



# Your Path. Your Future.



Measuring Campaign Results: What You Should Know about KPIs  
ICCB: Adult Ed & Literacy Statewide Outreach Campaign

Professional Development Webinar: January 20, 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.





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



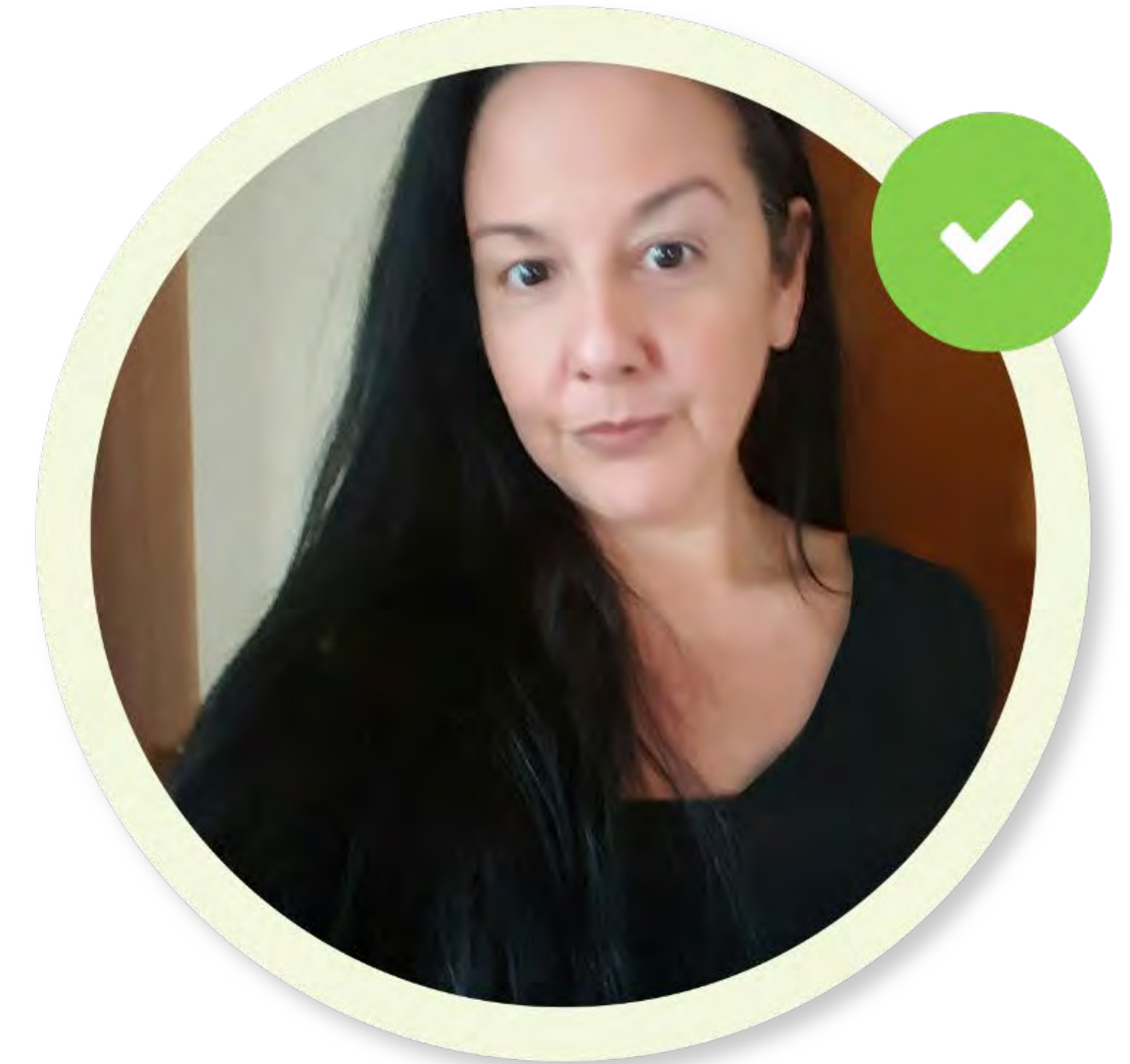
**Celina Shands, M.S.**  
CEO/Founder  
Full Capacity Marketing, Inc.

- ✓ 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 & Communication  
Full Capacity Marketing, Inc.

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



**Velda Garcia**  
Digital Director  
Full Capacity Marketing, Inc.

- ✓ 14 years of Digital Marketing Experience
- ✓ Marketing work featured in Forbes Magazine
- ✓ Facebook Blueprint , Google Ads, Snapchat, Twitter Certified



# Webinar Agenda



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

## **Campaign KPIs– Full Capacity Marketing, Inc.**

Quick Review: Campaign Overview  
Why Measuring Outreach Efforts Saves Resources  
The Effectiveness of Digital Ads Amid a Pandemic Environment  
Strategies to Measure Digital Ads Effectively  
How to Leverage the Timing of the Statewide Campaign

## **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 in rebuilding lives amid the pandemic.
- 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](http://excellenceinadulthood.org)) to develop a **coordinated, sustainable system** for ongoing campaigns that address enrollment declines.

**MESSAGES      MEDIUMS      CAPACITY**







# 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





## Get Started Now!

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

Fill out the form below and one of our programs 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

