

Promoting Your Local Prep Program

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September 2019



In Today's Session

- What GED Marketing does?
- International audience research takeaways
- How to promote your local prep program
- Public relations and working with local media

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2019 Key Areas of Focus

U.S. STUDENT CAMPAIGNS

Objective:
Increase interest
and demand for
the GED

INT'L STUDENT CAMPAIGNS

Objective: Build
awareness in
targeted
countries for the
GED brand

CONTENT

Objective:
Develop relevant
and engaging
content to draw
more students to
our brand

PRODUCTS

Objective:
Increase
awareness and
trial for GED
study products

EVENTS

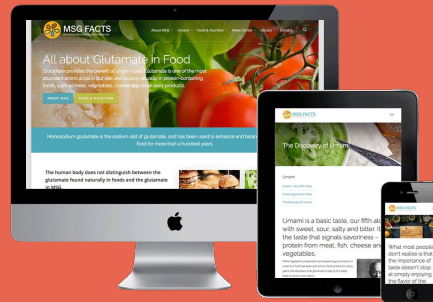
Objective:
Enhance U.S.
state and adult
ed relationships
and continue to
grow Annual
Conference

What Marketing Does

Online + print advertising



Website



Email



Social media



Campaigns + promotions

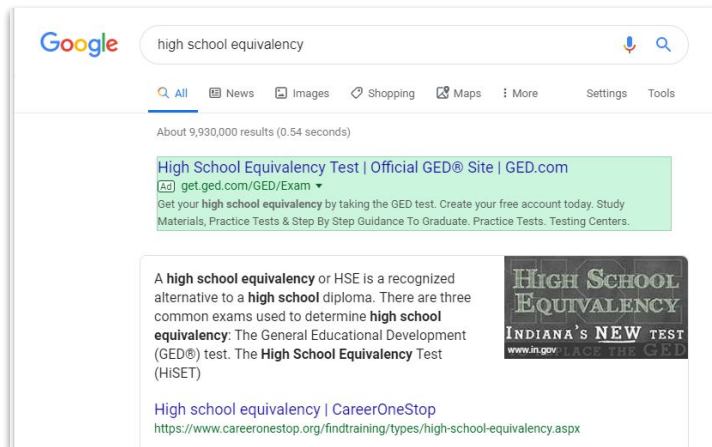


Content

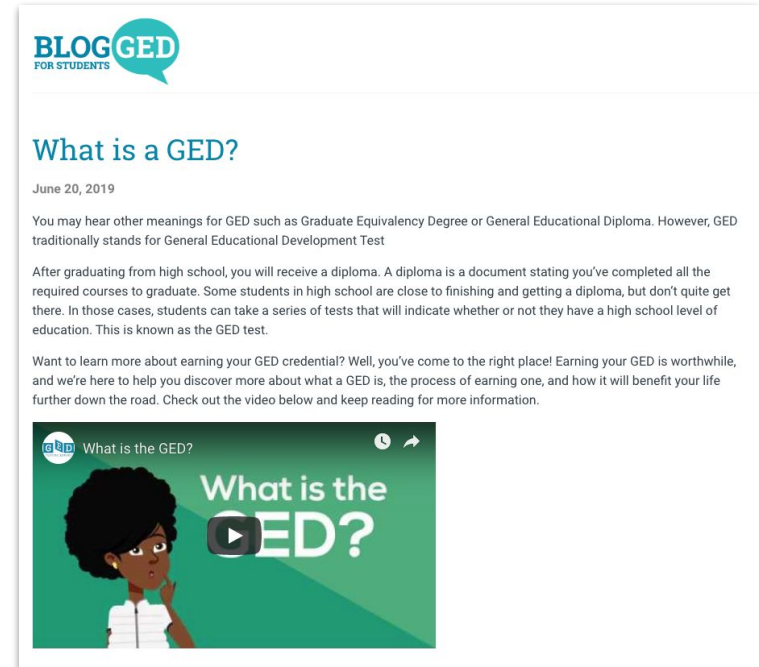


Examples of What We Do: Search

Search Engine Marketing

