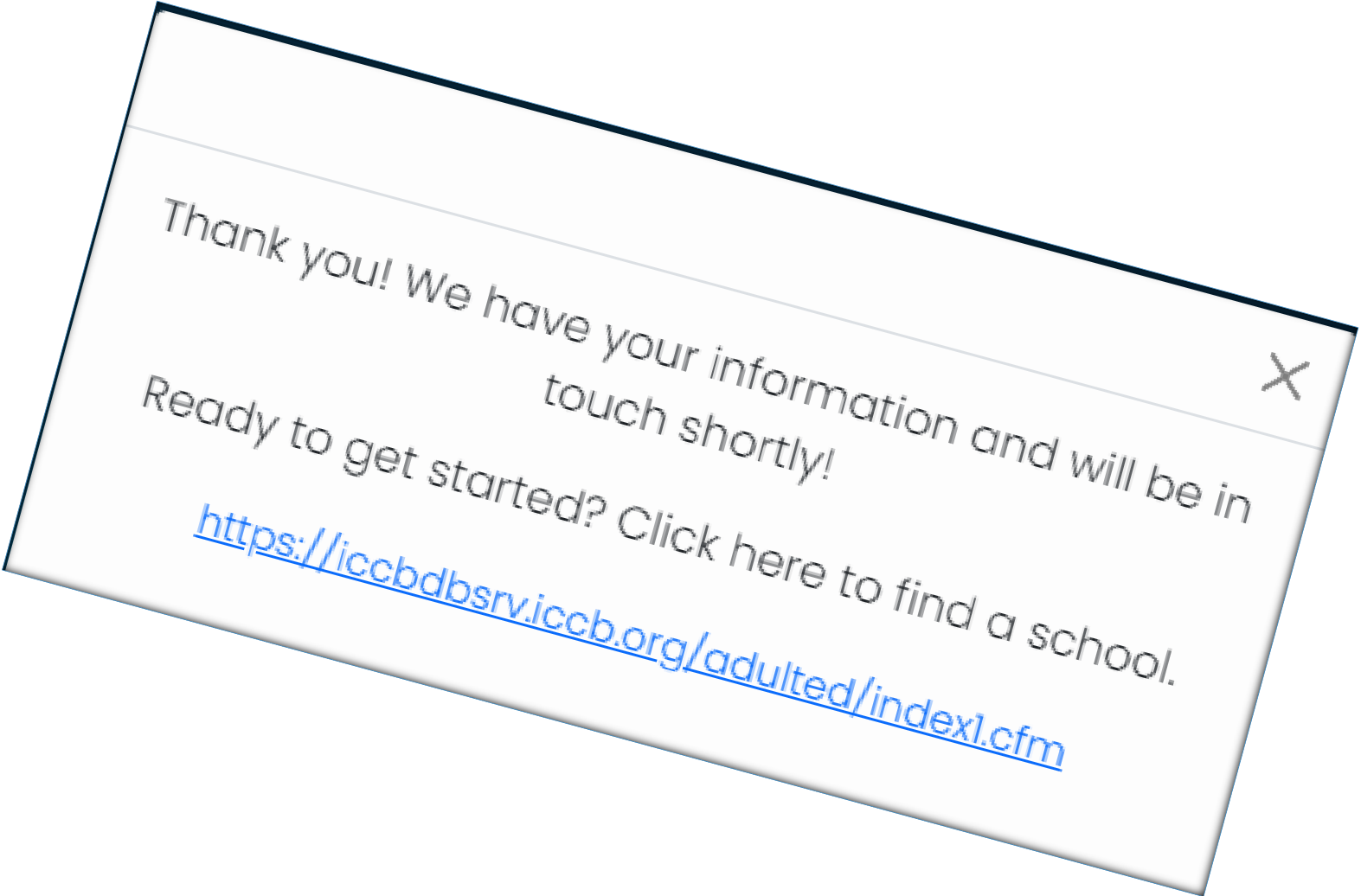
- Leads that know what program they want to attend can click a button to get to the program immediately through the ICCB locator and call.
- Leads that do NOT know what program they want to attend or need more information get contacted multiple times within 24-48 for follow-up.
- All leads have multiple opportunities to choose a program to speed up time between completing a lead generation form and the program contacting them.
- All leads have multiple personal touches via text/call to nurture them into selecting a program and enrolling. From experience, FCM believes this will be the majority of the leads.