<https://yourpathyourfuture.org/>



# Example: Program's Unique Leads Tab

Illinois Adult Ed - Leads

File Edit View Insert Format Data Tools Extensions Help

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

100%

View only

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Main

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AsianHumanServices

BlackHawkCollege

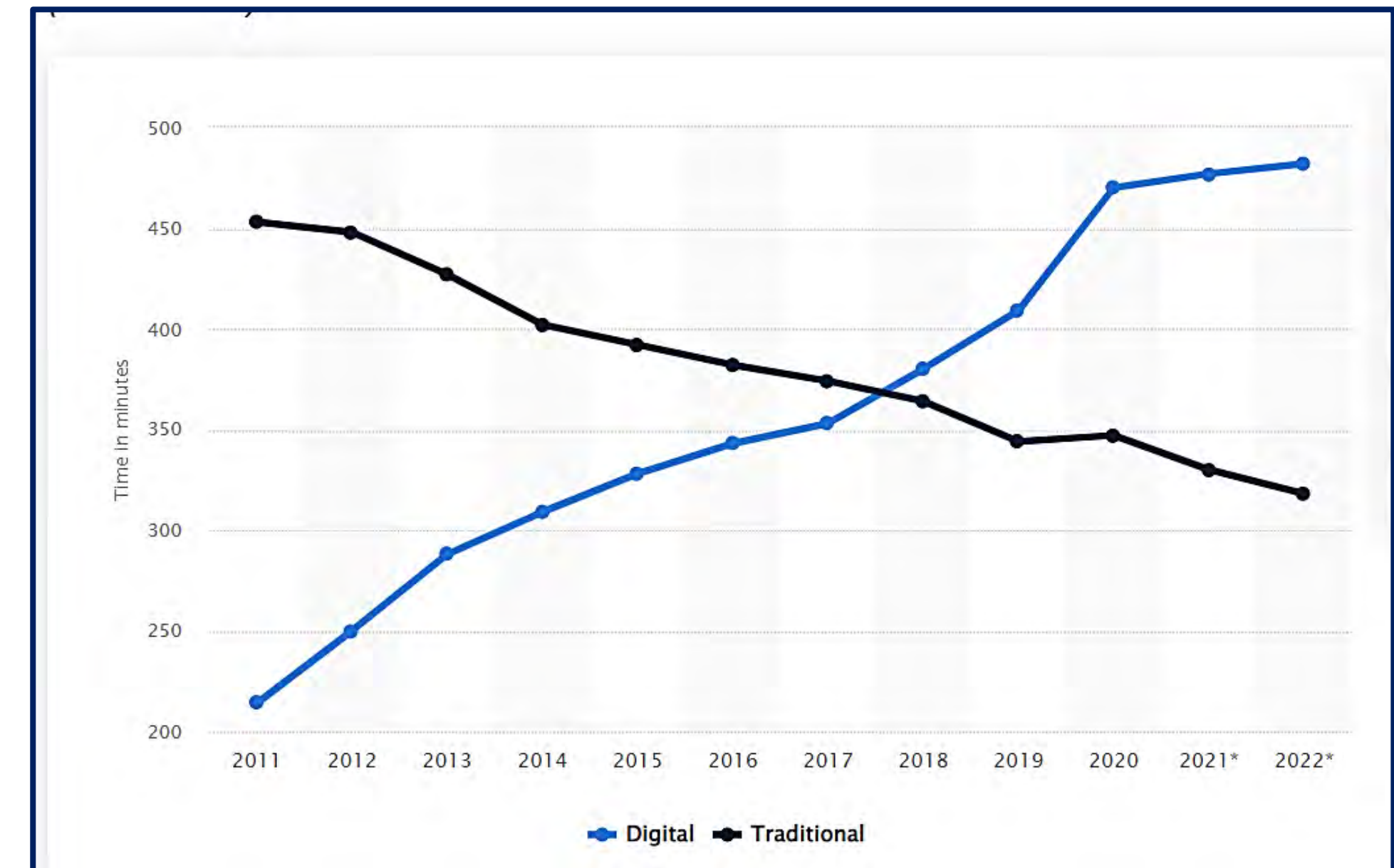
CarbondaleCommunityHighSchool

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.

NOTE: Expect leads first week in February 2022

# The World of Digital

- Digital Ads are delivered through search, social media and other online platforms.
- Digital Ads provide a much greater opportunity to target specific populations based on not only their demographics but also their interests, hobbies, and behaviors than traditional TV, radio or print ads.
- During the pandemic, time spent on digital versus traditional media has skyrocketed making it the perfect medium to reach potential students.





# Statewide Digital Media Plan



## Illinois State Adult Education Campaign 2022

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Total Reach : 85% of market

Total Impressions: 7-8 million (each potential student sees ads 5 - 6 times.)





# Important Digital KPIs: Performance

## CLICK THROUGH RATE - CTR %

*Click-through rate is the ratio of users who click on a specific link to the number of total users who view an ad.*

**CTR is an important metric because:**

**It helps you understand your potential students:**

**Informs us what works** (and what doesn't work)

when trying to reach your target audience.

(ad creative, messaging, audience)

**A low CTR could indicate:**

Targeting the wrong audience or that you're not speaking their language persuasively enough to convince them to click.

*Goal: Higher rates, higher than benchmark*

$$\frac{\text{CLICKS}}{\text{IMPRESSIONS}} = \text{CTR}$$

(CLICK-THROUGH RATE)

Impressions: the # of times an ad is shown



# Important Digital KPIs: Performance

## Clicks & Engagement Rates:

The engagement rate shows **you how many people are connecting with your programs.**

A high engagement rate means:

- More people are commenting, liking, sharing and mentioning your organization and its content
- The potential reach of your organization is much greater
- How well your ad creative, messaging and targeting are performing.

*Goal: Higher rates, higher than benchmark*



## Engagement Rate Calculation

$$\text{ER} = \frac{\text{Total Engagement (Likes + Comments + Shares)}}{\text{Total Impressions}} * 100$$



# Important Digital KPIs: Performance

## Leads & Conversion Rates

Monitoring **number of student leads** received throughout your campaign informs you whether you are on track with prospective student interest level. Set a goal for leads received during your campaign and monitor at various points to determine if you are on pace to meet your goals.

A **student lead conversion rate** informs you about the proportion of students who filled out a leads form to # of times the ad was clicked. This data can tell you if your targeting, creative and copy is leading students to take action.

Additionally, the lead needs to convert to an **actual enrollment** which is why local programs will be creating lead follow-up systems (see Webinar #2)

*Goal: Higher rates, higher than benchmark*

$$\text{Conversion rate} = \frac{\text{Total Conversions}}{\text{Total Clicks}}$$

ADBAUER





# Tracking Digital KPIs Against Benchmarks

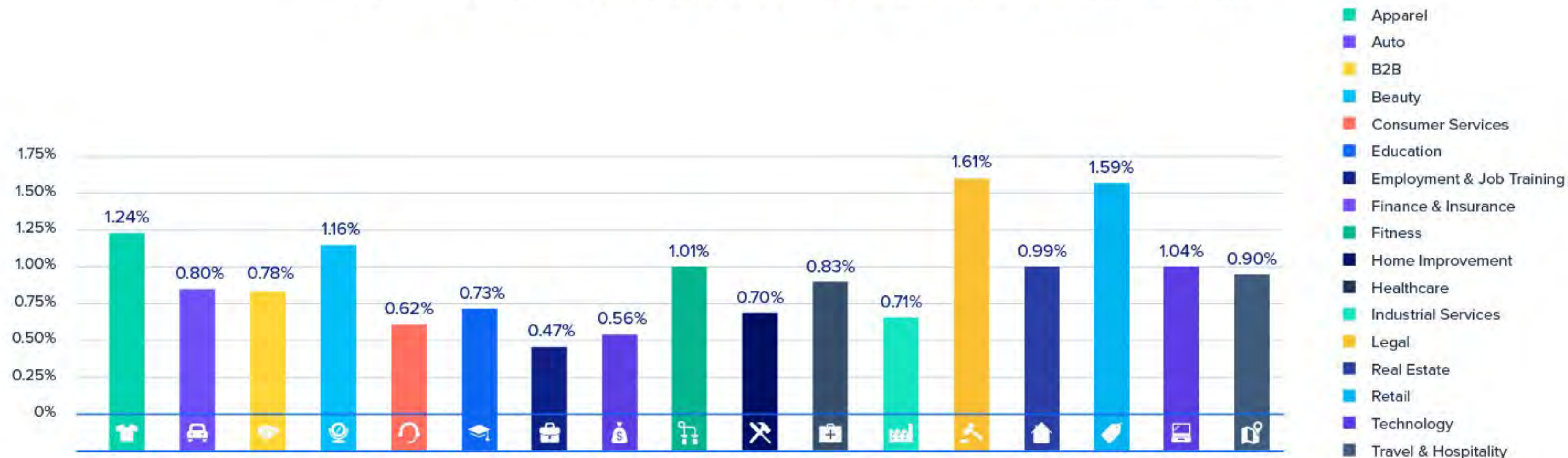
## What are advertising benchmarks?

Marketing benchmarks provide **the necessary frame of reference to help assess where you are with respect to your goals**. Benchmarks help you compare your advertisement performance relative to other organizations like yours or all advertisers in general.

### Facebook Ads Industry Benchmarks

#### Average Click-Through Rate

The average click-through rate (CTR) in Facebook ads across all industries is 0.90%





# Tracking Digital KPIs Against Benchmarks

## What you should know before measuring your performance vs. benchmark

- **Benchmarks vary across platforms:** LinkedIn most expensive, Twitter & Facebook are least expensive. Never let the cost drive your choice of platforms. Plan to run ads where your target audience spends most of their online time vs. which platforms are cheaper.
- **Benchmarks vary by objective:** Depending on your objective (student leads, traffic, awareness, etc..), the benchmark for ads vary. Example: Awareness ads have lower benchmarks because your audience is wider.
- **Benchmarks vary by time of year:** competition with other advertisers, time of year when more users are online, and other variables affect established benchmarks.
- **Stick to average benchmarks:** as a rule of thumb, and education benchmarks when possible.
- **Let Benchmarks guide you:** Adjust your messaging, creative, budget and/or targeting if you are not meeting or beating benchmarks. Monitor your benchmarks by campaign to make sure you are improving with each campaign.





