The Future of CE Marketing
Webinar Guidelines

- Polling questions will be displayed on your screen throughout today’s presentation.
- Please do not place the conference call on hold.
  - If you need to take another call,
  - please leave the conference call and
  - rejoin later.
- Please use the Questions function in your GTW menu to ask any questions.
Online Marketing With Genoo

- Genoo provides the most comprehensive, yet affordable marketing automation and web marketing system available to CE organizations, with real-time integration with Lumens CE Registration & Management System.

- We bring professional marketing expertise to Lumens customers, helping them elevate their CE Marketing results and effectiveness.
1. The Changing CE Landscape.
2. The Changing Marketing Landscape.
3. The “Agile Marketing” Mindset.
4. The Three Components That Must Be Juggled.
5. Data and Tracking Must Be Integrated.
6. Invest in Content that’s Adaptable.
7. What’s Your Next Step?
LERN Predicts

“only twenty-five percent of continuing education and lifelong learning programs are effectively positioned to survive the next decade.”
Competition is Increasing

• It’s not just other CE organizations.
• Internet levels the playing field for savvy “information marketers” who have domain expertise in a subject.
• Professional Services firms who are thought leaders are putting together their own courses, programs, and conferences for the industries they serve.
Funding is Being Reduced

• Experiencing the largest Education funding cuts ever!
• Dept. of Education must reduce funding by $2.5 billion in 2013 (sequestration cuts).
• Grants are not as plentiful.
• CE budgets are being reduced.
“The baby boom generation, the first to attend college in great numbers, is just starting to reach retirement age. Already, this group has proved to have a strong interest in continuing education.” – NYTimes
Marketing Has Shifted

• More choices and channels...

Inbound Marketing
- Blogging
- Website
- Landing Pages
- Social Media
- Video
- SEO
- Banner Advertising
- Adwords

Outbound Marketing

23%
Email Marketing
14%
Retargeting
7%
Augusoft

3%

The “Agile Marketing” Mindset

• Open & Forward
• Learning
• See Opportunity
• Use Data
• Considers Audience
• Creative
• Always Testing
• Improving
Three Critical Components of “Agile”

- Efficient
- Fast
- Adapting
Efficient Marketing Measures Results

- Integrated (and organized) data is the fuel of efficient marketing.
Personal = Powerful

- Understand your audience – and target to specific interests.
- Behavior
- Intention
- Frequency
Fast = Look *While* You Leap

- Where Agile Marketers separate from the herd...
Invest in Adaptable Content

• Stop focusing on the content you want to create.

• Start focusing on the content your audience needs to read to be convinced to take action (or a step closer to taking action).

• Design targeted content “pathways” that take readers down the path from curiosity to customer.
Content Needs To Do Four Things

• Give the reader useful information they can’t imagine not reading
• Provide a solution to a real problem they face.
• Highlight the benefits of the classes, or indicate the problems that will be solved by taking them.
• Be crafted so it can be easily repurposed over time.
Marketing is a Profession

• LERN: “Invest more money in Marketing”
• Look at Marketing as an Investment not a cost.
• Can Reap benefits in increased enrollments and income.
• The “outside eyes” of a marketing expert can help you see things and take actions you wouldn’t do otherwise.
Get Started!

• Get the right tools.
• Organize your marketing.
• Build a habit of Agile marketing.
• Have access to great professional marketing advice (and leverage it).
Augusoft and Genoo have put together marketing packages that provide:
- Integrated online marketing tools
- Access to Marketing Experts for specific initiatives for your organization.
- Can be added to your existing Lumens contract, so included in your annual renewal.
Ready for Questions…

Future of CE Marketing Whitepaper
http://www.genoo.com/future-of-ce-marketing

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