Lead Follow-Up Process

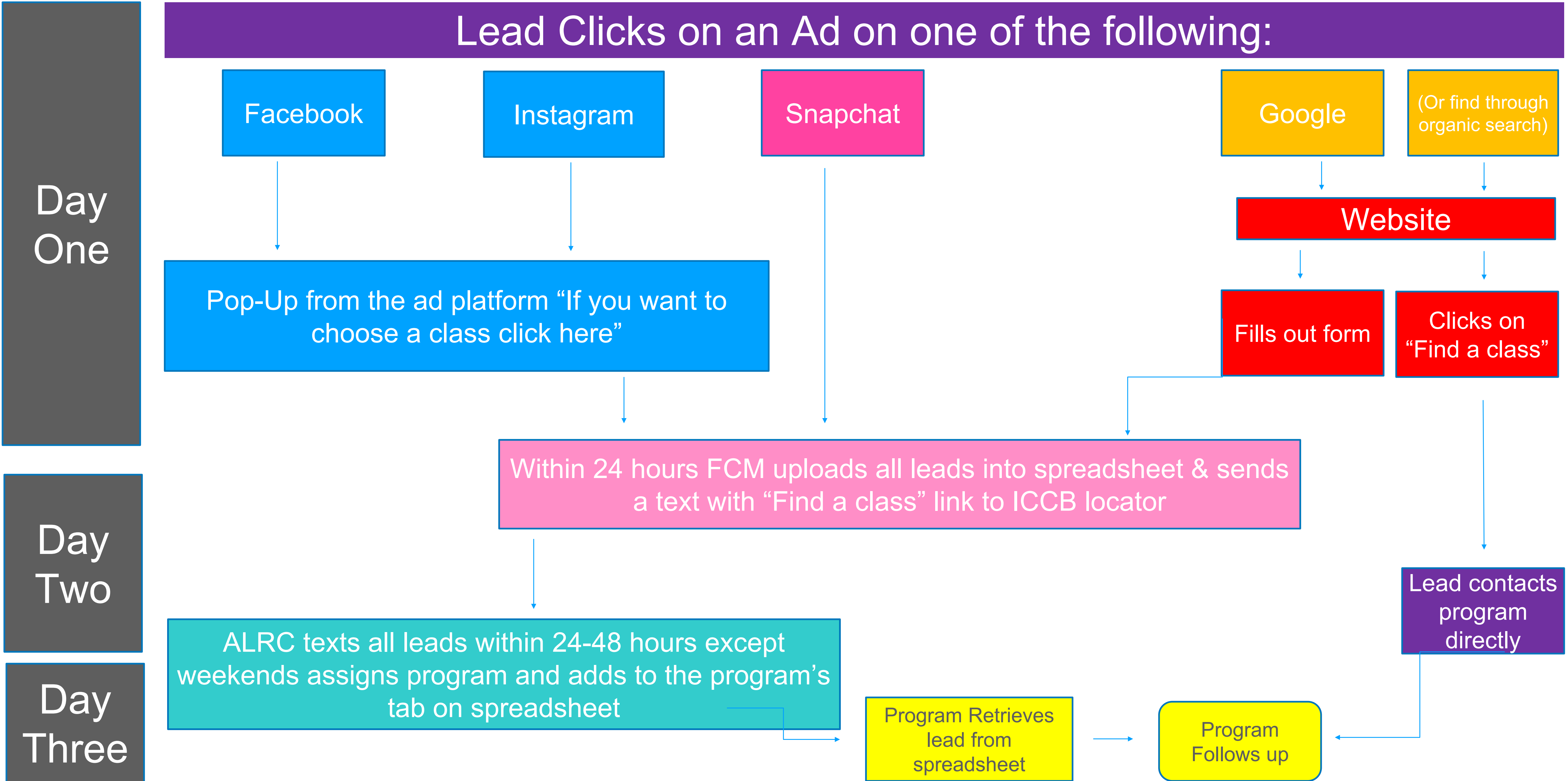
- Immediately after submitting a lead generation form, all leads will get a “**pop-up**” that asks if they’d like to select a school (program) with a link to the ICCB Locator. This allows for a self-selection option while also capturing the contact information of a prospect.
- All leads will then be placed on the **Lead Spreadsheet** by FCM so that they can be followed up with additional touches through text and phone.
- Within 24 - 36 hours*, FCM will upload prospects’ contact information to the **Lead Spreadsheet** and then send **a text to all leads again** asking them if they would like to select a school (program) using the ICCB Locator link. The program will track new enrollment contact information via the Lead Spreadsheet.
- Within 48 hours, all leads will get a **call/text from ALRC** to answer questions or assist with selecting a program. ALRC will update the Lead Spreadsheet during normal business hours.
- Within 48 - 72 hours all leads will have been sent to a program(s).