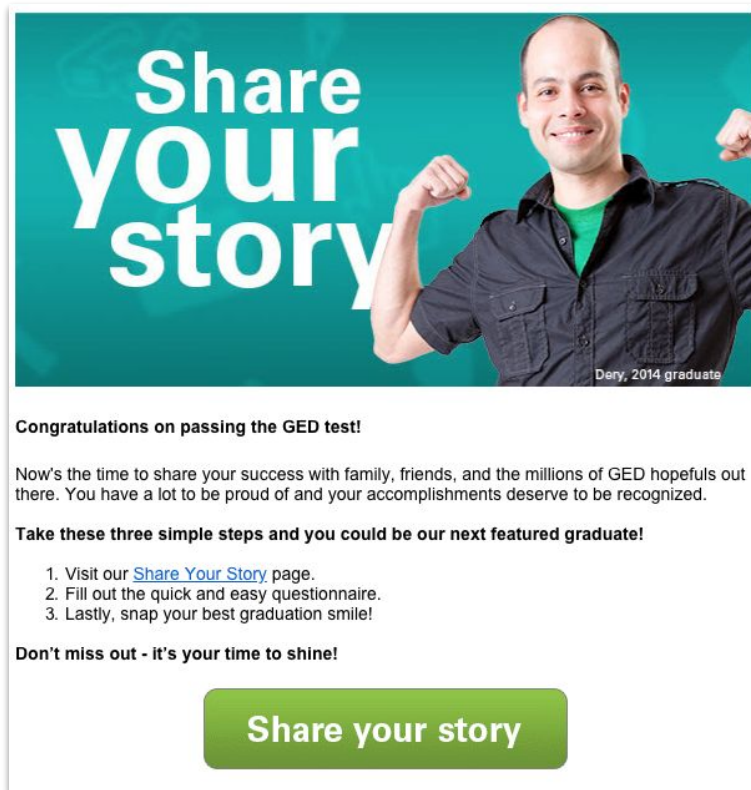


Search Engine Optimization

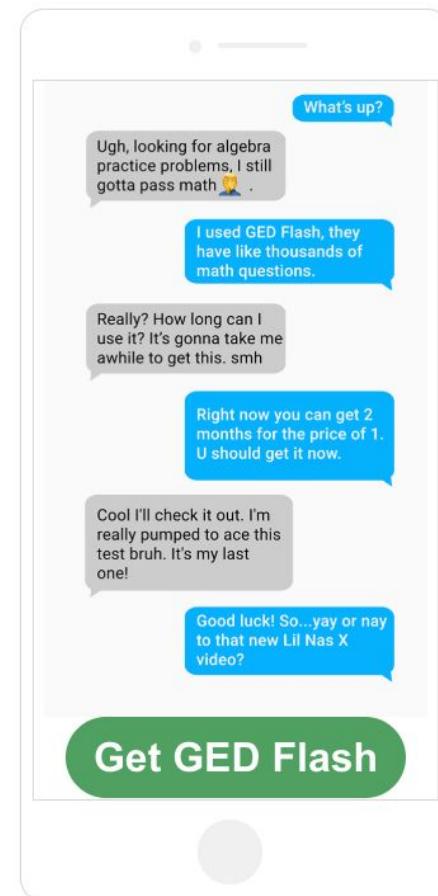


Examples: Owned Communications

Email

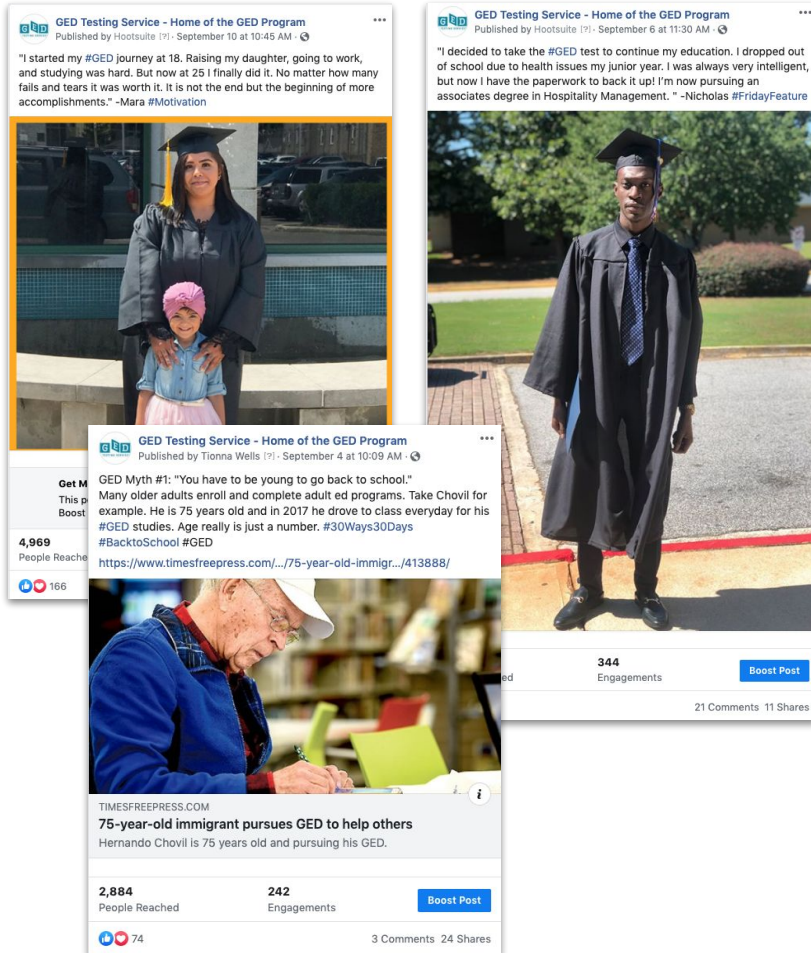


Product Promotions

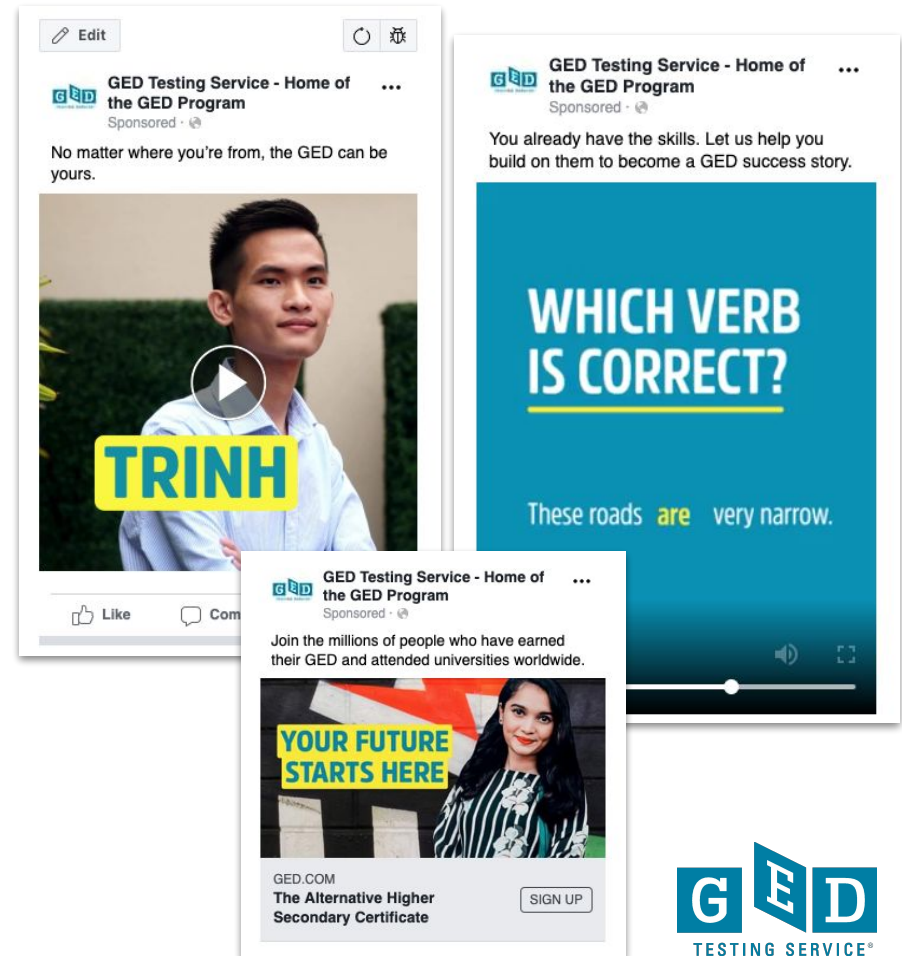


Examples of What We Do: Social

Social



Paid Social Advertising



Examples: Campaigns + Content

GED Grad Day



YouTube Videos



Examples: Collateral

Print Ads

WHY THE GED®?
Better outcomes. Stronger results.

GED grads are going to college
47% of them within 4 years
90%+ re-enroll in a college program semester to semester

More than 250 U.S. colleges accept the GED College Ready recommendations

300,000 GED students have shared their scores with GEDPrep Connect™

Learn more at GED.com/educators_admins/program/college_readiness/

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GED
TESTING SERVICE

U.S. Flyers

CHANGE YOUR PATH
START WITH THE GED®

"The GED has given me purpose. It has opened up several doors for me. It has changed my life."
— Shanellie, GED Grad

¿POR QUÉ GED®?
A NEW CAREER OR GOING TO COLLEGE, IT'S POSSIBLE WHEN YOU EARN YOUR GED.

