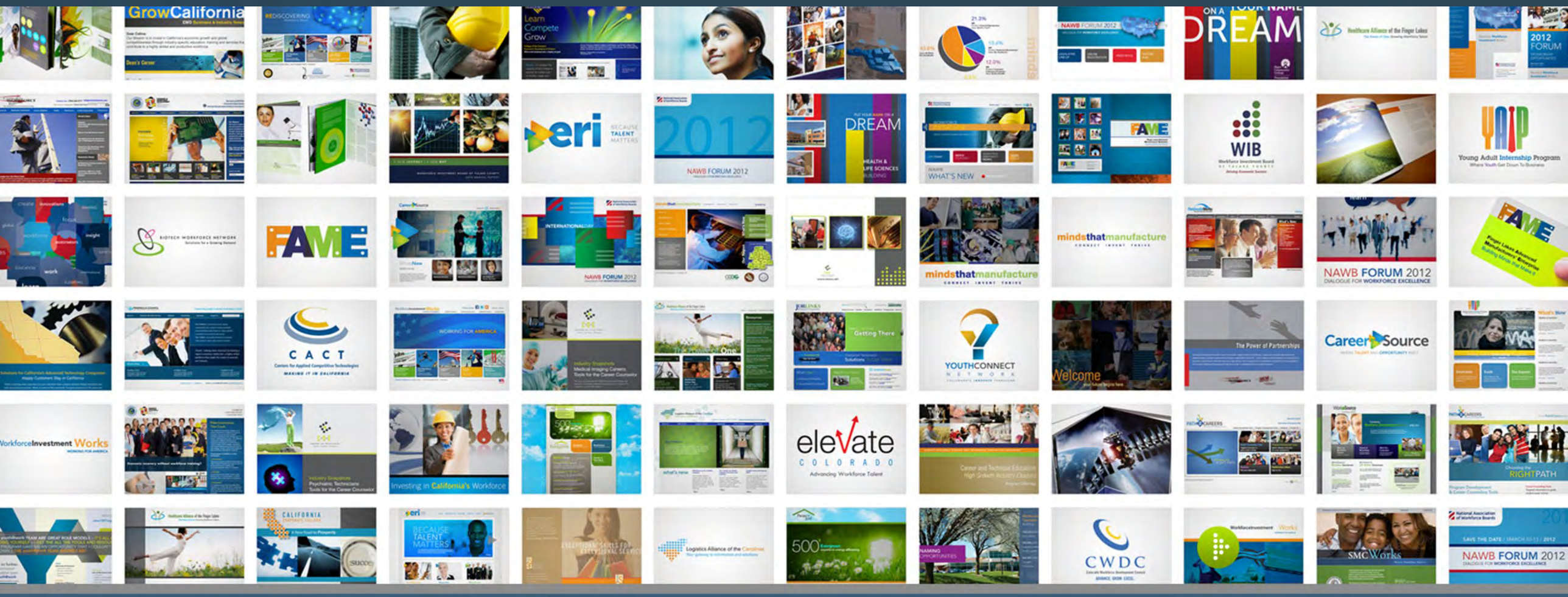

BRANDINGMARKETINGCOMMUNICATIONS

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*communications experts in **workforce** & **education***

The Power of Personas: Developing Highly Effective Marketing Messages for Targeted Recruitment

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

20 Years: 500+ Organizations
eri
BECAUSE TALENT MATTERS
NAWB FORUM 2012
PUT YOUR NAME ON A DREAM
HEALTH & LIFE SCIENCES BUILDING
FAME
WIB
Workforce Investment Board
OF TULARE COUNTY
Driving Economic Success
mindsthatmanufacture
CONNECT INVENT THRIVE
INTERNATIONAL DAY
elevate
COLORADO
Advancing Workforce Talent
Career and Technical Education
High Growth Industry Clusters
Industry Snapshots
Psychiatric Technicians
Tools for the Career Counselor
Investing in California's Workforce
CALIFORNIA
A New Road to Prosperity
EXCEPTIONAL SKILLS FOR EXCEPTIONAL SERVICE
Logistics Alliance of the Carolinas
Your gateway to information and solutions
500 Evergreen
experts in energy efficiency
NAMING OPPORTUNITIES
CWDC
Colorado Workforce Development Council
ADVANCE. GROW. EXCEL.
WorkforceInvestment Works
INNOVATE
Tulare County
Project 500
Energy Experts in
Energy Efficiency

Topics

- How the pandemic environment has **increased the need for strategic messaging**
- Using **personas** as a strategy for outreach messaging
- Examples & **case studies**
- Your **roadmap for replication**

CHAT BOX TIME!

What are the key adult learner recruitment challenges you are currently facing?

Key Findings: What Adult Learners Need*

- **High-touch approaches.** Adult learners often need more high-touch approaches, such as the support of navigators to guide them through the enrollment process, as well as additional support once they engage with an educational organization. (5-12 touchpoints required for enrollment)

- **Online tools.** Online tools can help engage prospective adults and make enrollment convenient and efficient, given many adult learners are often balancing work and family demands with education.

- **Targeted messaging.** Adult learners often have priorities that differ from those of students enrolling in higher education programs such as family and work-related responsibilities. Thus, it is important to use targeted messages that recognize these competing demands.

*Mathematica Study: From Outreach to Enrollment: Strategies to Engage Adults in Education Beyond High School – May 20, 2021
https://mathematica.org/publications/from-outreach-to-enrollment-strategies-to-engage-adults-in-education-beyond-high-school

How many ads did we see daily in 2020?

ANSWER:

Too many!

6K – 10K ads daily

How Many Ads Do We See A Day In 2020?

https://bit.ly/3kYN6jg

CHAT BOX TIME!

Is it more important to tell adult learners about the details of your program or the benefits it brings to their lives? Type DETAILS or BENEFITS in the chat.