# Tracking Digital KPIs Against Benchmarks

## Where can I find the latest benchmark metrics?

The leaders in social advertising benchmarks are Wordstream and Smart insights.

Find benchmarks appropriate for your campaign (Facebook, Instagram, Twitter, Google Search, etc.)

[Wordstream Facebook Benchmarks](#) *by industry*

[Wordstream Benchmarks for Google Search](#)

[Smart Insights Benchmarks by platform and KPI](#)





# Course Corrections for Digital KPIs

If your campaign isn't performing to meet your needs, make adjustments and continue to test and optimize to scale up successfully. Consider reviewing the following parts of an ad campaign and adjust or test to improve performance:

**Ad Creative:** Are your images/ad creative capturing the attention of the audience you want to enroll?

**Ad Messaging/Calls to Action:** Is your ad messaging clear? Is it compelling enough to convince the student to click on the ad? Does your messaging meet your desired goal? i.e. learn more about our programs,

**Targeting/Audience:** Are you targeting the right audience? For example, you won't have good performance if you're including users with advanced degrees if you're looking for adult ed sign ups. Use 'exclusion' features to remove all users with college degrees and higher to eliminate them from being served ads. Don't waste your ad spend

When you see positive performance, template your approach and duplicate your strategy where you can, as doing this will help get the most return on investment when advertising.



# Getting you Ready to Advertise & Measure Effectiveness of Digital Ads

When preparing to run ads on ANY platform:

## 1. Decide your objective:

To choose the right ad objective, answer the question “what’s the most important outcome I want from this ad?” It could be traffic to your website, to promote an event, to get student leads, get more likes or follows, etc.

This screenshot shows the Facebook Ads campaign creation interface. At the top, it asks 'What's your marketing objective?' with a link to 'Help: Choosing an Objective'. Below this, there are three main categories: Awareness, Consideration, and Conversion. Under Awareness, there are options for Brand awareness and Reach. Under Consideration, there are options for Traffic, Engagement, App installs, Video views, Lead generation, and Messages. Under Conversion, there are options for Conversions, Catalog sales, and Store visits. The 'Video views' option is highlighted with a yellow box.

## 2. Decide on your audience:

Using what you know about the people you want to reach—like age, location and other details—choose the demographics, interests and behaviors that best represent your audience. Take into account the people you DON'T want to reach as well.

This screenshot shows the Facebook Ads 'Audience' selection interface. It starts with the heading 'Audience' and a subheading 'Define who you want to see your ads. Learn more.' Below this, there are two tabs: 'Create New' (which is selected) and 'Use a Saved Audience'. Under the 'Create New' tab, there are three main sections: 'Custom Audiences' with a button to 'Add Custom Audiences or Lookalike Audiences', 'Locations' with a dropdown menu set to 'Everyone in this location' and a list of locations including 'United States', and 'Age' with a range selector set to '18 - 30'. There are also options for 'Exclude', 'Create New', 'Include', 'Type to add more locations', 'Browse', 'Add Locations in Bulk', 'Gender' (with options for 'All', 'Men', and 'Women'), and 'Languages' (with a text input field for 'Enter a language...').



# Getting you Ready to Advertise & Measure Effectiveness of Digital Ads

## 3. Decide where to run your ads:

Where does your audience spend their time: Facebook? Instagram, Snapchat? YouTube? Google?

Consider income, age, demographics.

Facebook: middle age and mature adults 35-64

Instagram: Younger audiences & middle age 18-44

(Instagram advertising is through Facebook platform)

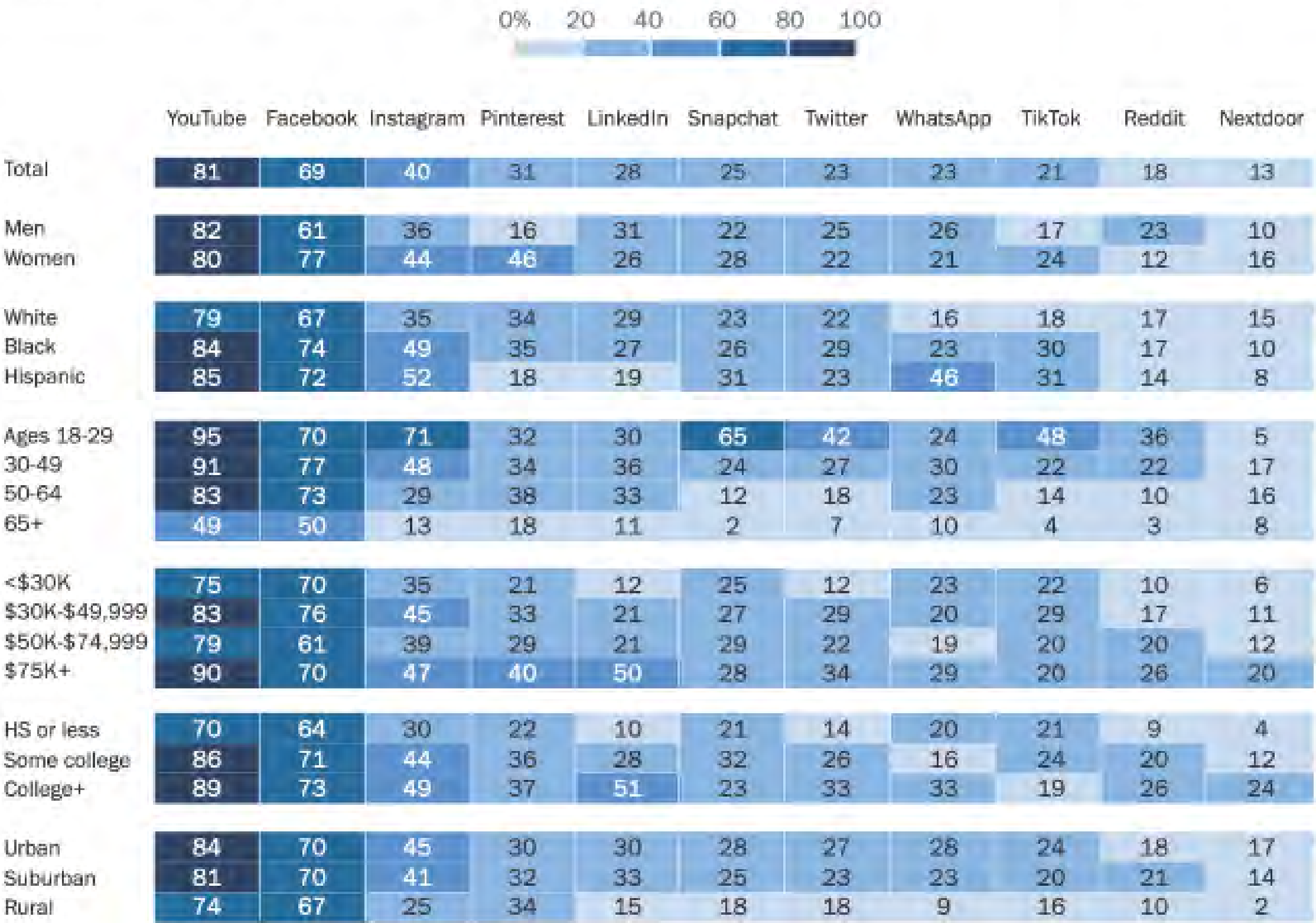
Snapchat: Younger audiences- 18-34

Tiktok- ages 18-34

Google/YouTube: all audiences

### Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER



# Getting you Ready to Advertise & Measure Effectiveness of Digital Ads

When preparing to run ads on ANY platform:

## 4. Determine what creative assets you'll be using like images and video:

Decide on different assets you have and revise them to meet ad formats and size specs for the platform—they're designed to work on every device and connection speed. You can choose to show a single image or [video](#) in your ad, or multiple images to highlight different programs types (e.g., ESL).