¡MÁS DE 20 MILLONES DE GRADUADOS, Y CONTANDO!
98% de las universidades y empleadores aceptan al GED.
Los graduados de GED pueden ganar en promedio **\$9,000** más por año.

"Lo que me gustó del programa de GED es que me permitió ir a mi propio ritmo."
— Yvette, GED grad

Prepárate a tu ritmo. Sigue estos pasos para comenzar tu futuro:

- Regístrate para clases locales o estudia por tu cuenta a través de una variedad de opciones en GED.com.
- Toma el examen de práctica GED Ready oficial para descubrir qué posibilidades tienes de pasar el examen.
- Toma los exámenes en un centro cerca de ti. Puedes tomar los cuatro a la vez o uno a la vez.

EMPIEZA HOY EN GED.COM

GED
TESTING SERVICE

Research: International Audience



Key Learnings

Students are focused on attending a university

Low GED awareness

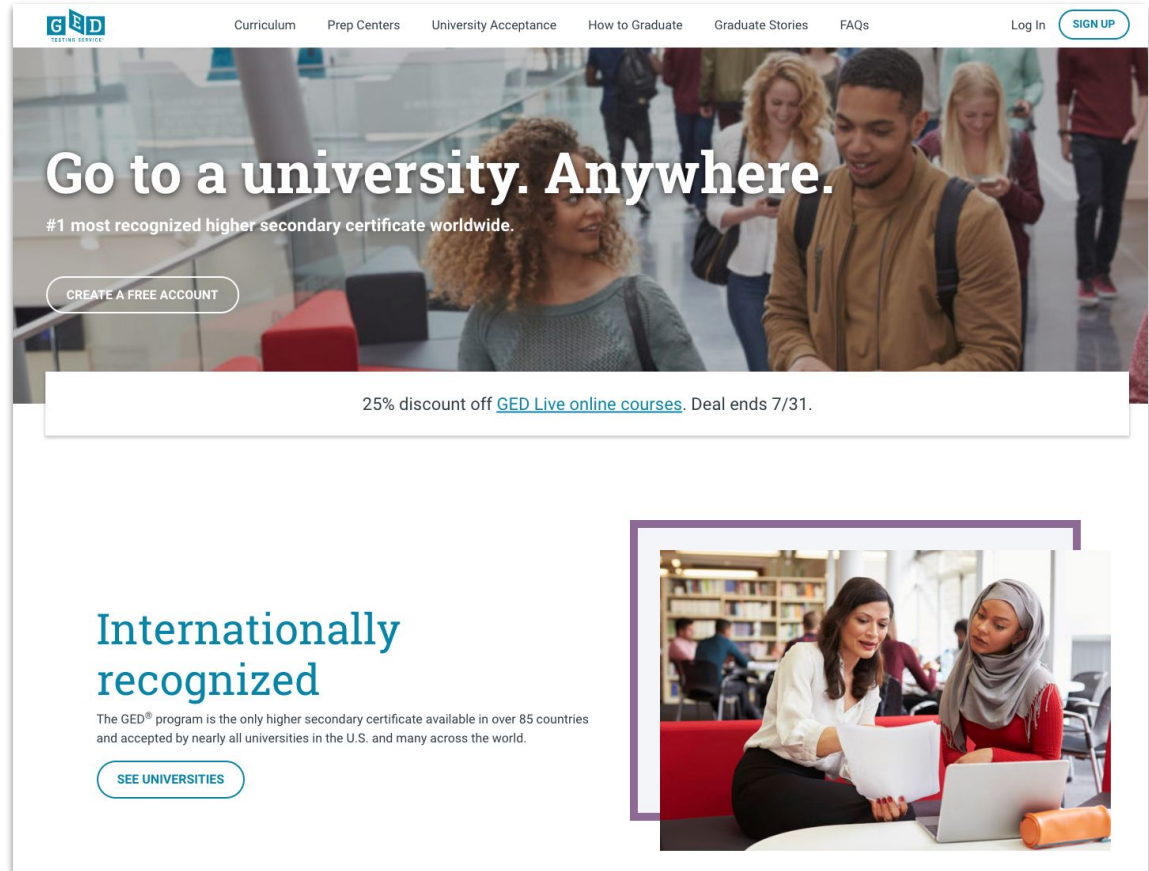
More information is needed about GED credibility and benefits

Updated Int'l Website Based on Research

Images reflect younger students

Copy focused on university

Present GED as credible/authoritative due to low awareness



International FB Campaign Overview

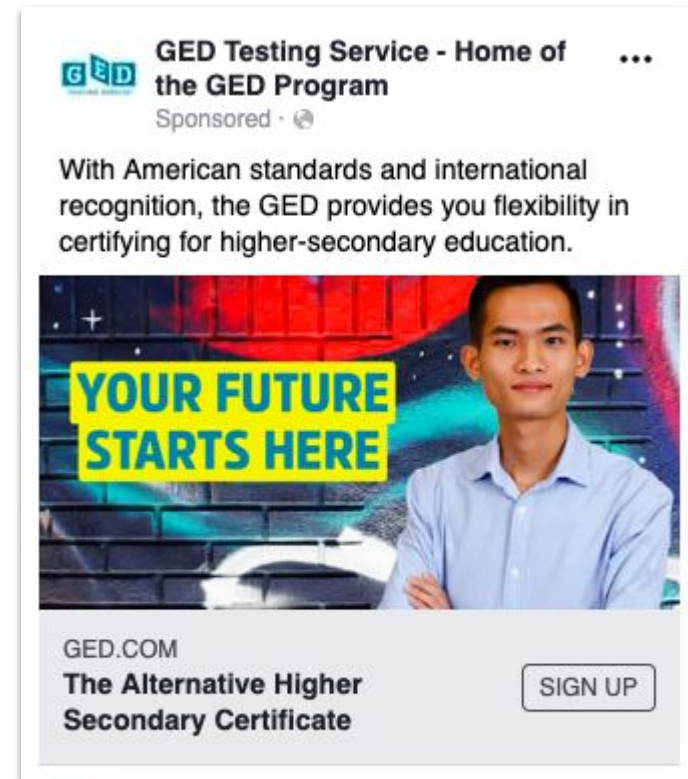
Goal: Drive awareness of the GED to new students

Campaign Structure:

- Awareness - Video Views
- Direct Response - Link Clicks

Target Audience:

- Current student list + lookalike
- New students using age, education and interests parameters