Breaking Through the Noise

The Importance of Emotional Messaging

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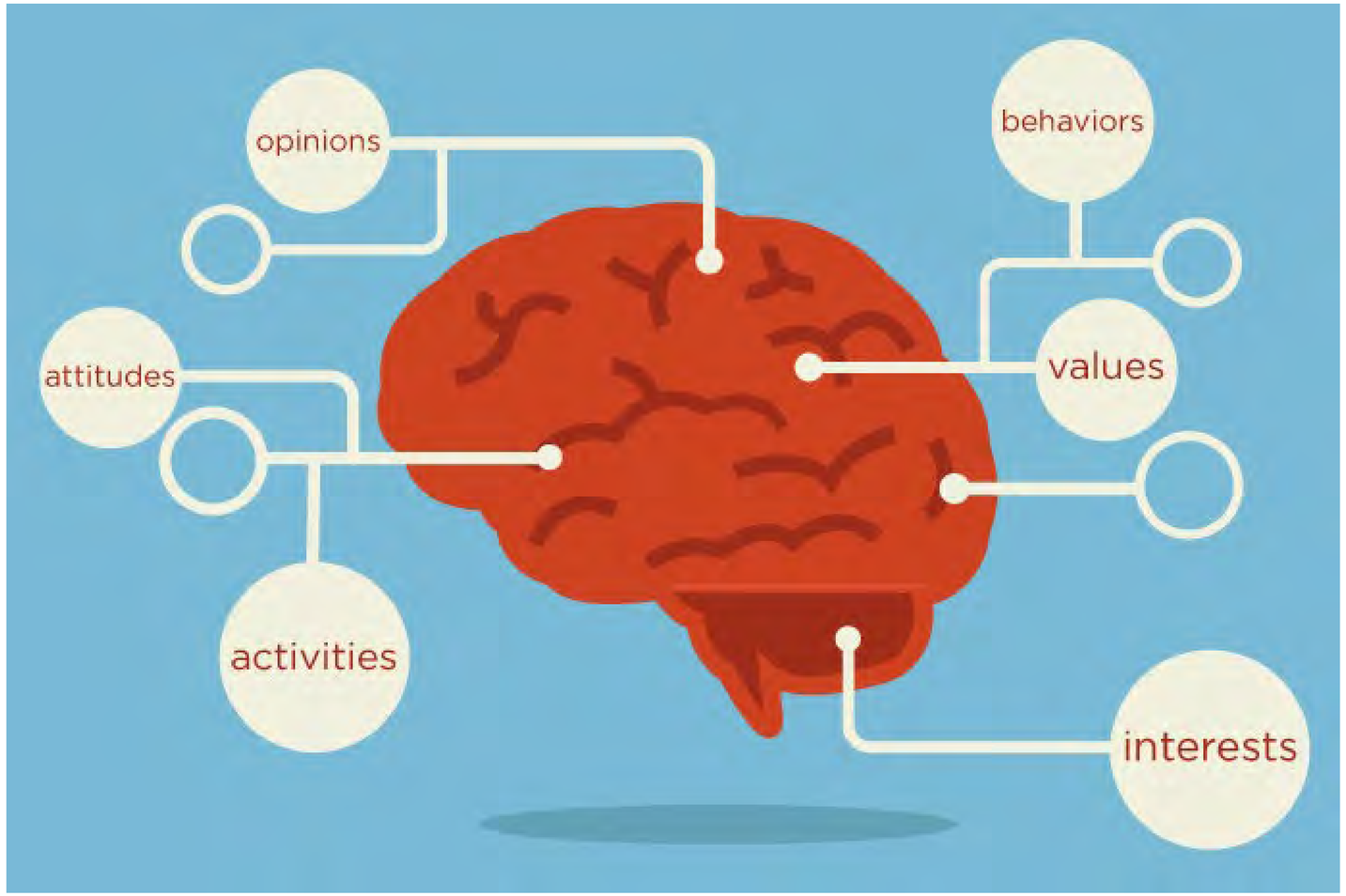
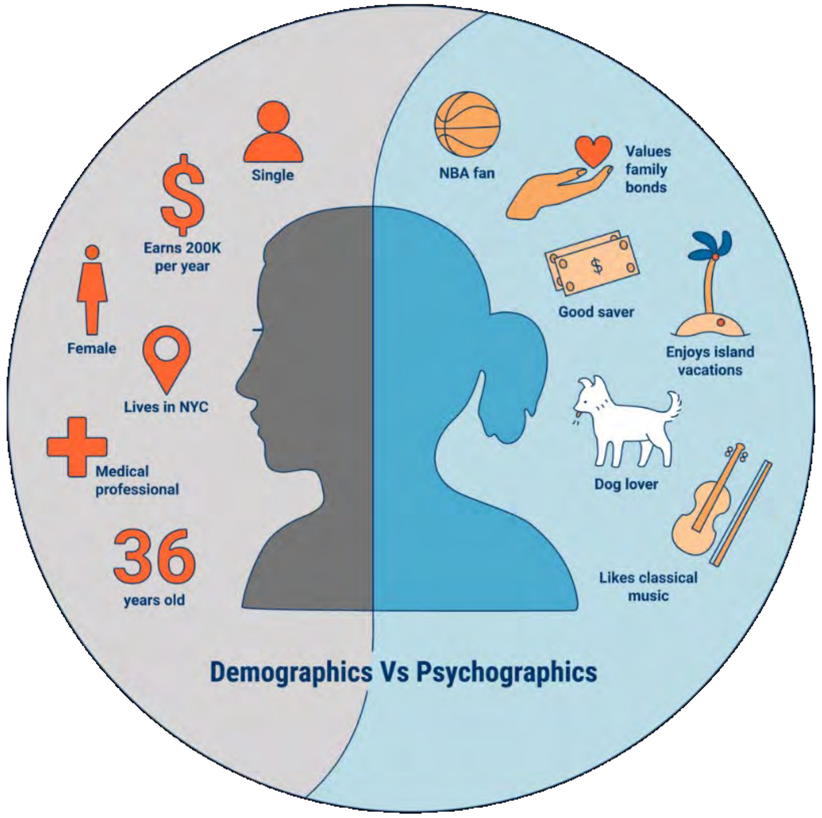
How Do We Get To Emotional Messaging

Psychographics





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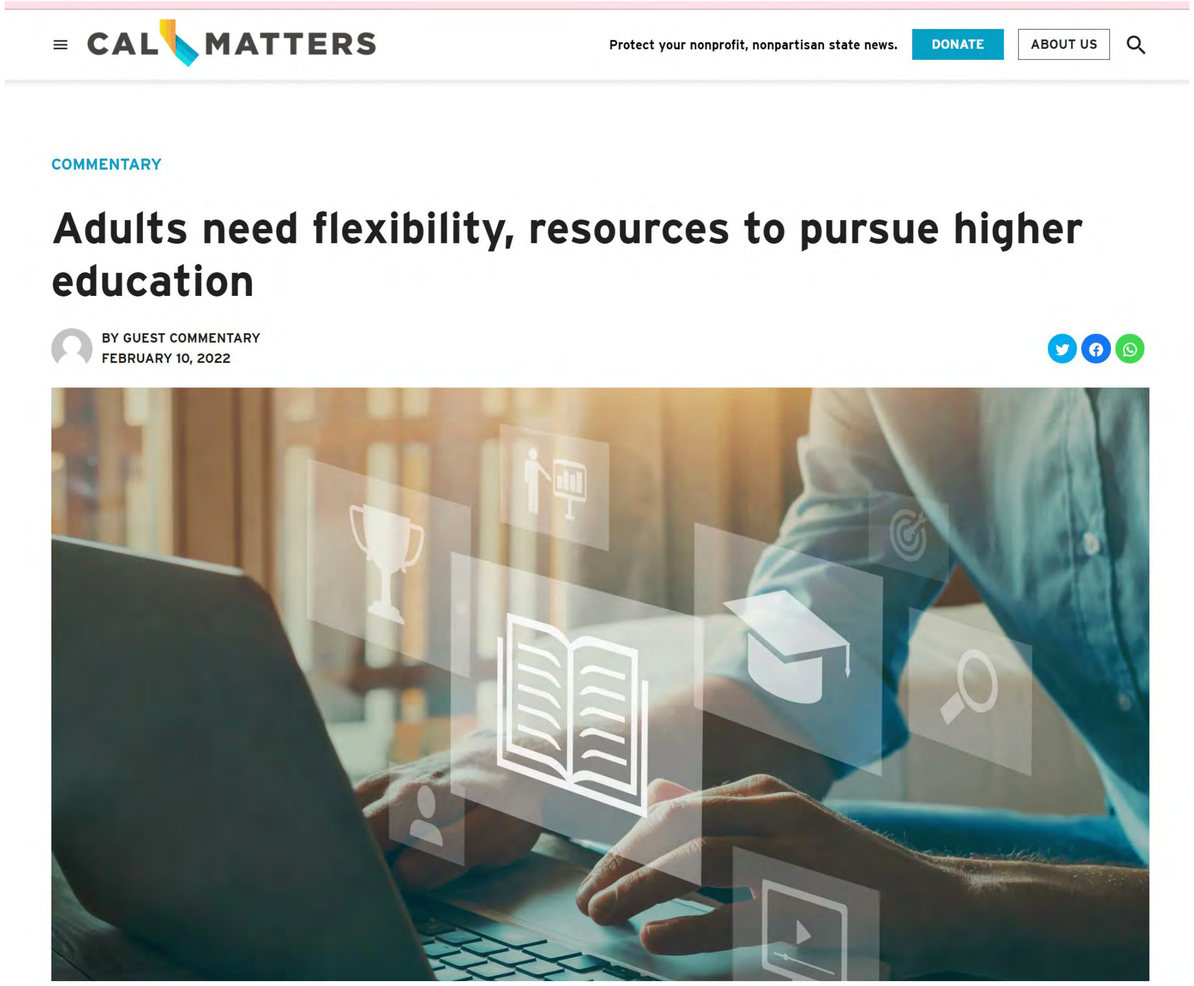
Where do you find psychographics? Look for data & trends!

