Maine Adult Education Association (MAEA) kicked off a digital media marketing campaign on Wednesday, January 15, 2020. This is exciting news for Maine Adult Education Programs because, for the first time in a statewide effort, this campaign will:

- Focus on High School Completion in the first round (more to come in Work Force, ABE, ELL, and MCCA) which will run from January 15 to February 15, 2020.
- Use Search Engine Marketing to increase visibility of Maine Adult Education across Google.
- Send potential learners to maineadulted.org/programs with one click to find local programs easily.
- Manage MAEA’s social media presence and post weekly on Facebook, Instagram, and Linked In.
- Run banner ads across thousands of websites, matching the best audience for Maine Adult Education programs.
- Use keywords to help potential learners find local programs quickly and contact programs easily.

What can PROGRAMS do to help?

- Take a look at your web page. Does it contain all of the information learners need to contact you?
- Keep your web page updated and user friendly. Do all of the tabs contain good information?
- Share student success stories on your website.
- Make sure your front-end employees have the resources they need to offer friendly, customer-oriented service to all who email or call your program.

How often will this effort run?

- MAEA has contracted with Pulse Marketing for one year.
- Targeted marketing will run in January, March, August and September for Year One.

maineadulted.org

Marketing Committee – Jenny Rose and Stephanie Haskins, Co-Chairs, Razell Ward, Shelli Pride