Takeaways

It's very efficient to reach international students

Video helps drive site clicks

Top ad copy promotes GED credibility

Thai language ads perform better than English

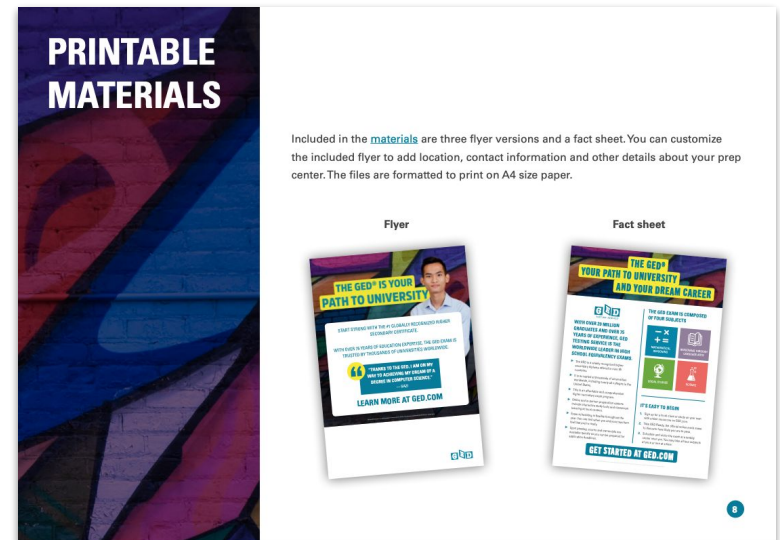


International Marketing Toolkit

Purpose: Align GED international message positioning with prep center's ability to customize to audience

Toolkit includes...

- Brand guide
- Logo usage
- Brand colors
- Printable materials
- Examples of social media ads



Promoting Your Prep Center



GED International Student Demographics*

Median age: 18

US: early 20s (20-24)

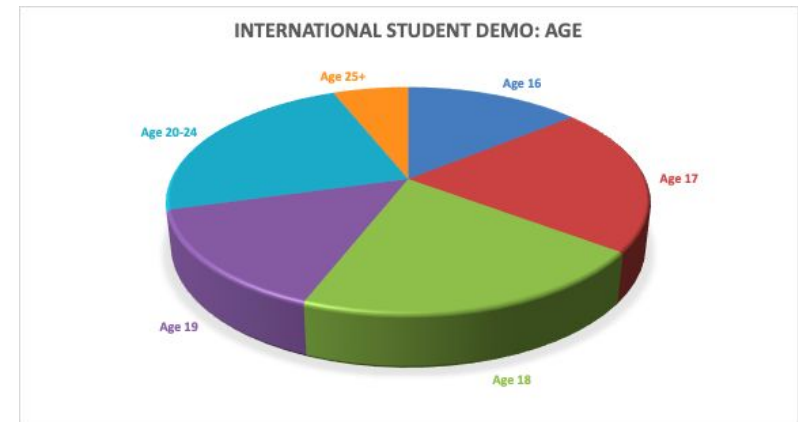
97% of int'l students 24 and under

US: only 60% 24 and under

52% male, 48% female

US leans more female

9 out of 10 students take the GED to pursue educational goals



*GED Analytics database Jan '18 - Aug '19

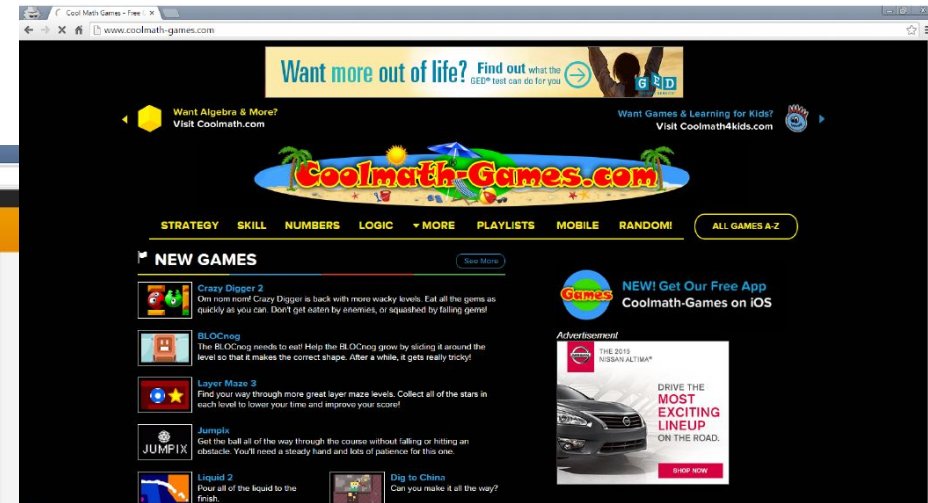
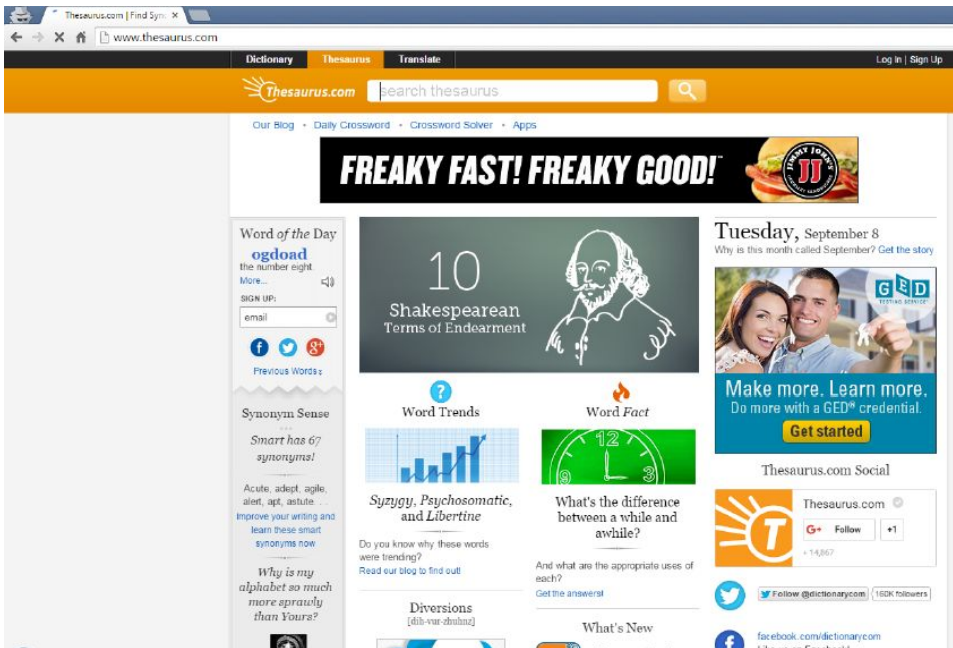


Young people more likely to have a smartphone

**Students more likely to use
some form of social media**



Our Audience Does Not Want to Be Sold To



Don't Just Promote Your Program; Promote the End Result



GED Testing Service - Home of the GED Program

Sponsored · 🌐

Robert is many things including a GED grad. You can be too.