Example:



https://calmatters.org/commentary/2022/02/adults-need-flexibility-resources-to-pursue-higher-education/

You are looking for **articles/data** that point to the attitudes, behaviors and motivators of adult learners around education and training.

You are evaluating the attitude, behaviors and motivators of **your own student population and your various market segments.**

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Different Market Segments Need Different Messaging!

Is the **outreach message** for an ESL learner who is motivated by helping his/her children to excel in school **different** than a message for an ESL learner who needs contextualized learning for work?

Audit your touch points:
What you say matters!
Where you say it matters!

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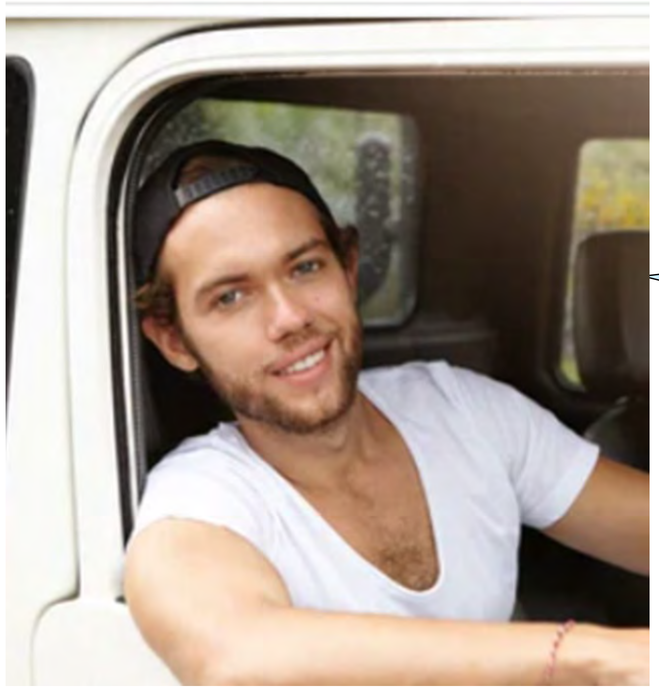
3 Steps: How to Create Emotional Messages

1. Understand what's in your market segment's head (psychographics).
2. Create fictional characters called personas to represent different user types of your adult ed programs.
3. From the persona's motivations & barriers, develop the message using the 3 parts to the Communication Platform (Pain Point + Solution/Benefit + Call to Action).

What's in your population's head?

The Importance of Emotional Messaging

Roadmap: Step 1 Psychographics



COVID was hard on me. I need to keep working to make up the money I lost.

I can't think about training now; I have to travel too far to get to the program.

When would I do this? I'm juggling too many priorities.

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Personas

Roadmap: Step 2

Personas: How you get to Emotional Messaging

Personas are **fictional characters**, which you create based upon your research & experience in working with your adult learners, in order to represent the different user types that might connect with your services in a similar way.

Personas add the **human touch** to what would largely remain cold facts (example – can't speak English, those seeking a different career path, those with multiple barriers).

Personas provide **meaningful archetypes** which help you ask the **right questions and answer those questions** in line with the populations you are trying to engage.

For example, "How would Javier, Hilda, and Zara **experience, react, and behave in relation to service X within their current circumstances**?" and "What do Javier, Hilda, and Zara **think, feel, do and say**?" and "What are their **underlying needs** we are **trying to fulfill**?"

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Develop Your Own Personas

To create the right message to get populations to engage

Consider your market segments and write a description of them. Answer these questions in your description

- Think about a “typical” person that has interacted with your program.
- Give that person a fictious name.
- Describe the persona’s life details such as lifestyle, interests, values, goals, needs, limitations, desires, attitudes, and patterns of behaviors.
- Describe what this persona fears and what he/she is worried about. Unemployment? Health concerns? Bills? Childcare?
- How much has the pandemic/current economic landscape impacted their day-to-day lives? Do they have stable housing? A job? A health crisis in their family? Kids home from school/daycare without childcare?
- How do they see online learning? Foreign and beyond them? Not like YouTube, but maybe they could try? Helping their kids has been so frustrating they can't see doing it themselves?