Note: FCM's toolkit has templated assets & we will be showing you how to tailor in our next webinar!





# Getting you Ready to Advertise & Measure Effectiveness of Digital Ads

## FACEBOOK ADVERTISING- Three ways to advertise:

1. **Facebook Ads Center:** Directly from Facebook Business Page- EASY, No Experience needed
2. **Ads Manager from Business Manager:** DIFFICULT, Advanced Experience
3. **Facebook Ads on Mobile:** EASY TO USE, some experience with targeting

GOOD NEWS! Once you get the hang of how to set up a Facebook ad, you can set up ad campaigns on Snapchat, Instagram & Google as they all require the same planning and assets. The only difference is ad size and targeting options.

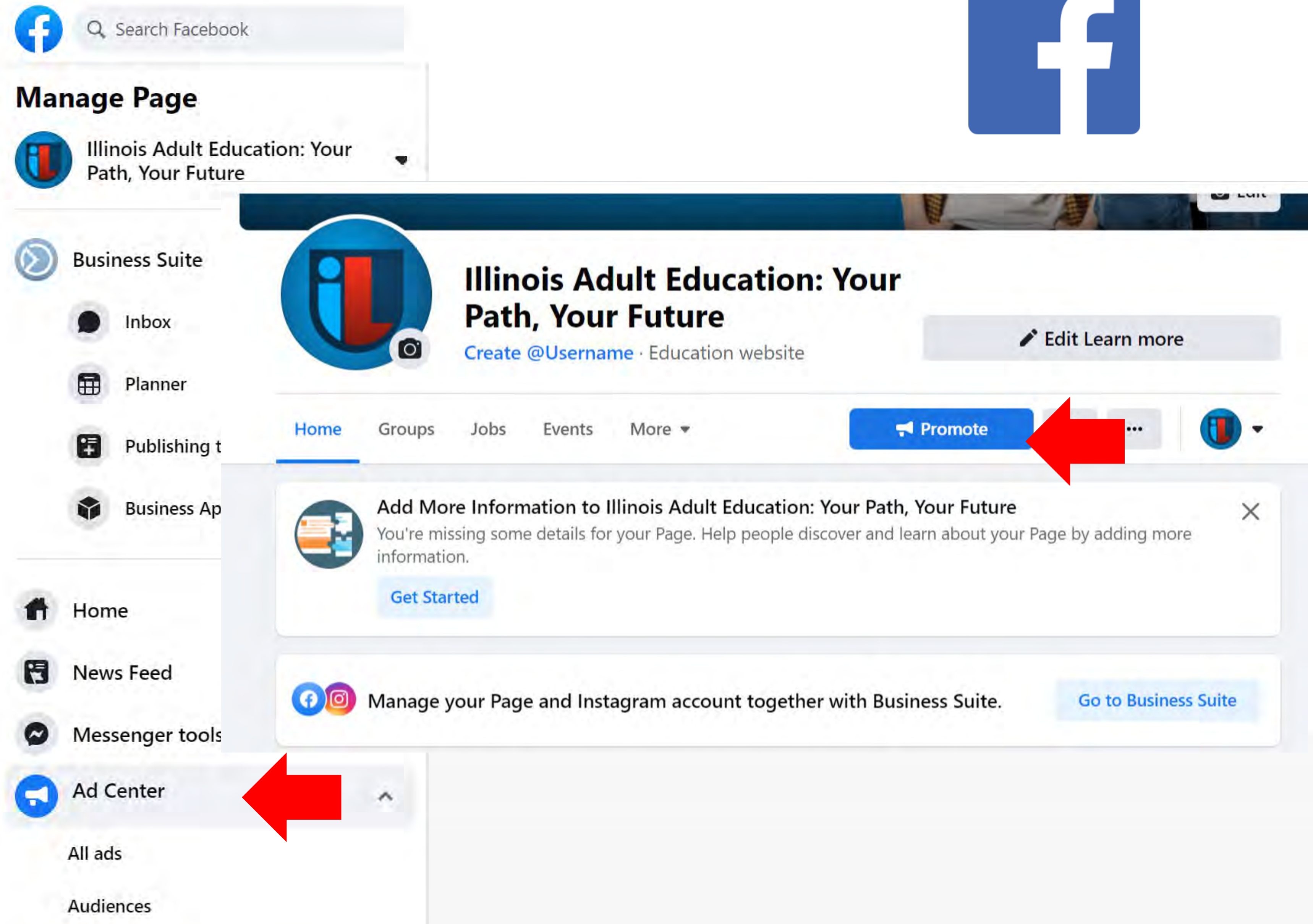


# Getting you Ready to Advertise & Measure Effectiveness of Digital Ads



## Facebook Ad Center

- Easy, no experience needed
- Self-serve
- Accessible through Facebook Business Page
- Run ads right on platform
- Offers most-used options & formats
- Easy targeting
- Easy to monitor performance