GED Testing Service - Home of the GED Program

Sponsored · 🌐

The GED is the first step to a better future. Start today.



GED Testing Service - Home of the GED Program

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Want to see a diploma with your name on it? Get started with the GED.



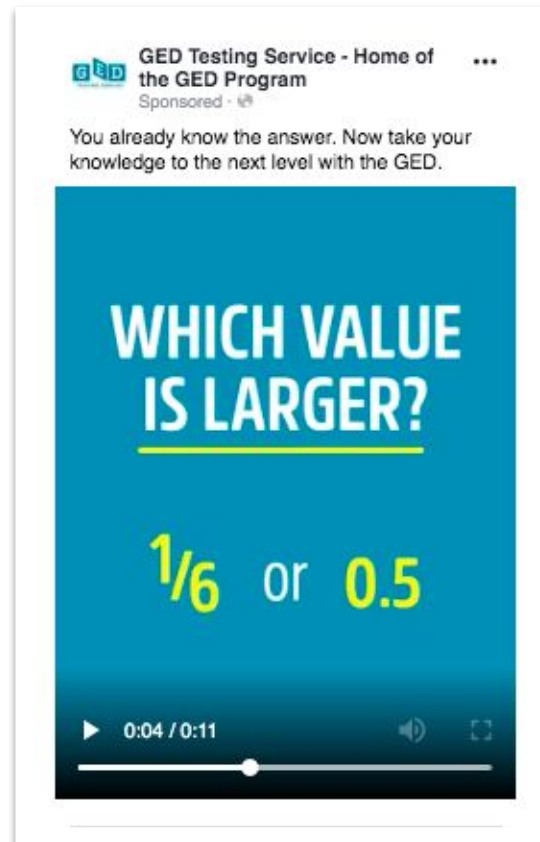
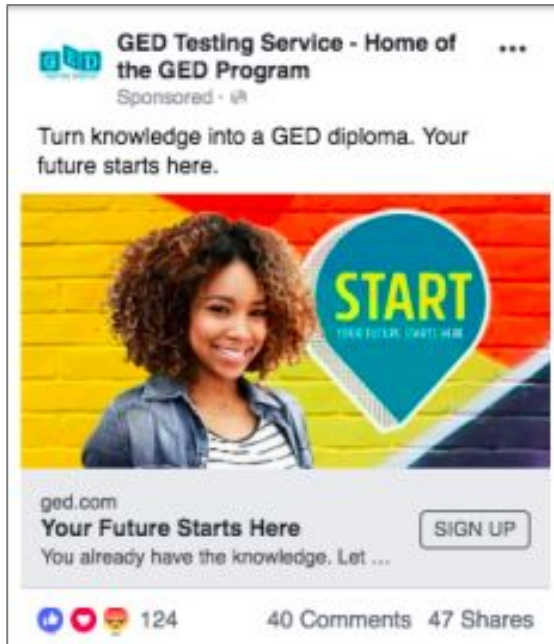
GED.COM

It's never too late to start your GED.

LEARN MORE

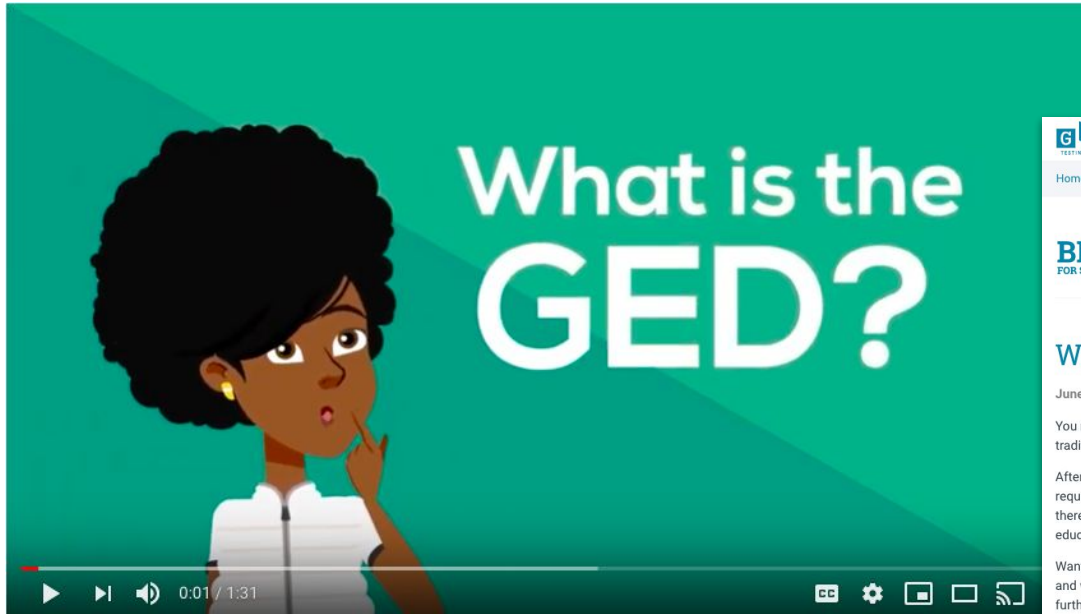
| | |
|-----------------------|--------|
| Impressions | 2.2M |
| Reach | 592K |
| 10-second video views | 974K |
| Link clicks | 8.3K |
| Cost per video view | \$0.01 |

Tips for Paid Social Campaigns



- Boost top performing organic posts for greater reach
- Remarket to existing email lists, address lists, or website visitors
- Create lookalike audience from existing lists
- Test multiple sets of ad copy

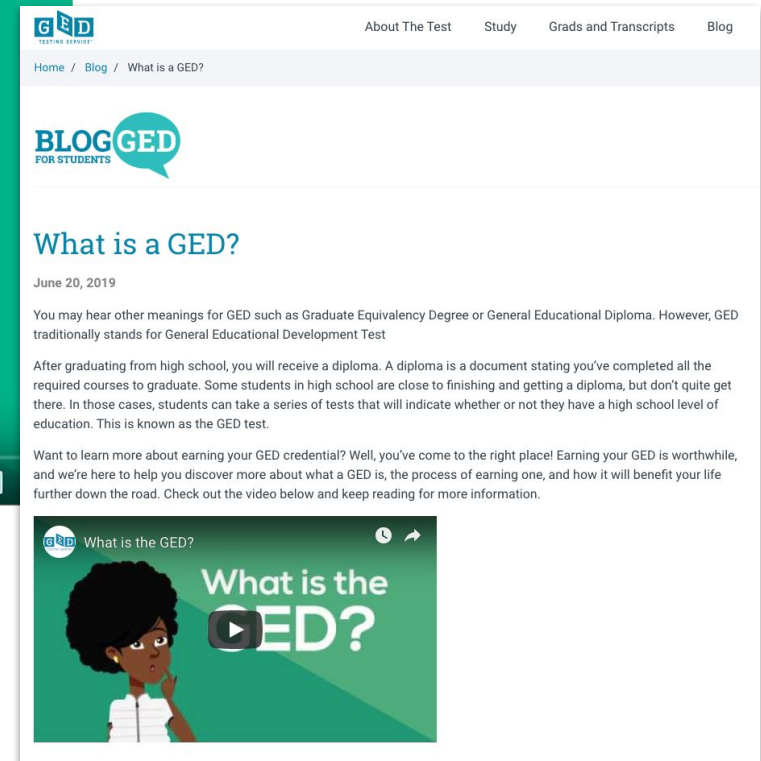
Create Content Students Are Seeking



14,800 searches per month in U.S.