Example Persona

The Tight-Rope Walker: Juanita

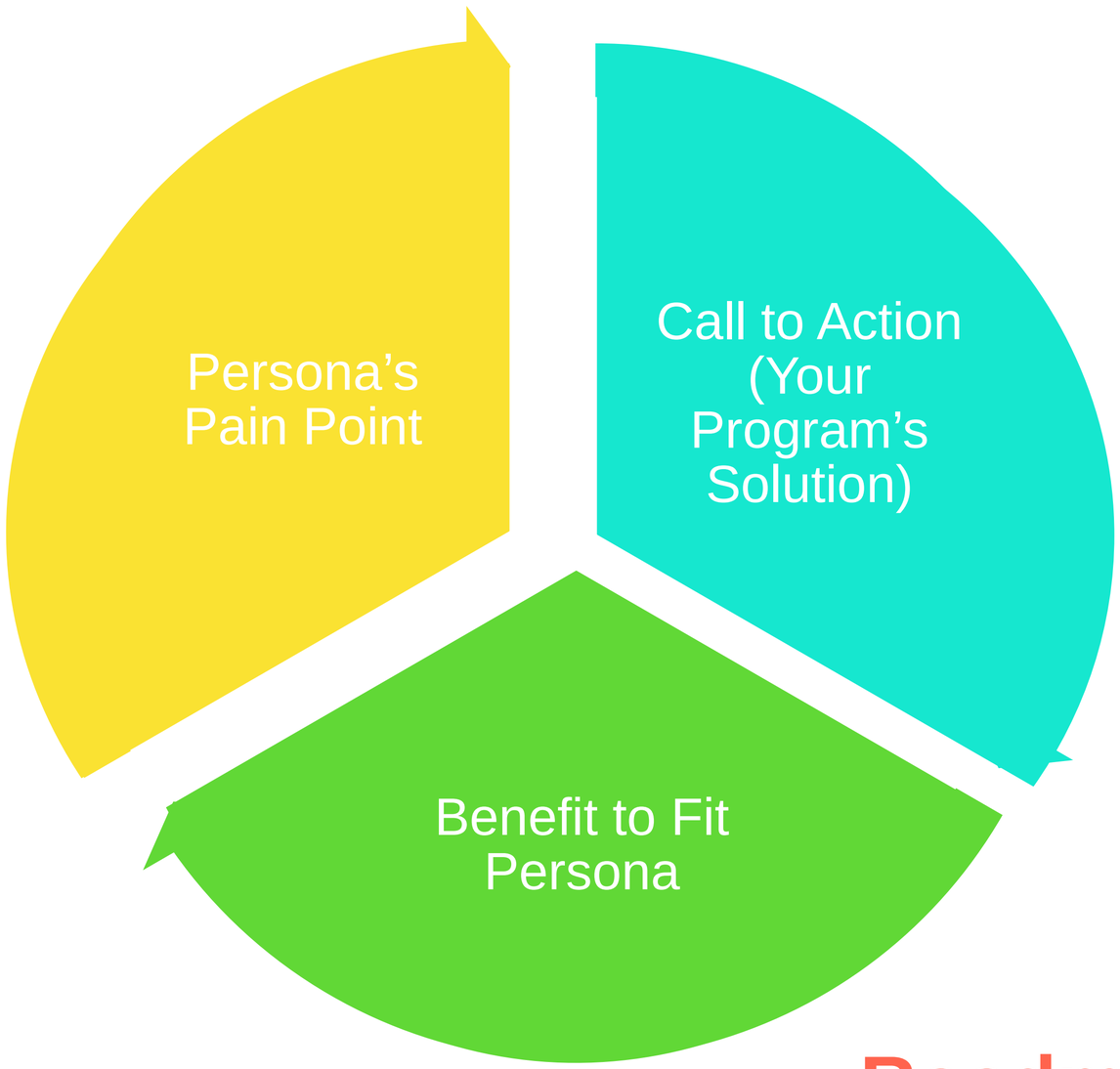
Juanita has always been able to work since she arrived in the U.S. five years ago, first in the fields, then at a local tienda. She is smart, though she has limited schooling. She is quick at managing the register drawer but doesn't read well and speaks very little English – she has rarely had to.

Things were going well, until the pandemic hit. She was saving money and thought she could soon get her own apartment. Those months of not working though hit her finances hard! She has experienced one challenge after the other and can't seem to catch a break.

She lives with her prima and abuelita and another family and it's great because she has help with the kids. She's thinking about taking another job helping one of the other ladies cleaning houses.

She would like to improve her English, but sees learning more of a disruptor in her busy schedule, especially when she can pick up various jobs to make ends meet.

Now that you have a persona develop the message…
The Communication Platform



The message must address Juanita's fears and motivators to show her a clear pathway to success

Roadmap: Step 3

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Applying the Communication Platform to Encourage & Engage Juanita

Do you feel like life keeps throwing curve balls? Do you feel like you don't know where to turn to make things better or if you should even try?
(Pain Point)

Our program is for hard-working people who speak little English. We can provide a pathway to a better job and life – improving your English and helping you gain new skills.
(Benefit to Fit Persona)

There is a new way forward for you!
(Inspirational – provides Juanita with hope)

(Your Organization Name) - A New Way Forward
(Directs Juanita to a clear pathway to success)

Go to www.ANewWayForward.com or Text HELP to (number)
(Calls to Action & Directs to Collaborative Microsite or Landing Page)

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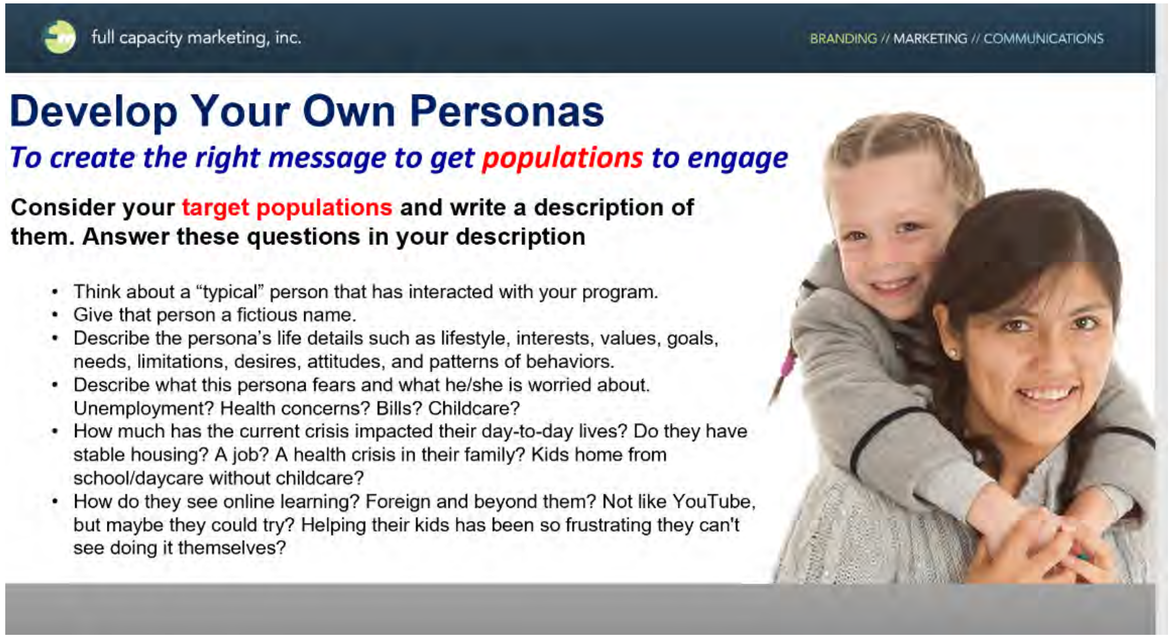
Replication Roadmap: Persona & Message Development

- Identify a **specific market segment** that you need to attract into your adult ed program(s).

- Using psychographic data/trends & the slide to the right as a guide, **develop persona(s)** that reflect the story of a typical adult learner that you enroll in your program(s).

- Using the **Communication Platform**, develop an **emotional message** that could be used at any touchpoint to recruit the market segment to your program(s).