**Connecting the Dots!**



# Getting you Ready to Advertise & Measure Effectiveness of Digital Ads

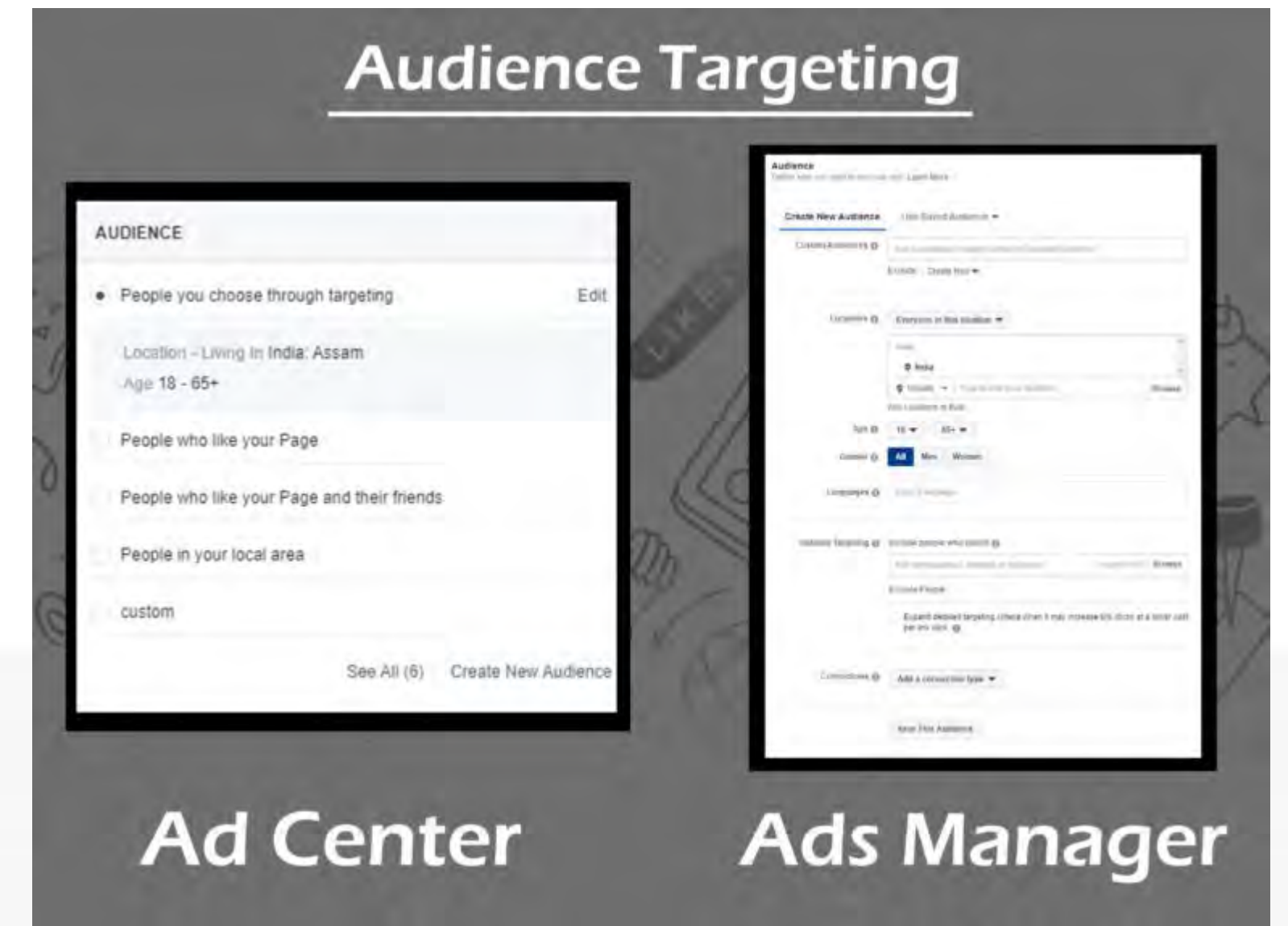
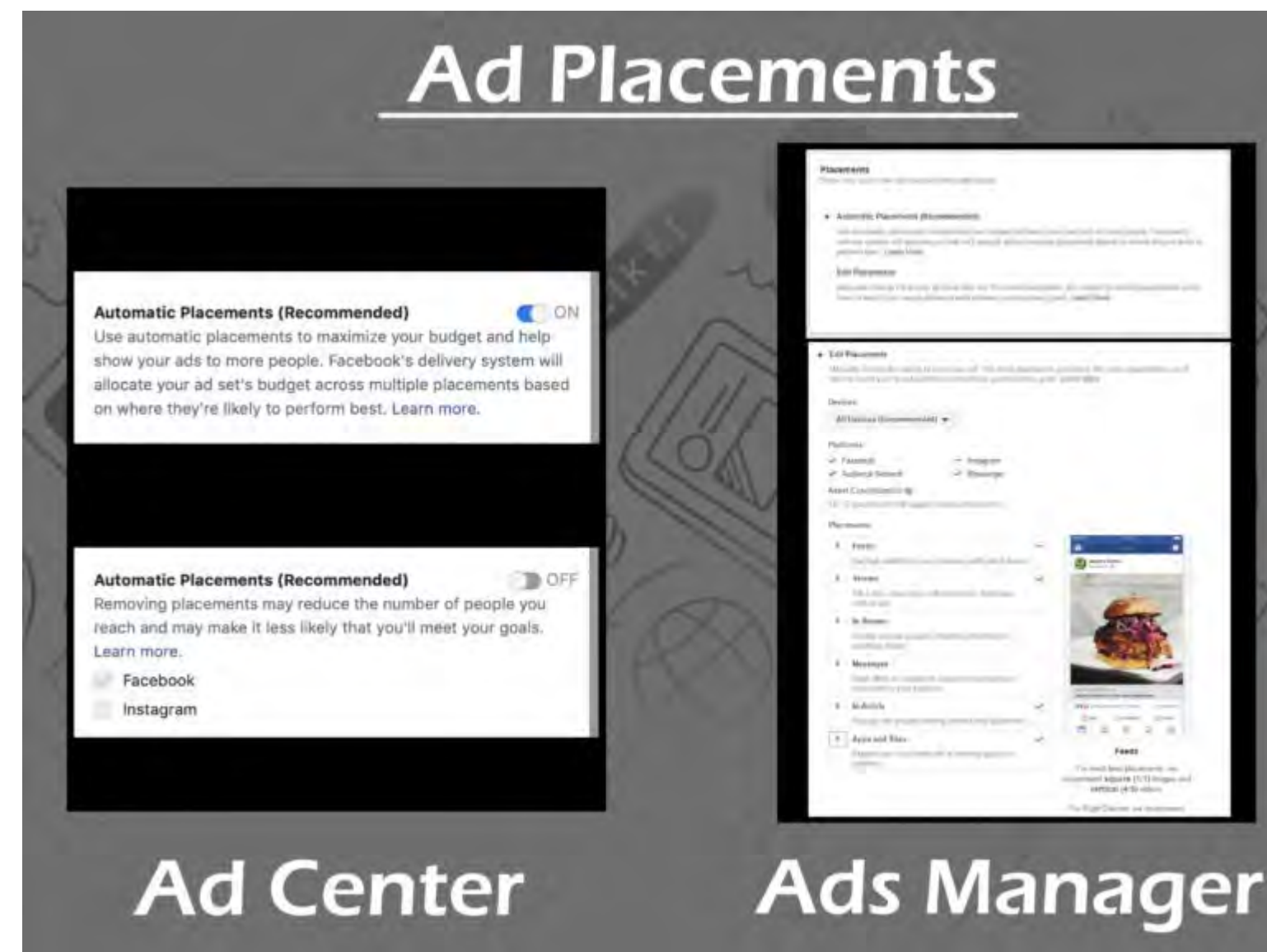
[Learn the Difference between Ads Manager & Ads Center](#)

[Advanced Facebook Ads Set Up Video](#)



## Facebook Ads Manager

- For experienced, advanced advertisers
- Self-serve
- Accessible through Facebook Business Manager
- In-depth targeting, ad creative options, revolving creative & copy
- All ad placements
- Advanced analytics