Other U.S. searches:

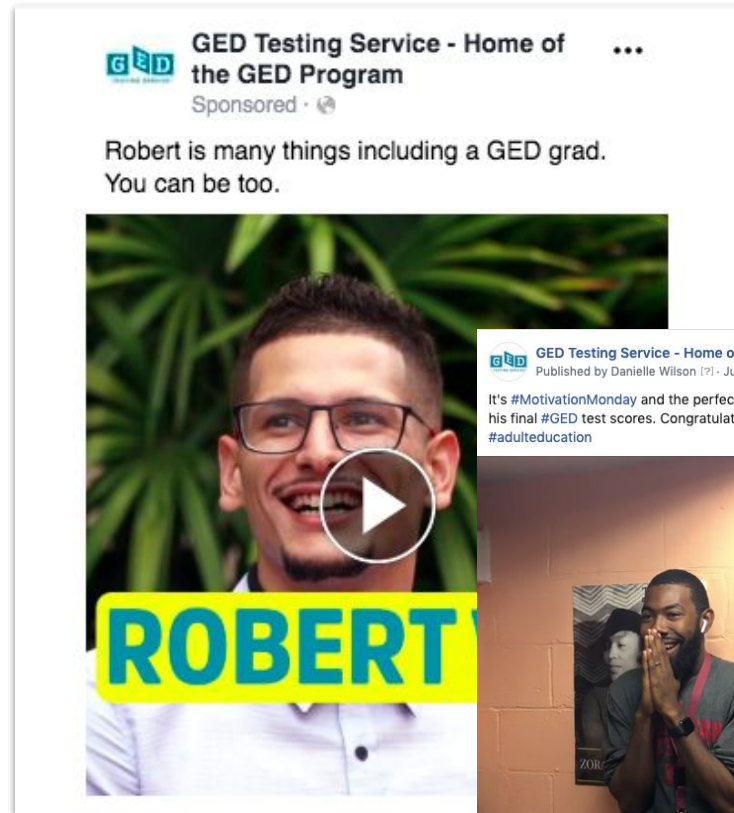
| | |
|----------------------|---------------------------|
| GED classes near me | 12,100 searches per month |
| Free GED classes | 5,400 searches per month |
| GED programs near me | 4,400 searches per month |



Be Credible

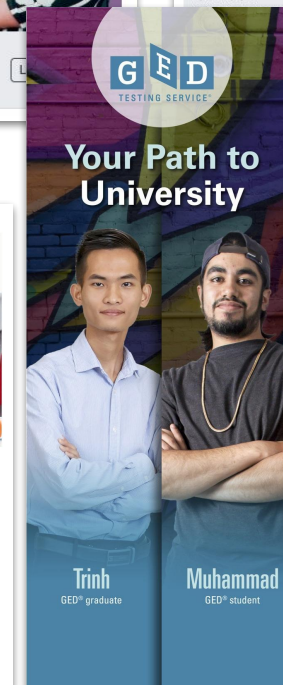
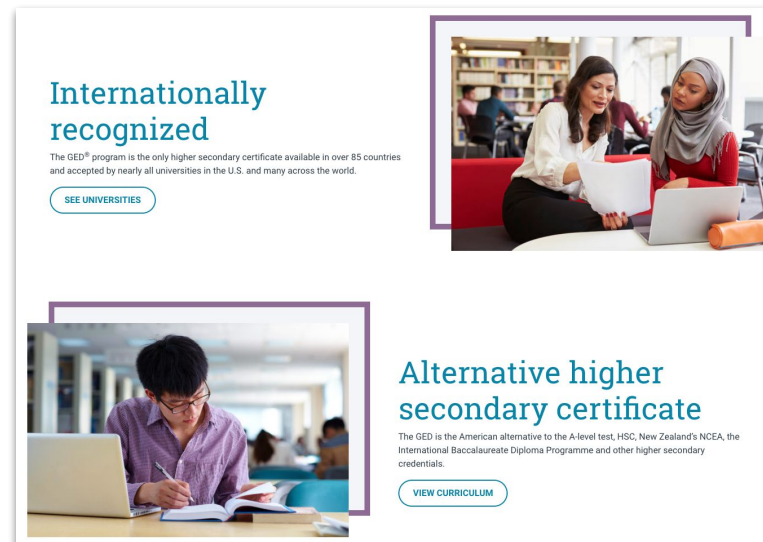
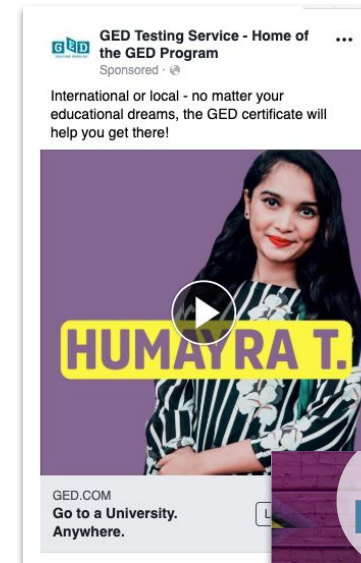


Vs.



Be Credible

- Build GED brand awareness
- Establish strength of GED test and GED credential
- Gain trust from potential GED students



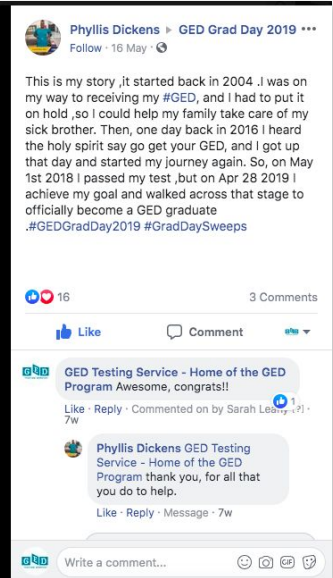
Use Video To Tell Your Story



- Keep your videos short (ideal length is 1-3 mins)
- Include text or captions because most people watch videos with the sound off



Leverage Your Supporters



GED Success Stories

Graduates can [share](#) their stories

Real Success Stories

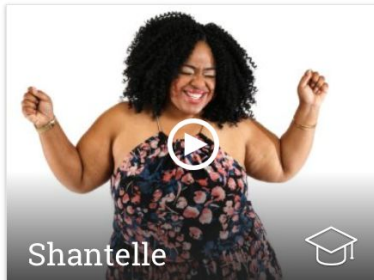
Tell Your Story

We want to know more about you! Tell us about your experience in regards to the GED program and the future. You can help inspire other GED® hopefuls.