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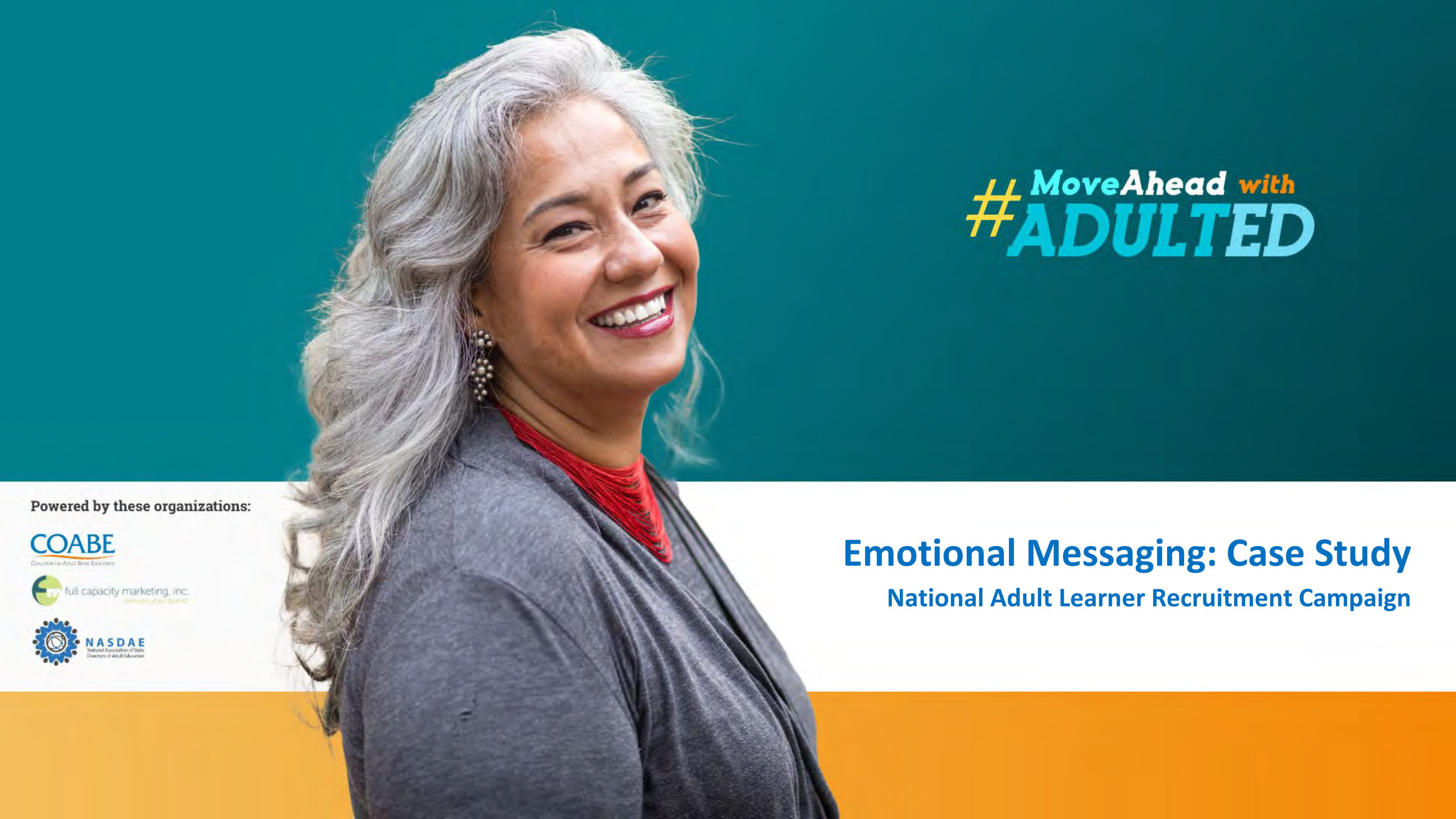


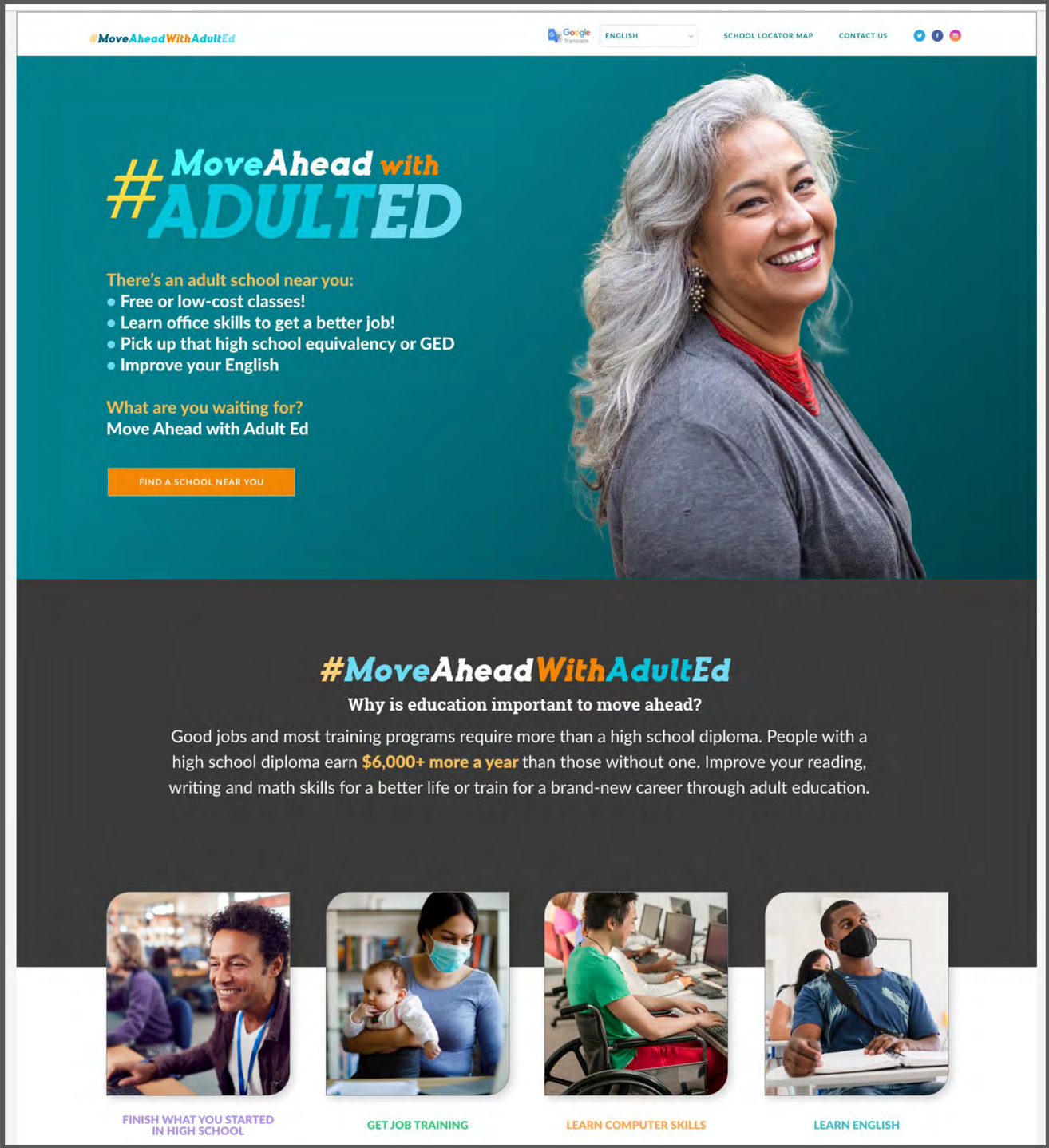
Emotional Messaging: Case Study

National Adult Learner Recruitment Campaign

Campaign Website

In 1 year, attracted 5M potential adult learners with an average of 370 clicks daily.

