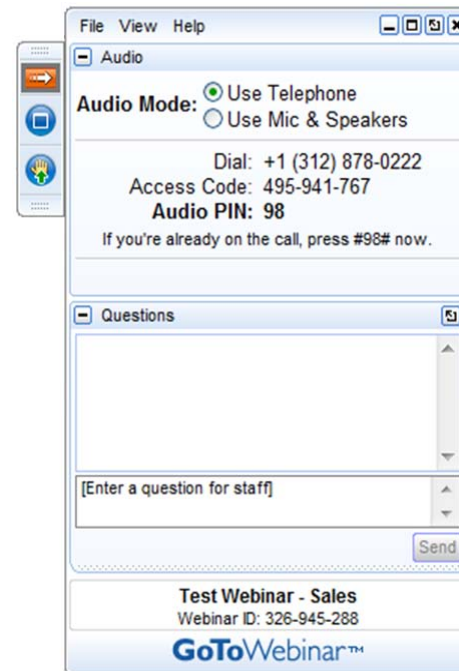
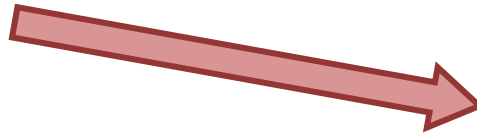


The Future of CE Marketing



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.

Agenda For Today's Webinar

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.

Interest in Continuing Ed is Strong

“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...



The “Agile Marketing” Mindset

- Open & Forward
- Learning
- See Opportunity
- Use Data
- Considers Audience
- Creative
- Always Testing
- Improving



Three Critical Components of “Agile”

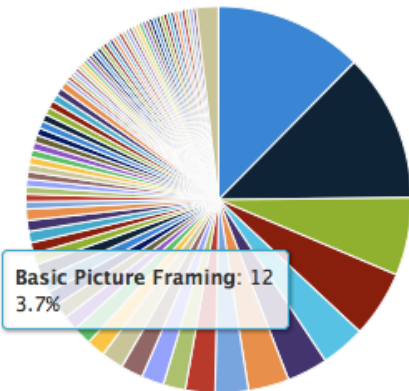
- Efficient
- Fast
- Adapting



Efficient Marketing Measures Results

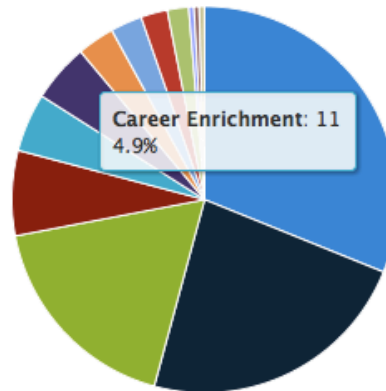
- Integrated (and organized) data is the fuel of efficient marketing.

Cart Purchase Items



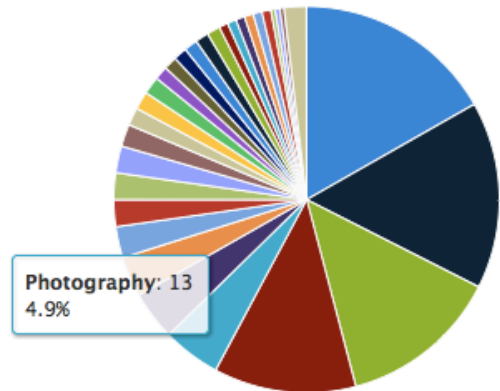
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■ Draw Your Pet ■ Basics of Gardening
■ Basic Picture Frami... ■ A Women's Guide to ...
■ Beginning Furniture... ■ Bulls, Bears, and t...
▲ 1/10 ▼

Category



■ Lifelong Learning ■ Professional Ed & C...
■ Arts ■ Industrial
■ Career Enrichment ■ Senior
■ Self ■ Leisure
▲ 1/2 ▼

Sub Category



■ Entrepreneurship Tr... ■ Personal Computing
■ Crafts ■ Personal Finance
■ Photography ■ Finance
■ Technology ■ Professional Develo...
▲ 1/4 ▼

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...

Top Level Metrics (1999 Recipients)

Hot Opened: 1685 (84.29%)

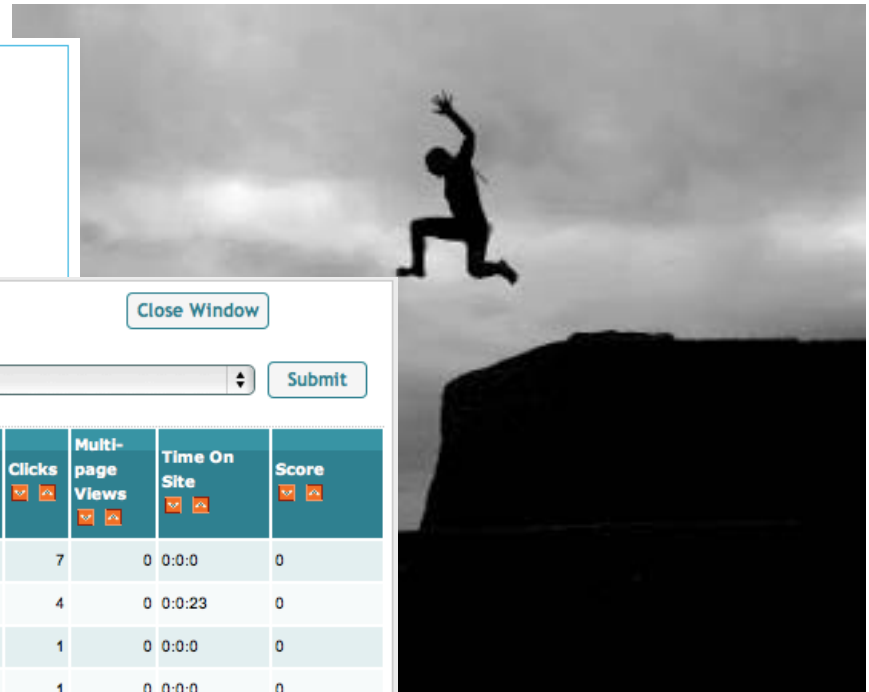


Opt Outs: 20 (1.00%)

Multi-Page Visits: 29 (1.45%)

Single-Page Visits: 8 (0.40%)

Opened No Visits: 257 (12.86%)



# Recipients	# Opened
1999	314

Bounce Reason
BadEmail
SPAM-Notice
Total bounces

# Clicks	% Click
62	12.33%

[View Most Responsive L](#)

Most Responsive Leads for Contract Training Newsletter

Actions:

Submit

ID	First Name	Last Name	Title	Organization	Industry	Clicks	Multi-page Views	Time On Site	Score
<input type="checkbox"/> 4586975	Ben	Zeitlin	Director of Training and Development	West Glen Communications		7	0	0:0:0	0
<input type="checkbox"/> 4586974	Leon	Olguin	Training Manager	Solo Creative Media Incorporated		4	0	0:0:23	0
<input type="checkbox"/> 4586984	Adam	Siegel	Human Resources Director	NBC Universal Production Support		1	0	0:0:0	0
<input type="checkbox"/> 4586973	Berkley	Etheridge	Chief Learning Officer	National Music Publishers		1	0	0:0:0	0
<input type="checkbox"/> 4586972	Norman	Kahn	Human Resources Director	Utopia Entertainment, Inc.		1	0	0:0:0	0
<input type="checkbox"/> 4586971	Jackie	Poriadjian	Director of Training and Development	Zuffa, LLC		1	0	0:0:0	0

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).

Lumens + Genoo = Success

- 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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