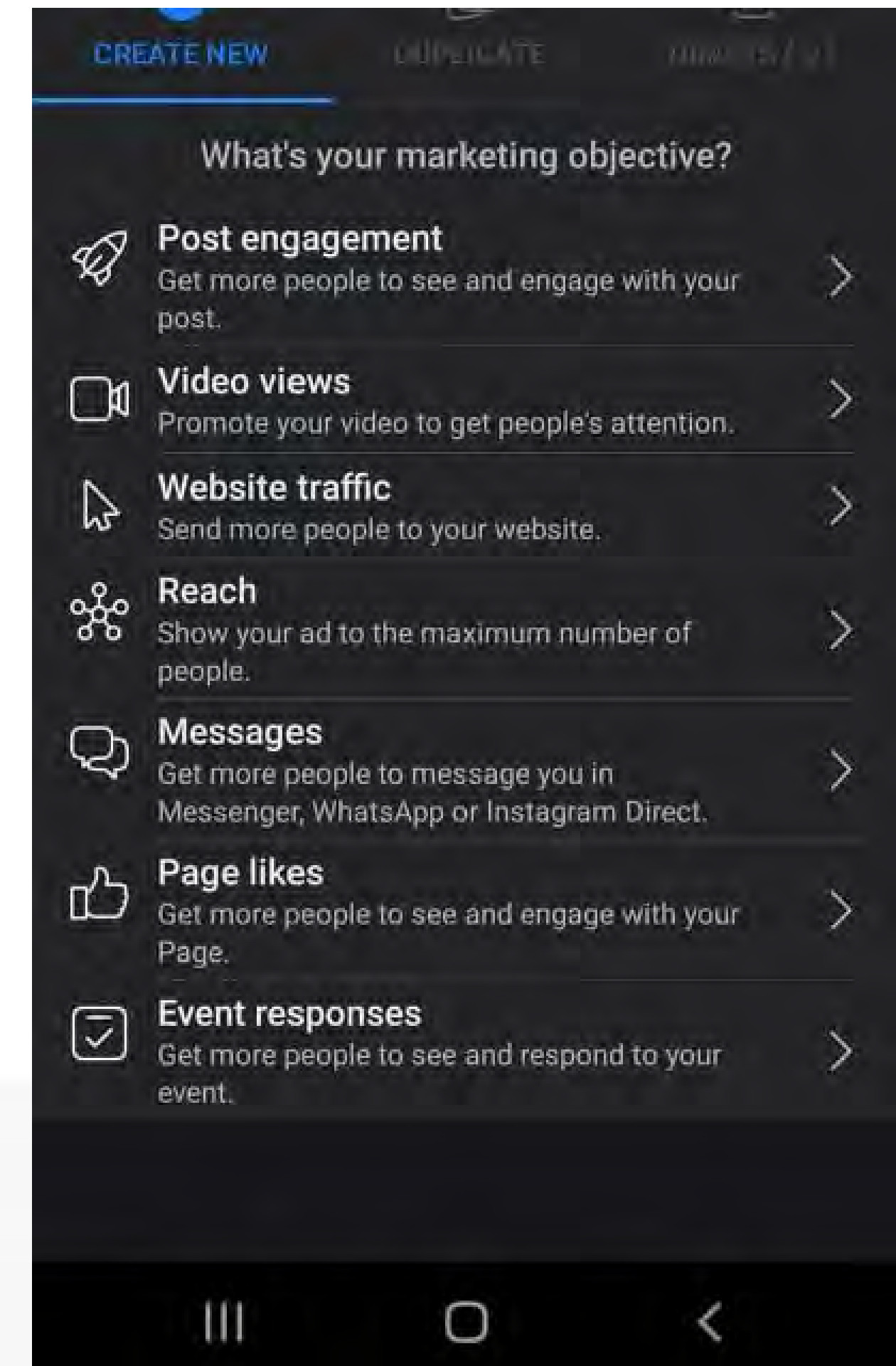
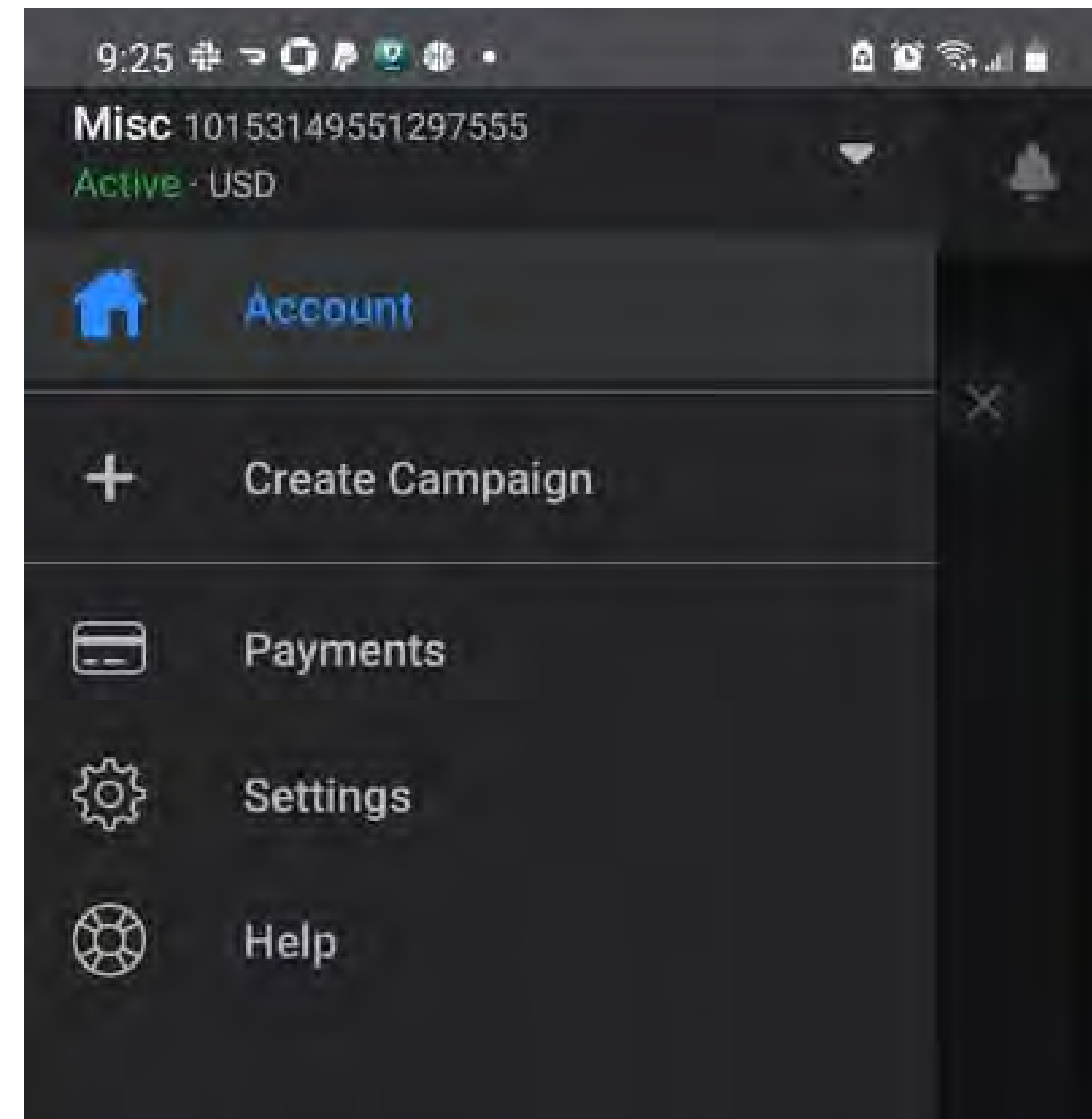


# Getting you Ready to Advertise & Measure Effectiveness of Digital Ads



## Facebook Mobile

- VERY easy to use
- Download Facebook ads app
- Easy set up, easy monitoring of results & performance
- Compare results, cost and creative performance
- Good for all objectives except Leads