www.MoveAheadWithAdultEd.org



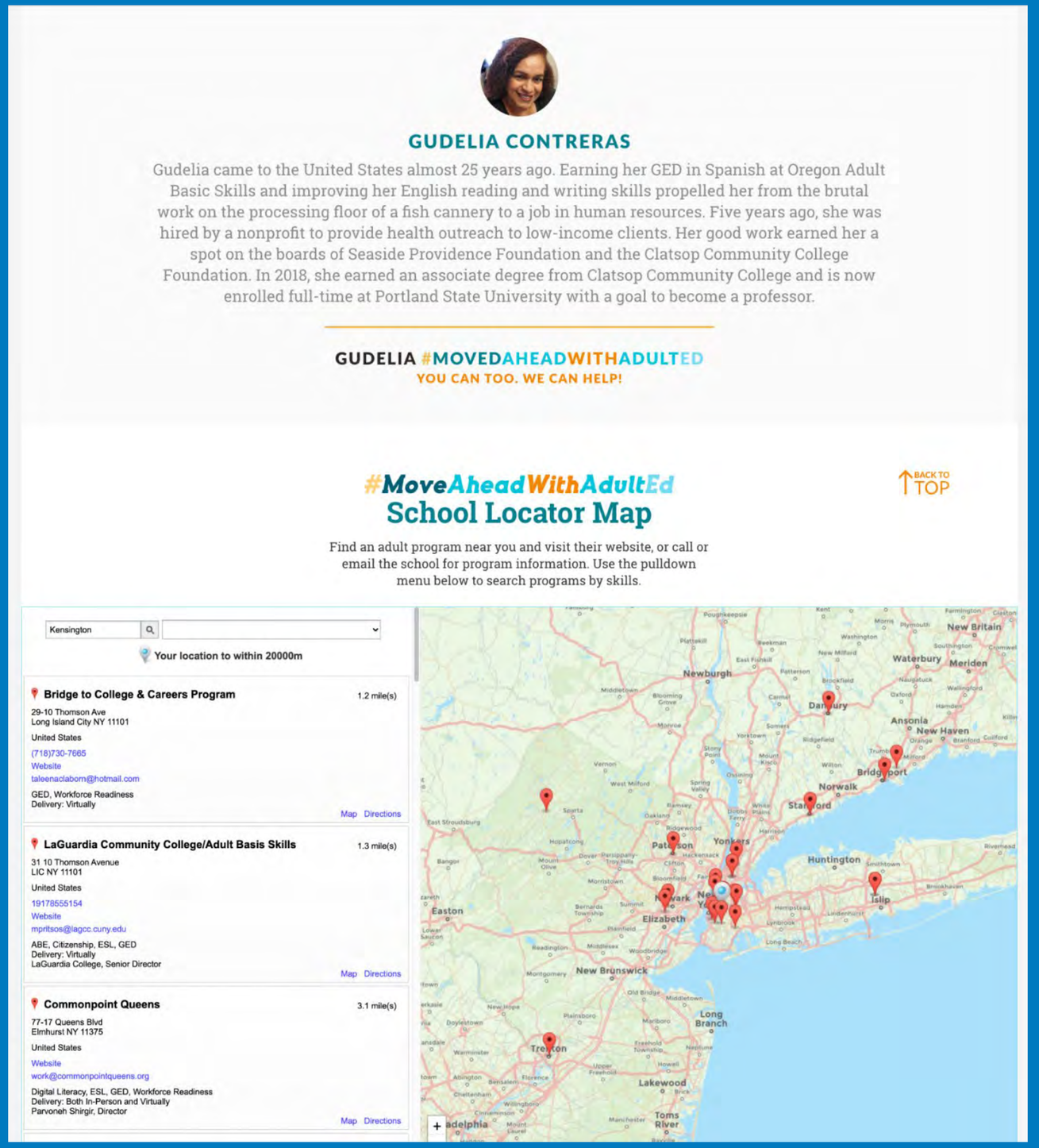
Locator Map

Google Ads drive adult learners to the #MoveAheadWithAdultEd website, and benefits programs that have registered their school on the site with **free referrals**.

As of September 2022, **2,300+ schools** are on the locator map.

Is your organization on the map? Don't miss out on free exposure and referrals.

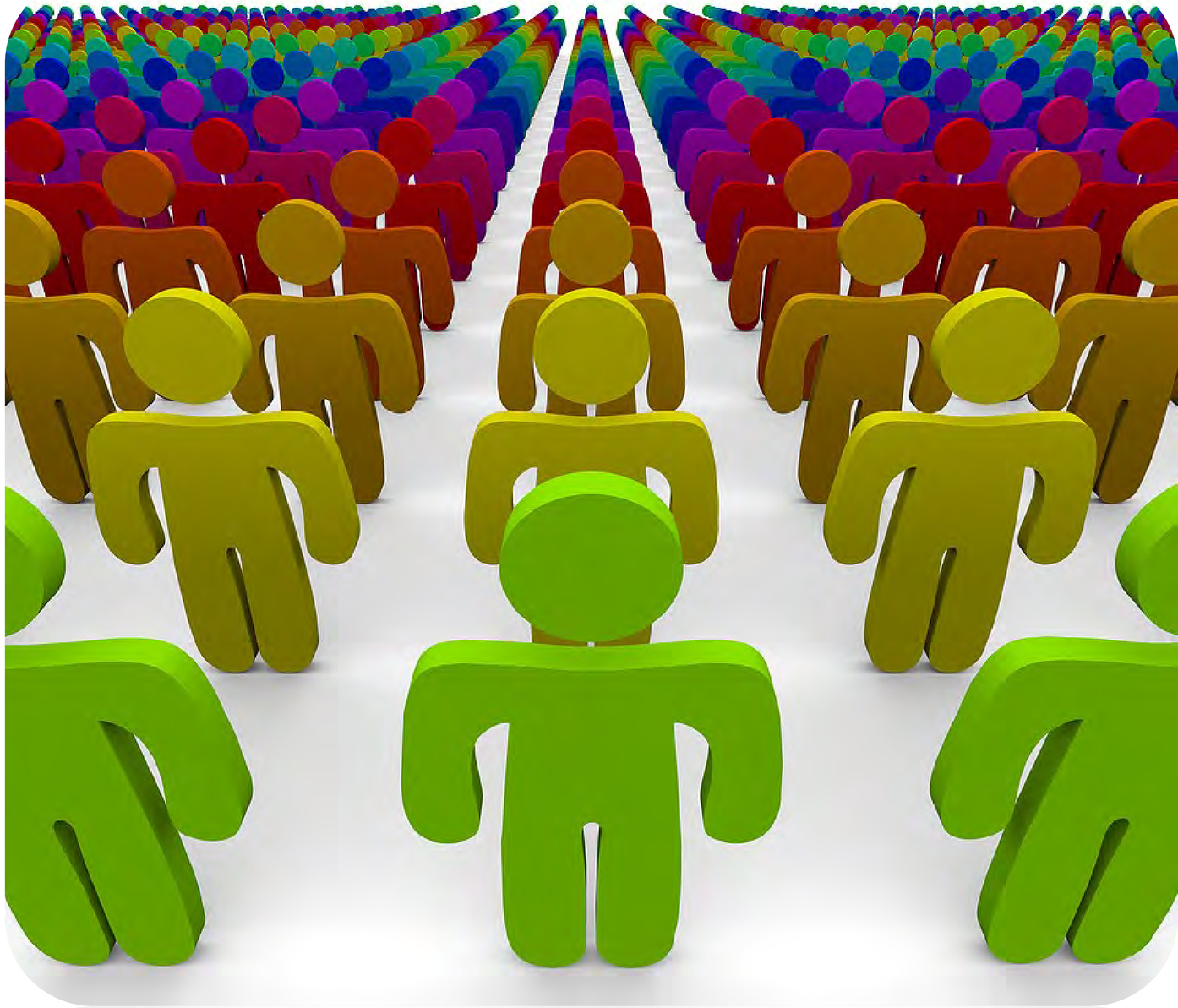
Complete this form: https://www.tfaforms.com/4752957



Who does the campaign target?