Why did you decide to take the GED test?
Tell us what motivated you. Why was earning your credential so important to you?

What did you like about the GED program?
Tell us what helped you succeed.


What are your plans now that you've earned your diploma?
Share your dreams and goals!



Shantelle

"I questioned whether or not I was smart enough to complete the GED program and whether I could persevere through it."


[View Story](#)



Kenya

"It was so important for me to get my GED to obtain a career that I can enjoy."

[View Story](#)



Trinh

"My biggest motivation was my family because they worked so hard to give me a better life."

[View Story](#)

GED Grad Day Campaign Objectives

Tap into the power of our graduate network to spread the positive word about earning a GED

- Celebrate graduates -- encourage them to post their own celebratory message
- Build awareness among potential GED test-takers using positive graduate messages -- encourage them to start their journey at GED.com
- Motivate current test-takers to sign up for final test(s) to graduate



GED Grad Day 2019 Results

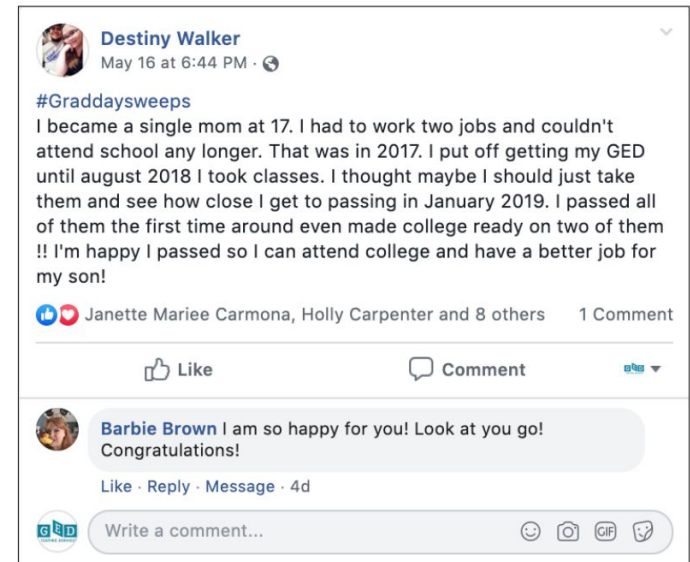


6,267
EVENT RESPONSES



GED Testing Service - Home of the GED Program
Sponsored · 🌐

This year's #GEDGradDay was a huge success thanks to all of your posts! We loved hearing your stories. Congrats 2019 grads! We hope to see even more grads next year.

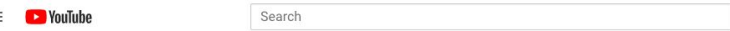


241,000
EVENT REACH

1,732
EVENT COMMENTS

17,100
EVENT VIEWS

Maximize Your Content



GED Graduate Shantelle

3,044 views

71 0 SHARE SAVE ...



Graduate Stories

Our GED graduates come from diverse backgrounds, but they all have one thing in common: a desire to succeed. Read stories from people like you who have used their GED® to transform their lives.



Shantelle

"I questioned whether or not I was smart enough to complete the GED program and whether I could persevere through it."

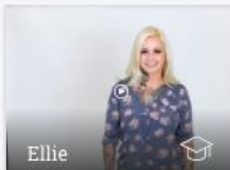
[View Story](#)



Eduardo

"When I passed my GED test it was just an amazing feeling. I knew I had accomplished something I put so much work toward."

[View Story](#)



Ellie

"I just remember my grandma always saying how important education was, so I decided to get my GED."

[View Story](#)



The GED provides students with more than just a diploma, it provides a future.



"After taking the test, when I saw the 'Congratulations' greeting in my email, it was like I had accomplished something major in life. It was the best feeling ever."

— Shantelle, GED grad



The GED can transform your life too.

Become one of 20 million GED grads. We know you want to celebrate GED Grad Day with us next year!

Schedule Your Next Test

Connect with us:



When Marketing to Students

- Don't sell to them
- Promote the end result
- Create content students are seeking
- Be credible
- Use video to tell your story
- Leverage your supporters
- Maximize your content

Paying to place ad or content.

Includes:

- Print
- TV
- Radio
- Out-of-home
- Direct Mail
- Paid Search
- Banner Ads
- Mobile
- Paid Social

Paid Media

Earned Media

Others promote/share your content.

Includes:

- Reviews
- Social
- 3rd Party Blogs
- Press Mentions

Owned Media

Content promoted on your own channels. Includes:

- Website
- Blog
- Social
- Email
- Events

Public Relations



What is Earned Media?

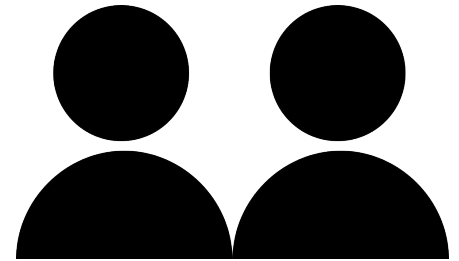
Earned media is when people start talking about you (usually in a positive way) for free.

Examples:

- A blogger writes a story about your adult ed program or testing center
- Social media followers share one of your posts
- Press mentions in the newspaper, online or on television

What the GED Testing Service PR team does:

- Track mentions of the GED test program, related products and GED Testing Service
- Respond to media requests for interviews & information
- Pitch stories about GED graduates, postsecondary outcomes and announcements
- Write press releases and announcements
- Assist marketing with social media management
- Create a monthly newsletter for educators
- Track analytics related to media sentiment and newsletter readership



Building Your Brand



Developing Your Brand Strategy

Target Audience



Objectives



Key Qualities & Benefits



Platform



Personality



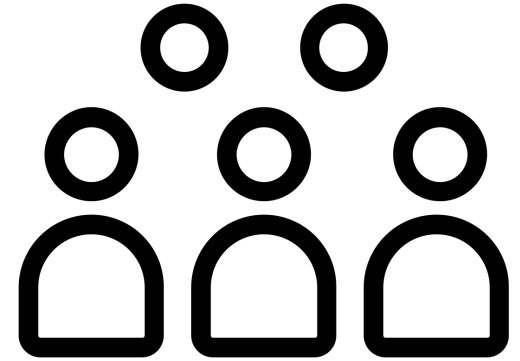
Logo & Mission Statement



Outreach & Visibility

Understanding Your Audience

- Who are your current clients/students?
- Who do you want to be your clients/students?
- How are they receiving and consuming information?
- What do you want them to know about you?