# Getting you Ready to Advertise & Measure Effectiveness of Digital Ads

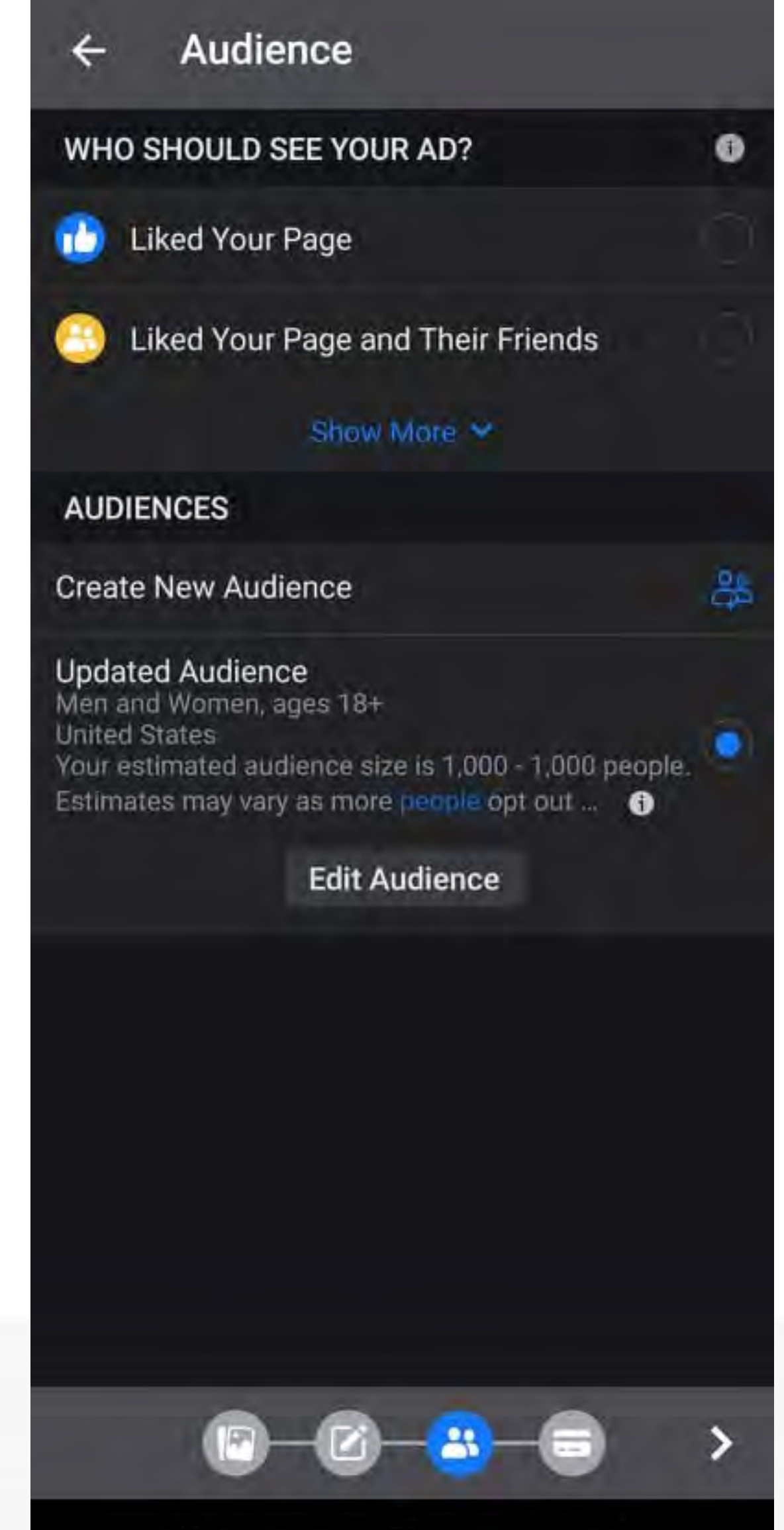
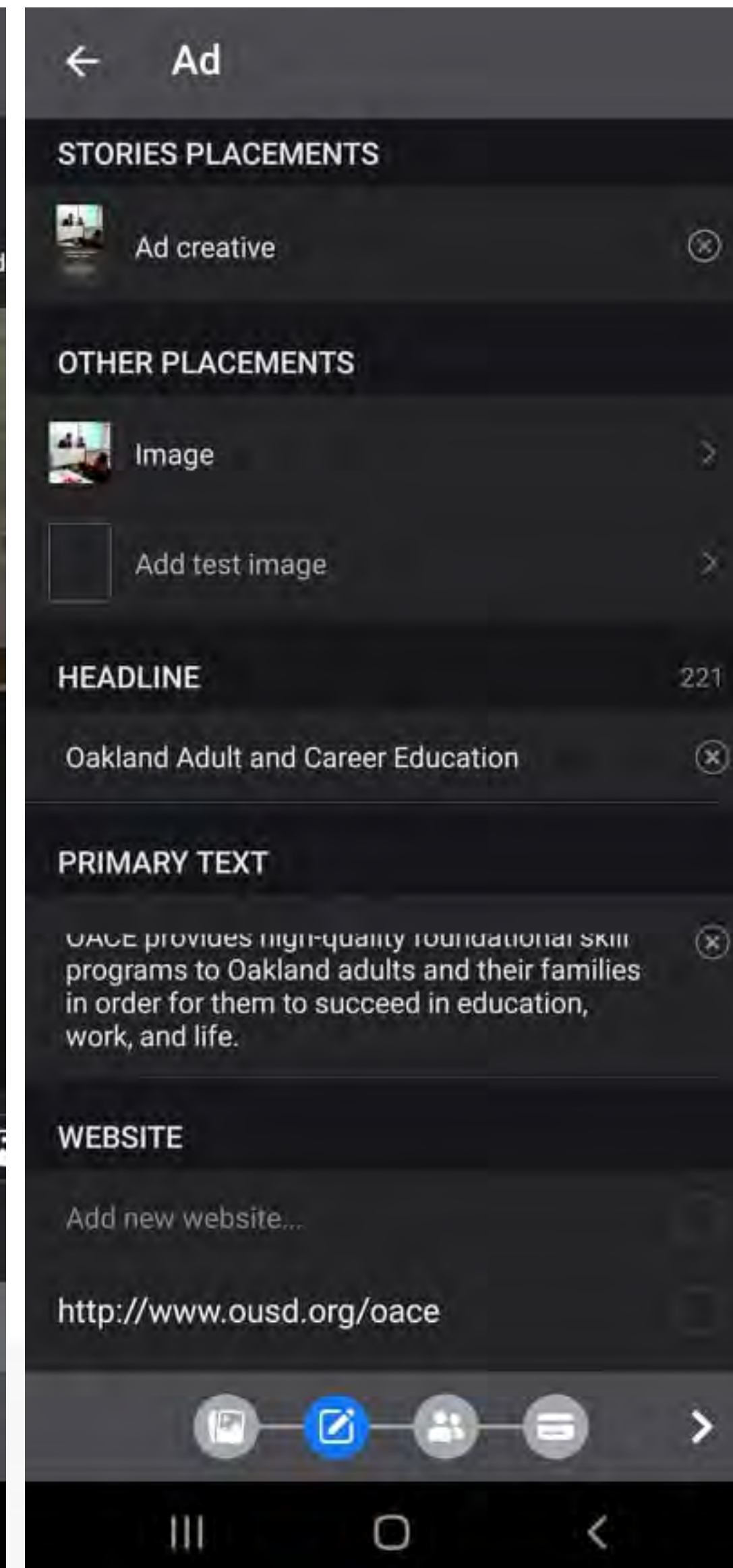
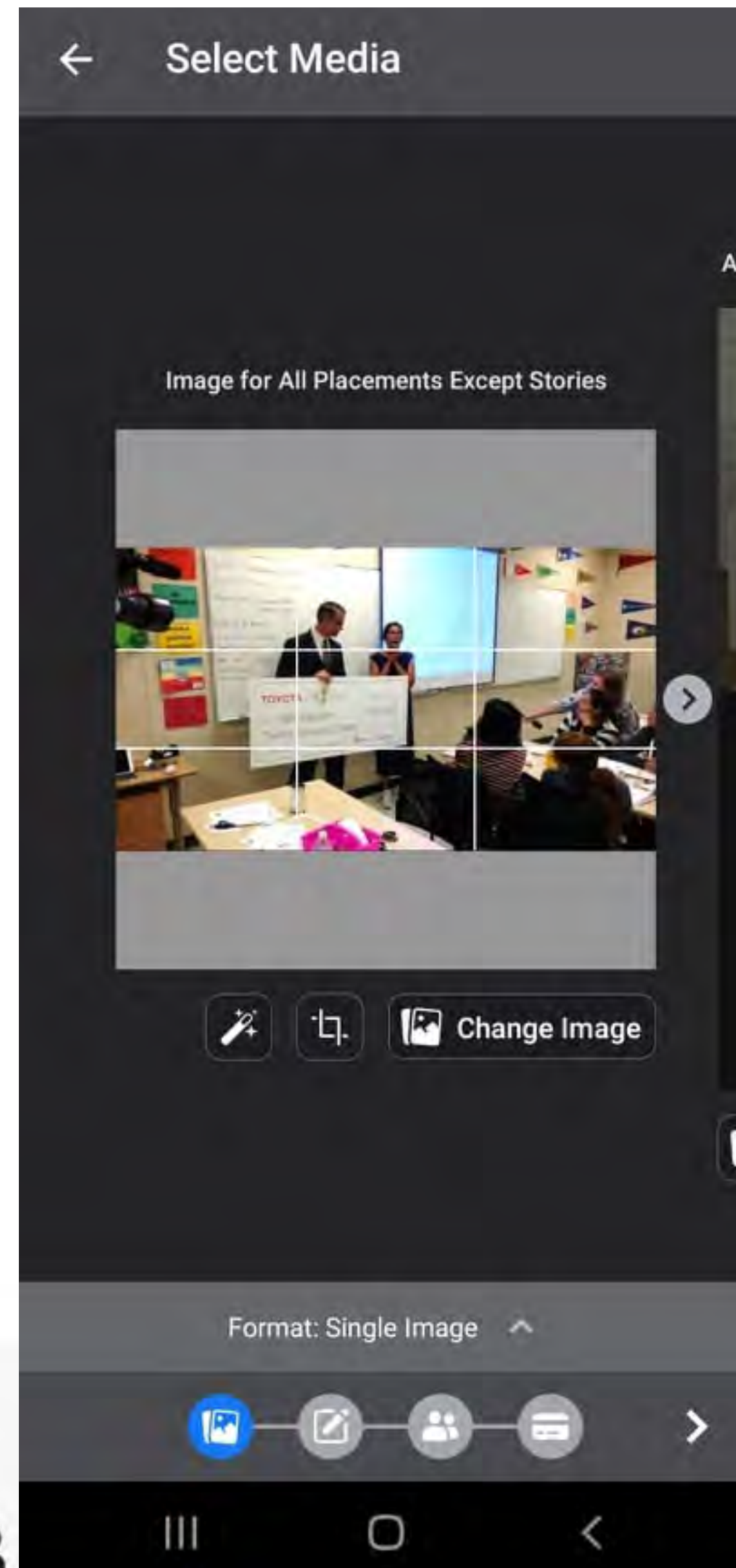


