



How to Build a Marketing Plan

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Why do we need a plan?
We make mistakes and assumptions...



According to Forbes (Griffin, 2022), marketers make nine common mistakes.

1. Providing education content without entertainment.
2. Lacking understanding about their target audience.
3. Marketing too broadly.
4. Running paid ad campaigns for quick results instead of gaining traction organically.
5. Using the wrong platform or medium.
6. Focusing too much on services, not students.
7. Assuming the customer knows more than they do.
8. Ignoring content marketing like storytelling with blogs.
9. Relying only on traditional marketing methods.



Make the Language Clear and Simple:

1. Don't use acronyms like ESL and IETs in ads.
2. Say GED over High School Equivalence Diploma.
3. Don't talk about rules in ads.
4. Have a phone number and website in ads.
5. Use social media DM links.
6. Keep legal language to a minimum.
7. Discuss career readiness in ads.

Invest in top notch customer service training, expand orientations, and make sure staff return calls in hours, not days.



Take time to find your programs Strengths, Weaknesses, Opportunities, and Threats with a SWOT analysis which originated at Stanford in 1965 (Stewart et. al.. 1965).

SWOT analysis (or **SWOT matrix**) is a strategic planning and strategic management technique used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning. It is sometimes called situational assessment or situational analysis (Weilhich, 1982).



When analyzing the data, consider internal and external factors with a goal of strategic complete advantage.

SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats



1. Comprehensive marketing plan
2. Short-term marketing campaigns
3. Long-term marketing campaigns
4. Marketing strategies

These will be determined by your SWOT Analysis.

There are 18 marketing types.



1. Establish your marketing goal and define what you are trying to achieve.
2. Identify your audience and competitors. Who are you targeting? Remember you can market different sectors on different platforms.
3. Set your budget. Should be a priority.
4. Determine your deadlines.
5. Chose your marketing channels and tactics.
6. Track performance and review analytics.
7. Create team to execute the plan and follow up.

Use a balanced approach, promote students first! Showcase graduates and success. Promote new programs. Celebrate staff accomplishments. Promote economic partners and news!

1. Use social media platforms to connect with your audience.
 1. Facebook, X, Instagram, LinkedIn and more.
 2. Get the blue checkmarks!
2. Post several times a week on social media. Pay for followers.
3. Try digital advertising in your marketing budget.
4. Modernize website that is mobile friendly.
5. Encourage students to leave online reviews.
6. Create and use engaging video content.
7. Promote trends in the economy and safety.
8. Create educational apps.
9. Promote other educational sites and partners.
10. Track your data and shift according to promotion.



Beyond Facebooks! Use offline marketing.

1. Get to community events OFTEN!
2. Purchase tabletop displays.
3. Have a professional agency create your print material.
4. Hire staff to market programs.
5. Use teachers and administrators to market the program in community.
6. Showcase you events to elementary schools for parents in the area.
7. Staff T-Shirts!
8. Connect with CareerSource who can refer students to you.
9. Use short hashtags that link to your mission and that promote those who advocate for adult education like MAACCE, COABE, and DOE.
10. Explore partners that will allow you to host classes at their location.
11. Allow community groups to use your facilities.

Positive Outcomes!

1. Increased enrollment from 5% to 20% depending on year.
2. Recognized as the 2016 SUNSPRA Awards.
3. Staff was asked to make presentations around the state.
4. More student engagement.
5. Positive recognition from senior staff.
6. Was able to better promote our workforce programs.
7. Built very positive culture.
8. Engagement with business partners.
9. Engagement with elected officials.
10. Community gets to know more about what you do.



ALCO

JOB FAIR

Are you looking for your dream job? Look no further than our upcoming job fair!

Join us for a day of networking, job opportunities, and career growth as we connect students with top employers in the area.

THURSDAY, MAY 16, 2024
10:00 AM - 1:00 PM
ALCO Main Campus - Building 4

Take your career to new heights at our upcoming job fair - we can't wait to see you there!

MORE INFORMATION
Visit the Career Center





ALCO
Adult Learning Center Osceola

IMPROVE YOUR ENGLISH

- Warm up your vocabulary.** (Icon: Aa)
- Keep an English journal.** (Icon: Book)
- Watch English-language films.** (Icon: Clapperboard)
- Read English books.** (Icon: Stack of books)
- Read out loud.** (Icon: Open book)
- Talk to native speakers.** (Icon: Two people talking)
- Make English a daily habit.** (Icon: Person with checkmark)
- Sing English songs.** (Icon: Microphone and musical notes)



Brevard Adult Ed
Along with My Community Cares, Inc.
PRESENTS

2018 GED PROM

Bourbon Street in Brevard

\$5 - Advance
\$10 - at The Door

Orleans Bourbon

Food, Dancing, DJ, Live Music and a whole lot of fun!!

ALCO Facebook Page

[\(5\) Facebook](#)

COABE Educate and Elevate Campaign

Lots of great resources to promote literacy weeks, awareness campaigns etc.

<https://coabe.org/social-media-messaging-center/>

GET THERE – Florida DOE

<https://gettherefl.com/resources/>

GED Testing Center

<https://ged.com/educators>

Many of these sites have locator tools for students to find your program! Make sure they are up to date.

The GED Testing Service has a referral portal and lists of students who are interested in classes in your area.

Please email or call me if you have additional questions!

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THANK YOU!