Methods of PR Outreach

- Press releases
- Social media posts
- Op-eds
- Blog posts



Choosing Your Media Outlets

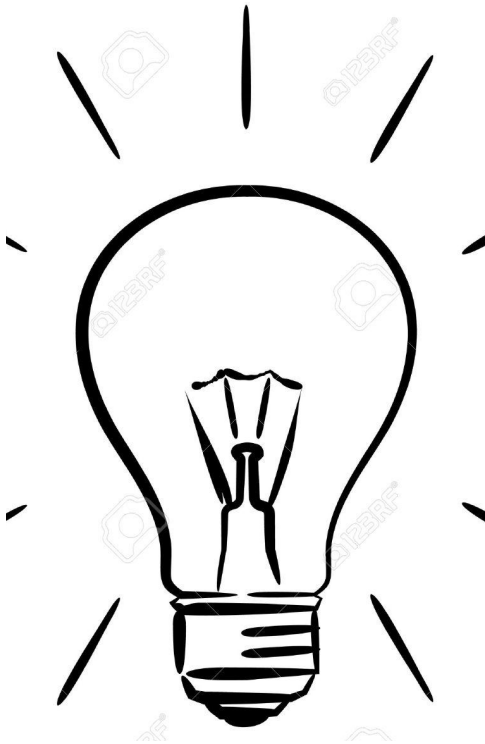
- Online
 - Social media
 - Online news outlet
- Television
 - Local news
- Print Media
 - Newspapers
 - Magazines



Content Creation



Why using press releases is a great idea for your program:



- Inexpensive
- Attracts the attention of journalists and the public
- Great source of documentation about events and program milestones

The ingredients for an effective press release:



- Headline/ Subheadline
- Date
- Lead Paragraph
- Quote(s)
- Supporting info/background
- Call to action
- Contact information

Contact: CT Turner | Public Affairs
publicaffairs@GEDtesting-service.com | 1-202-471-2228



April 6, 2018

**GED TESTING SERVICE TO HOST INTERNATIONAL GED GRADUATION IN
DHAKA WITH LOCAL PARTNERS
200 GRADUATES WILL BE AWARDED GED CREDENTIALS DURING
CEREMONY ATTENDED BY U.S. AND BANGLADESH OFFICIALS**

WASHINGTON, DC — GED Testing Service and the American Council on Education (ACE) will award more than 200 recent graduates with their GED American high school equivalency credential in a ceremony being held April 6 in Dhaka, Bangladesh.

The event, hosted in collaboration with Pi International Education and Mentors' Education, will take place at the Police Staff College Convention Hall from 11:00 am to 15:30 pm. GED Testing Service President and CEO Randy Trask, American Council on Education Vice President Brad Farnsworth, and executives Mohammad Waqui and Anindya Chowdhury of Pi International Education and Mentors' Education will award credentials to the graduates.

Guests of honor expected to participate in the ceremony include: Dr. Muhammad Afsarul Ameen, Honorable Member of Parliament and former Minister for Primary & Mass Education; Dr. Md. Khaled, Secretary of University Grants Commission (UGC) Bangladesh; Vice Chancellors from several top private universities in Bangladesh, and a representative from the U.S. Department of State.

Since launching the new GED program in the U.S. in 2014, then internationally in 2017, the test is increasingly viewed as a valuable pathway for adults to earn a U.S. high-school-level credential then enter universities both in the U.S. and internationally.

"We are pleased to honor the hard work and perseverance of our recent graduates from Bangladesh, each now ready to begin the next phase of their education. These GED graduates join more than 21 million others over the last 75 years using the GED program to open the door to universities throughout the world," said Trask. "We are pleased to be joined at this special event by a number of dignitaries from Bangladesh and the United States."

The new test now measures a range of performance from the U.S. high school equivalency level to college ready and college level knowledge and skills. This upgrade, coupled with the college outcomes of GED graduates under the new program, has drawn the attention of universities and education ministers in several countries. The GED program is becoming a powerful pathway for adults seeking to attend universities in Bangladesh and also abroad.

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For more information about the international GED program visit ged.com/international. To learn more about GED preparation and testing services offered by Pi International Education you can visit www.piebd.com. Information about Mentors' GED preparation program can be found at mentors.com.bd/education/courses/ged/.

###

About GED Testing Service

GED Testing Service is responsible for the GED test and GED testing program. The GED test has opened doors to better jobs and college programs for more than 20 million graduates since 1942, and the GED test was delivered in more than 80 countries last year. The GED test is accepted by virtually all U.S. colleges and employers, and universities across the world. The GED Testing Service is a joint venture between the American Council on Education and Pearson.

About Mentors' Education

Mentors' was established in 1996 and is now recognized as one of the most reputed admission and standardized test preparation centers of Bangladesh. They have been preparing students for more than a decade. Mentors' students have continually registered outstanding results in their tests due to the excellent pool of teachers, comprehensive courseware and number of practice tests.

About Pi International Education

Pi International Education—PIE, is the oldest GED Test prep provider in Bangladesh. PIE was founded in 2005 with a vision to introduce quality test prep in the country. Today, our name is known as the premier test prep provider in Bangladesh. PIE pioneered & revolutionized the GED & SAT Test Prep and has helped thousands of test-takers succeed.

Creating Interesting Content



- Use real stories
- Focus on relatable topics/issues
- Support with videos and photos
- Use unique facts and statistics
- Be creative and concise

Social Media & Public Relations



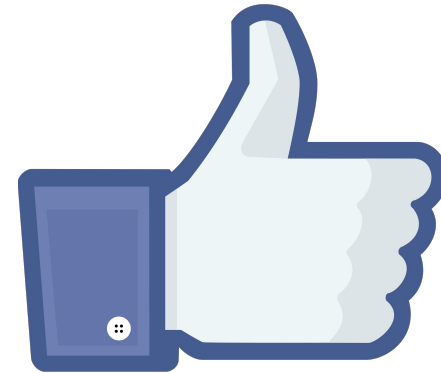
Facebook and PR Outreach

- Direct posts
- Messaging/ responses
- Creating events
- Sharing video/photos
- Keeping in touch with grads/alumni



Additional benefits related to Facebook & PR outreach

- Immediate feedback
- Can help build relationships
- Relatively low cost
- Can serve as content archive



Best practices on Instagram

- Post engaging, high-quality images
- Post at optimal times
- Use hashtags
- Tell engaging visual stories
- Utilize the Instagram stories feature



Q&A

gary.duong@GED.com

danielle.wilson@GED.com



#GEDTS19