Full Capacity Marketing micro-targets adult learners nationally based on psychographics:

- common behavior & interests
- cities with low educational attainment limited-English proficiency
- highest rates of unemployment and/or low-quality jobs



#MoveAheadwith#ADULTED

Performance: Local Paid Digital Local Campaigns

4,958,273

Impressions

Number of times ads appeared on feeds

1,755,867

Reach

Number of people who saw the ads

61,289

Clicks

Number of people who clicked on an ad

4,062

Student Leads

Across 12 paid ad campaigns

Facebook & Instagram Ads

ESL Ads - Avg. **$5.00/lead**

CTE Ads - Avg. **$18.00/lead**

HSE Ads - Avg. **$15.43/lead**

Avg. cost per lead - **$13.00/lead**

ESL Ads - **40% of all leads**

850

Website leads

Leads collected via landing pages

Download Free Toolkit

Fact Sheet – can be branded with any school's logo as a proud campaign partner and customized to include school details and programs to attract prospective adult learners. Schools can post this asset to their websites and use for eMarketing and social media posts.

News Release Template – for each school to tailor and share with local media for earned media.

Web Copy – Schools can post a brief byline and copy to their websites to show linkage to the campaign, along with the #MoveAdultWithAdultEd campaign logo.

eNewsletter Template – Schools can keep in regular contact with adult learners and prospective adult learners by launching a #MoveAheadWithAdultEd newsletter using this template.

Go to https://moveaheadwithadulted.org/join-the-movement/

#MoveAhead with #ADULTED

Get the Skills You Need to Get Back to Work

If the COVID-19 pandemic has left you without a job, and you are struggling to find work because you lack a high school diploma or industry training, [insert name of your college]'s adult education program can help you get the skills you need for a new job – one you can support a family on.

[insert your organization's name] adult education programs currently are providing instruction [insert ways in which instruction is provided: e.g., online and in-person]. CDC guidelines and sanitation protocols are in place for in-person instruction to ensure a safe learning environment.

How Can I Move Ahead with Adult Ed?

Adult education programs offer you an onramp to a better job and a college education. You can start with basic classes in reading and math and move on to a class that prepares you to earn your high school equivalency and then into a career training program. If you already have your high school diploma or equivalency, you can go right into one of our career training programs.

We offer the following industry-training programs:

- [insert program name, type of credential student can earn, and average time to complete]
- [insert program name, type of credential student can earn, and average time to complete]
- [insert program name, type of credential student can earn, and average time to complete]
- [insert program name, type of credential student can earn, and average time to complete]

Why Adult Education?

$9,620
How much more a person with a high school diploma or equivalent earns, on average, than a non-graduate.

53%
The percentage increase in income over 10 years for individuals who have a high school diploma or equivalency.

73%
The percentage of adults who attained a high school equivalency (HSE) or another indicator of high school completion after participating in federally funded HSE programs and taking all the HSE subtests.[1]

63%
The percentage of all U.S. jobs that require at least a high school diploma.

43,000,000
The number of working-age adults in the U.S. who lack the skills needed for many of the nation's fastest-growing and highest-paying jobs.[2]

22,000,000
The number of adults in the U.S. without a high school diploma.[3]

Contact Us
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www.Website.com

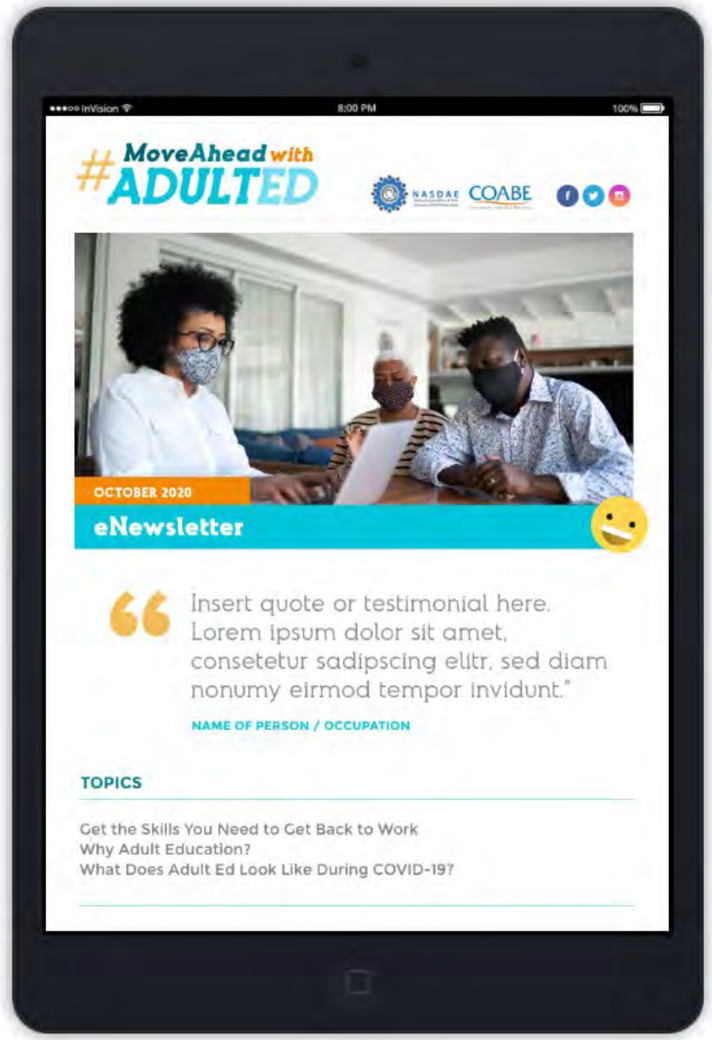
1 "Congressional Justification (2019). Career, Technical, and Adult Education Fiscal Year 2020 Budget Request." U.S. Department of Education · 2 Mamedova, Saida and Emily Pawlowski. "Adult Literacy in the United States." Data Point, National Center for Education Statistics, July 2019. https://nces.ed.gov/datapoints/2019179.asp · 3 U.S. Census Bureau