**NOTE: FCM uploads leads every day including weekends.*



Illinois Adult Ed - Leads							
File Edit View Insert Format Data Tools Extensions Help							
100% View only							
College							
1							
2	Illinois Adult Ed - Leads						
3	Entry Date	Form	Ad	First Name	Last Name	Email	Phone ZIP Code
83							
84							
85							
86							
87							
88							
89							
90							
91							
92							
93							

Lead Follow-Up Map



Lead Spreadsheet: How to Access your Leads

- It is important that the ICCB Locator is current so please check this link and update no later than 1/31/22:
<https://form.jotform.com/202385665326055>
- ALRC will send to directors a reminder to check the ICCB Locator to ensure contact information is correct, along with a unique link to the Lead Spreadsheet that will contain prospects' contact information for your program to follow-up with, nurture and enroll.
- It is important that you provide follow up information about your progress with the lead via your tab on the Lead Spreadsheet.
- ICCB will be tracking weekly progress made on lead conversion and new enrollments.



Lead Spreadsheet

Illinois State Wide Adult Ed Campaign Leads ⭐ ⚙️ ☁️

File Edit View Insert Format Data Tools Extensions Help

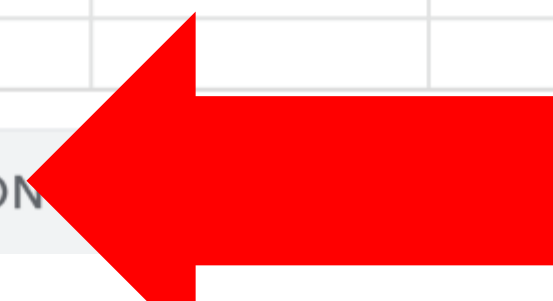





↶ ↷ 🖨️ 📄 100% ▼ \$ % .0 .00 123 ▼ Default (Ari... ▼ 10 ▼ **B** *I* ~~S~~ A 🔍 📐 🔄 ▼ ≡ ▼ ⬇ ▼ ⏏ ▼ ↗ ▼ 🔗 ➕ 📊 ▾ ▼ ∑ ▼

[illegible]

Each program will receive a unique link to your tab that contains prospects' contact information so that you can follow-up, nurture and enroll.



Example: Program's Unique Leads Tab

Illinois Adult Ed - Leads

FileEditViewInsertFormatDataToolsExtensionsHelpLast edit was made yesterday at 10:35 PM by Iris Saint Jean

PrintFilter100%View only

1

C

D

E

F

G

H

I

J

K

L

M

N

1

ty marketing, inc.

experts in workforce & education

2

S

3

Ad

First Name

Last Name

Email

Phone

ZIP Code

Interested in

Source

Program

Staff Calling

Date and Time

Live Contact
Y= Spoke with Lead
N= Left Voice Message
O= Left Message with Person Other Than Lead

Notes

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Each program will record how they follow up and nurture the lead (e.g. text, phone call, email), the dates of the follow-up and the outcome to get the student to enroll.

IndexMainASafeHavenFoundationAsianHumanServicesBlackHawkCollegeCarbondaleCommunityHighSchool

What are the best practices to consider when converting a lead to an enrollment?



Top 5 Key Concepts for Lead Follow-Up

- **Respond Quickly to Leads:** Because information moves so rapidly in today's digital world, your leads have short attention spans and high expectations.
- **Nurture Leads with Useful Content:** Your Campaign Toolkit will have various professional tools for you to tailor to help keep the lines of communication open (fact sheet, eNewsletter template).
- **Segment your Leads:** Each type of lead will require a different level of messaging. When talking with a lead make sure to communicate about how your program will help them get on a new path towards a better future (the theme of the campaign). The path will be different for each of the market segments targeted for the campaign and what is important to them (slide 22).
- **Create a follow-up schedule:** Identify several people on your program who can check the Leads Form daily and track the types and frequency of touches with the prospect.
- **Keep the follow-up going!** It takes time to build a relationship. If the student isn't ready to enroll now, they will become a potential for future enrollments.





“

“Approach each [prospect] with the idea of helping him/her to solve a problem or achieve a goal, not selling a product or service.”

Brian Tracy – Sales Guru

”

Psyches of Students - Campaign Target Segments

Demographic & Psychographic Characteristics

English for Career

- Male/Female, age 18-54
- Interested in improving English to get a better job.
- Primarily H.S. or less.
- Varied immigration status.
- Either single or part of the family group.
- Sees better job opportunities available post-pandemic with improved English.
- Seeking quick skill improvement to capitalize on job opportunities.
- May be open to pathways to H.S. completion down the road.

Get a Better Job with Better English Skills!

English for Personal

- Primarily Female, age 18-54
- Interested in improving English to better help children with schoolwork or improve personal life.
- Primarily H.S. or less.
- As part of a tight knit community, she has always been able to navigate well enough in her native language.
- Her English skills impacted her ability to handle health & school challenges during the pandemic.
- She believes improving her English can improve her life.