**Select Media:** Single images, multiple images, video

**Select Placements:** Mobile feed, stories, Instagram feed, desktop, etc..

**Create Messaging & Links**

**Select Audience**



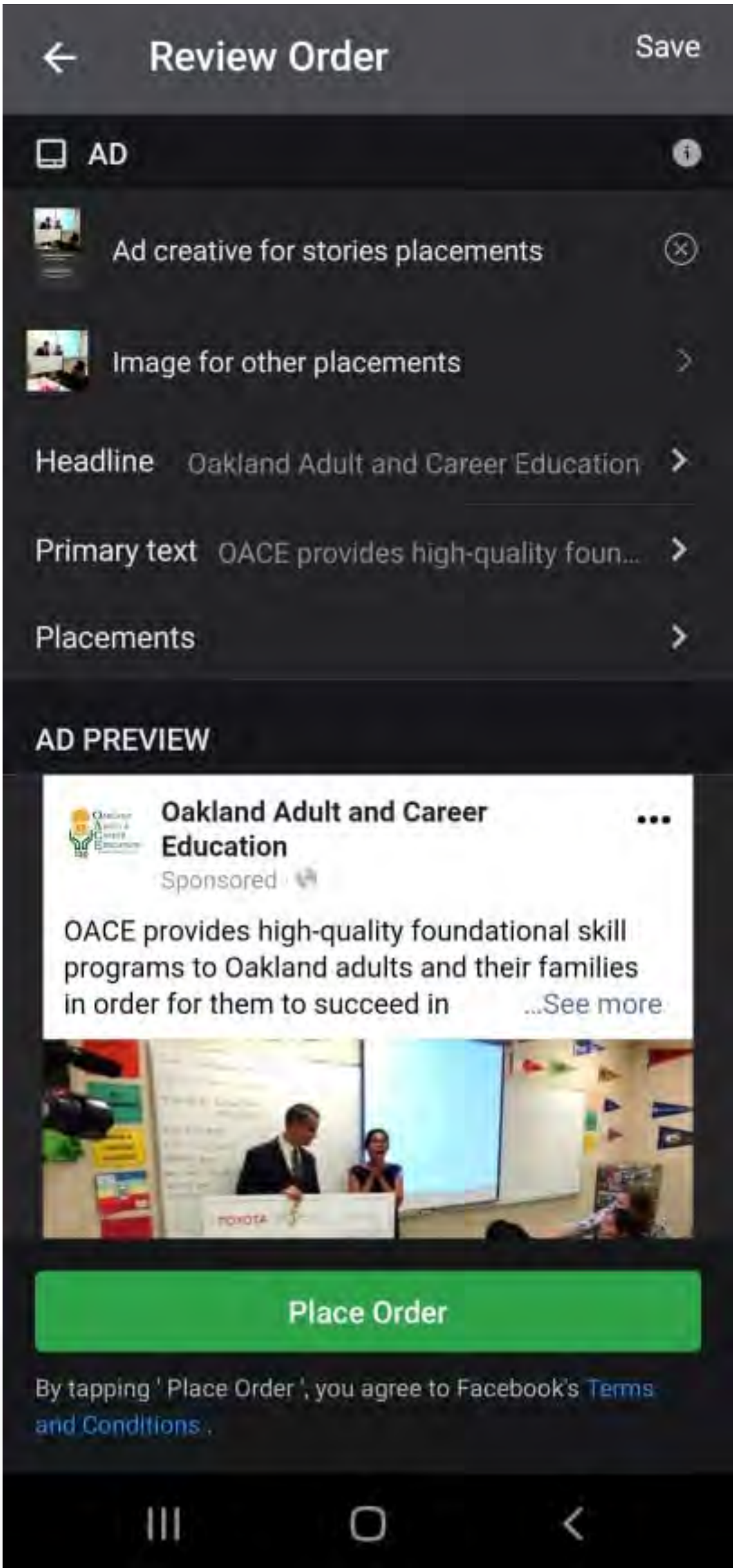


# Getting you Ready to Advertise & Measure Effectiveness of Digital Ads



Review Ad Campaign

Approve & Launch





# Getting you Ready to Advertise & Measure Effectiveness of Digital Ads



- Self serve platform
- Easy account & campaign creation
- Easy to use analytics
- Video, images, multi-image
- Choice of placements

[START SNAPCHAT ADS ACCOUNT](#)

[How to Run Ads on Snapchat](#)



- Self serve platform
- Create campaigns on Facebook or directly on Instagram mobile from your business page
- Easy account & campaign creation
- Easy to use analytics
- Video, images, multi-image
- Choice of placements

[How to Run Ads on Instagram without Facebook](#)



- Self serve platform
- Easy account & campaign creation
- Easy to use analytics
- Video, images, multi-image
- Choose from other user's content or your own
- Only one placement—

[Start Tik Tok Account](#)

[Start Ads on Tiktok](#)



- If you are going to advertise anywhere, google is most important.
- Self serve platform
- Easy account & campaign creation
- Easy to use analytics
- Multiple placements & Objectives-
- Search Results
- Google Mail Placement
- YouTube Video Placement
- Display ads across the web
- Start with Gmail account

[Starting a Google Ad Campaign](#)



# Statewide Advertising: Supporting Local Efforts

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 2022

# FCM's KPI Scorecard: Statewide Campaign



Illinois Statewide Outreach Campaign


## **ROI Scorecard**

- ✓ Impressions
- ✓ Clicks
- ✓ CTRs
- ✓ Leads
- ✓ Conversations




# Toolkit to Support Local Lead Generation


Coming End of January 2022

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

## Campaign Toolkit


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






**Poster Artwork**

DOWNLOAD




**Billboard Designs**

DOWNLOAD




**Flyer Template**

DOWNLOAD




**Logos**

DOWNLOAD




**Print Ad Artwork**

DOWNLOAD




**Brand Guidelines**

DOWNLOAD




**Radio Advertisements**

DOWNLOAD



**Social Media Digital Ads**

DOWNLOAD





**Sample Press Release**



DOWNLOAD


**Don't See What You Need?**  
[Contact Us](#)

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

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

Powered by:  
**ICCB**

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



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# FCM Upcoming Webinars

**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**)







Home / AEL Outreach Campaign

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!