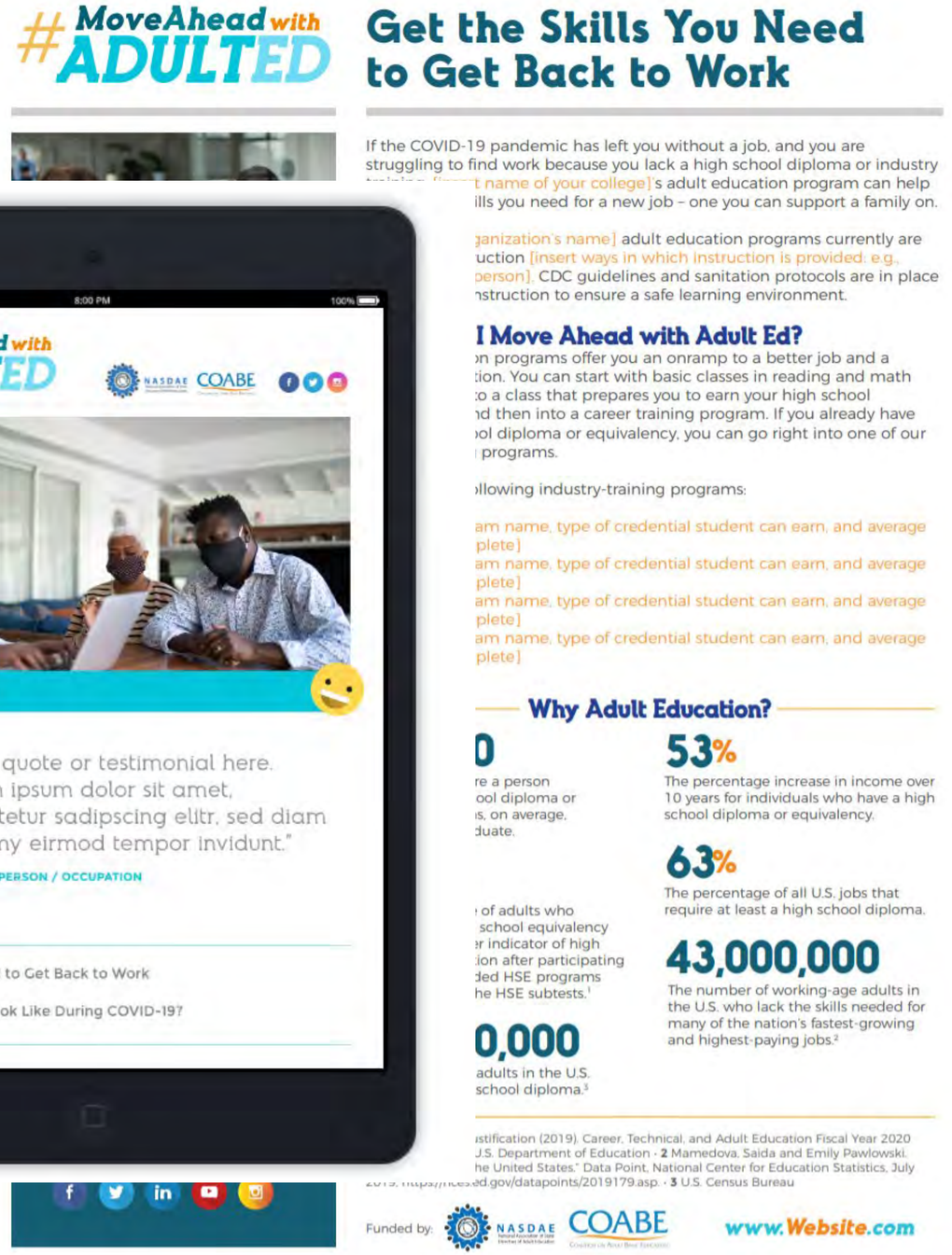
Funded by: NASDAE COABE www.Website.com

As a result of the toolkit items, we have ***increased our media exposure****, as one of our local newspapers picked up the story and is going to run with it. Also, we have seen* ***only a 15% decrease in enrollments over this time last year, as compared to the 42% statewide decrease.*** *We had* ***a local company*** ***c****ontact us to begin a new workforce education initiative.*

So, I encourage all of our programs to join me in the #MoveAheadwithAdultEd campaign, and let's move our state ahead….together!

Robert D. Moore Director of Adult Education
Broadview Learning Center
705 W. Coolidge Dr.
Bloomington, IN 47403





Thank you!

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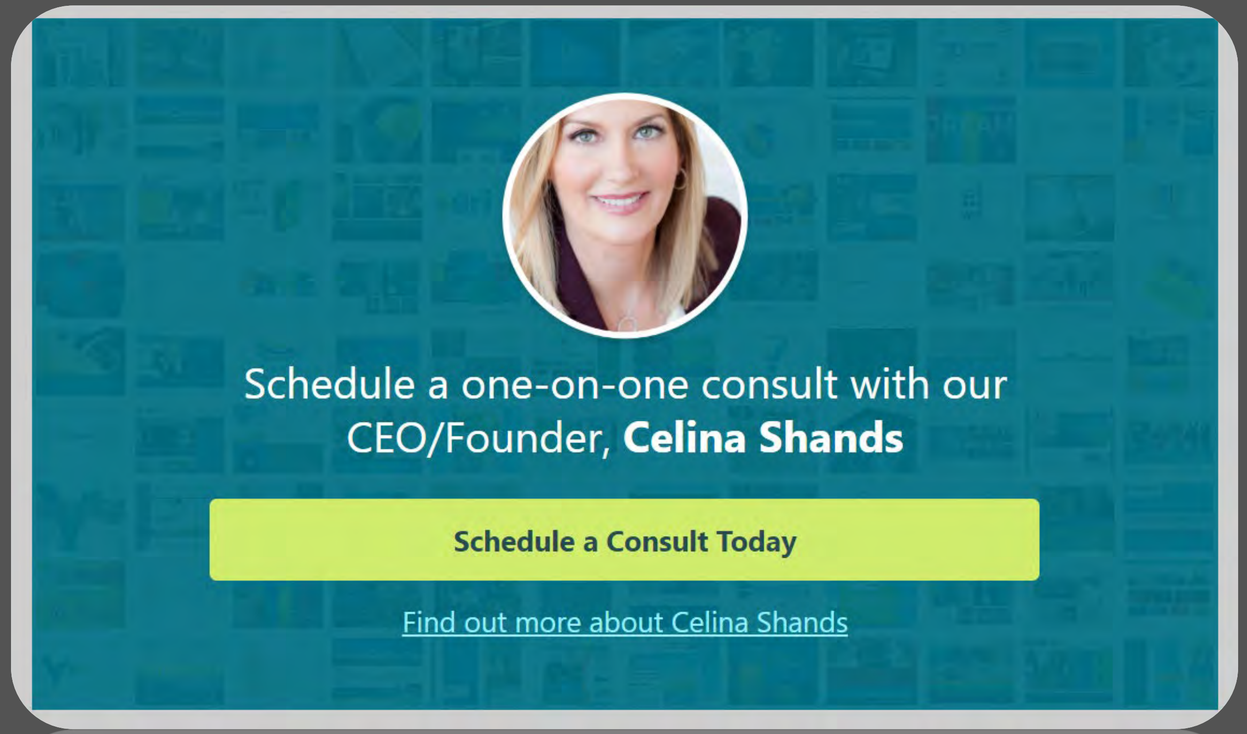

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