Enjoy life more when you can connect easier with friends, family & community!

H/S Completion/ College Prep

- Male/Female age 18-35
- Studies impacted by pandemic or worked through pandemic in lower-wage job.
- Interested in **exploring** benefit of education as a pathway to a better job.
- Had not, in the past, seen finishing high school or starting college as needed for a good job.
- Sees jobs now with much better wages for those with a high school diploma.
- May have children for whom they wish to set a good example.
- Overtime has improved financial situation but worries about time commitment of school.

Get a Better Job with a High School Equivalency

Career Exploration & Readiness

- Male/Female, age 18-54
- Employed in low-wage job or unemployed.
- Interested in adult education as a pathway to a better job.
- Little to some understanding of career opportunities, but unclear on how to achieve them.
- May have looked into traditional college, but time commitment is a stumbling block.
- Programs offered by adult providers seem like something at which they could succeed.

Ready For A New Career? Short-term Classes can get you ready!

Sample Testing Ads



**Illinois
Adult
Education**
YOUR PATH. YOUR FUTURE.



High School **Equivalency** or **Spanish HSE**



**Illinois
Adult
Education**
YOUR PATH. YOUR FUTURE.



Improve your **English**



**Illinois
Adult
Education**
YOUR PATH. YOUR FUTURE.



Learn **New Skills**

Timeline

January 14

Awareness Ads Launch (A/B Testing & Optimization)

January 31

Update ICCB Locator: <https://form.jotform.com/202385665326055>

Directors receive unique link to access leads from ALRC

Week of February 1


First leads in spreadsheet


ALRC starts follow-up

Programs start receiving leads




Toolkit to Support Local Lead Generation


**Illinois Adult Education**
YOUR PATH. YOUR FUTURE.


 **Questions?** Call or Text (800)-321-9511


Campaign Toolkit


Find everything you need to help you in your outreach efforts! Explore the campaign materials from social media posts to print templates designed to support your recruitment efforts.





**Sample Press Release**
[DOWNLOAD](#)


**Billboard Artwork**
[DOWNLOAD](#)


**Radio Ads**
[DOWNLOAD](#)


**Social Media Posts**
[DOWNLOAD](#)


**Email Templates**
[DOWNLOAD](#)


**Flyers**
[DOWNLOAD](#)



**Print Advertising Templates**
[DOWNLOAD](#)

**Social Media Ads**
[DOWNLOAD](#)

**Illinois Adult Education**
YOUR PATH. YOUR FUTURE.

Powered by:


 **Questions?** Call or Text (800)-321-9511



© 2022 Illinois Adult Education. All Rights Reserved

FCM Upcoming Webinars

JANUARY 20, 2022: Measuring Campaign Results: What You Should Know about Campaign KPIs

Purpose: to inform providers about determining if their local outreach efforts are successful to course correct if necessary (**KPI Scorecard**)

JANUARY 27, 2022: Campaign Toolkit Part 1: Deploying Local Ad Campaigns

Purpose: to support those programs that are planning to conduct local ad campaigns (**Ad Toolkit Items –print, broadcast and digital**)

FEBRUARY 3, 2022: PR & Advocacy: Engaging Key Stakeholder Groups to Advance your Mission

Purpose: to help engage key stakeholder groups like reporters, policy makers and community influencers can be highly effective to elevate the value of adult education (**Press Release Template**)

FEBRUARY 10, 2022: Campaign Toolkit Part 2: Grassroots Efforts to Recruit Adult Learners

Purpose: to support those programs that have limited budgets to conduct highly effective outreach (**Fact Sheet Templates, eMail Templates**)



AEL Outreach Campaign

Illinois Community College Board (ICCB) Adult Education & Literacy Statewide Outreach Project



The ICCB is leading a statewide campaign and capacity building initiative to support adult programs, community colleges, school districts and community organizations with student recruitment. A collaborative effort between [Full Capacity Marketing](#) and the [Adult Learning Resource Center](#), the initiative includes a highly strategic digital campaign to raise awareness about the value of adult education coupled with communication tools and assets to support enrollment efforts at the local level. Additional program support will be provided by SIPDC and ICSPS.

In addition to the statewide campaign, the outreach project has several other components to support Adult Education & Literacy programs in Illinois, including:

Stay in the Know!

[ExcellenceinAdultEd Web Page](#)

- [Project Fact Sheet](#)
- [PDN Pulse](#)
- [PD Webinars & Handouts](#)
- [Toolkit Items](#)

<http://www2.iccb.org/excellence/ael-outreach-campaign/>



Thank you!

