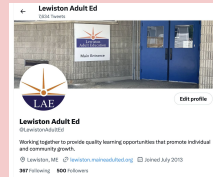
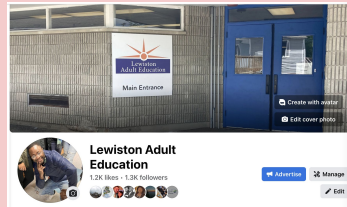


# Boost Your Marketing with Canva, MailChimp, Free Options

Mike Reagan, Lewiston Adult Education  
21 June 2023



But first ... Best Practices for Marketing



*Consistency*  
*Availability*  
*Simplicity*

# What does this mean?

Consistency: Use the same logo on multiple platforms, communications



Mike Reagan (he/him)  
Education and Marketing Coordinator  
Lewiston Adult Education  
(207) 795-4141  
Enroll for classes here:  
[www.lewiston.maineadulted.org](http://www.lewiston.maineadulted.org)  
Like us on Facebook  
Follow @LewistonAdultEd on Twitter

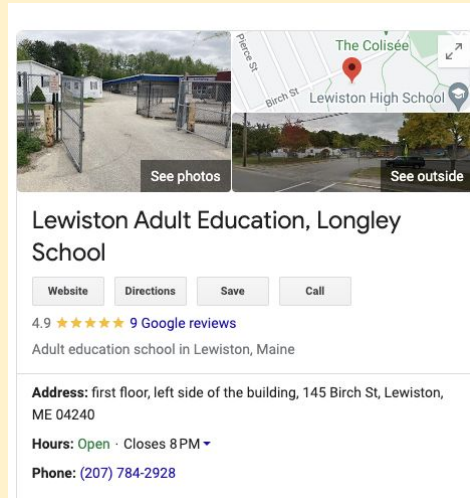


# Consistency: Provide updated addresses and contact information on all platforms.

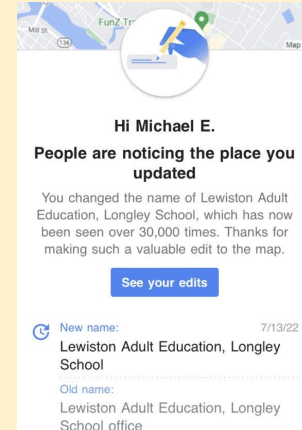
© Lewiston Adult Education  
Gov. Longley Campus, 145 Birch St. • Lewiston, ME 04240 • [207-784-2928](tel:207-784-2928)



## Google Maps




This screenshot shows the Google Maps listing for Lewiston Adult Education, Longley School. It features a header with two photos: one of the school building and one of a map showing the location at the intersection of Birch St and Pierce St. Below the photos are buttons for 'See photos' and 'See outside'. The main title is 'Lewiston Adult Education, Longley School', followed by buttons for 'Website', 'Directions', 'Save', and 'Call'. The listing has a 4.9-star rating from 9 Google reviews and is described as an 'Adult education school in Lewiston, Maine'. The address is 'first floor, left side of the building, 145 Birch St, Lewiston, ME 04240'. Hours are listed as 'Open' and closing at 8 PM. The phone number is '(207) 784-2928'.



This screenshot shows the edit history for the Lewiston Adult Education, Longley School listing. It features a header with a map and a hand icon. The main title is 'Hi Michael E. People are noticing the place you updated'. Below this is a message: 'You changed the name of Lewiston Adult Education, Longley School, which has now been seen over 30,000 times. Thanks for making such a valuable edit to the map.' A blue button labeled 'See your edits' is present. The edit history shows a 'New name' change on 7/13/22 from 'Lewiston Adult Education, Longley School office' to 'Lewiston Adult Education, Longley School'.



Availability: Make sure people can contact you, whether by email or phone number. Have information posted in multiple locations. Write a Google Docs for a standard reply.



### LAE questions

Form description

Email \*

Valid email

This form is collecting emails. [Change settings](#)

How did you hear about Lewiston Adult Education?

- From a friend
- social media
- the Lewiston Adult Education brochure
- other

## Contact Us/Propose A Class

Lewiston Adult Education's main office is located at Gov. Longley School on 145 Birch St. in Lewiston. We can be reached at 207-795-4141

For information about HISET and CASAS testing, as well as English language classes, call the Adult Learning Center, which is located on the left-hand side of Longley School, at 207-784-2928.

For email questions, contact Mike Deegan, education and mediation coordinator, at mreagar@lewisadulthood.org

Dear Friend of Lewiston Adult Education,

If you or someone you know is interested in getting a high school equivalency diploma, you can call our office at 207-784-2928. You will need to do an intake, which includes giving your name, date of birth, and address.

This can be done over the phone or in person during the daytime.

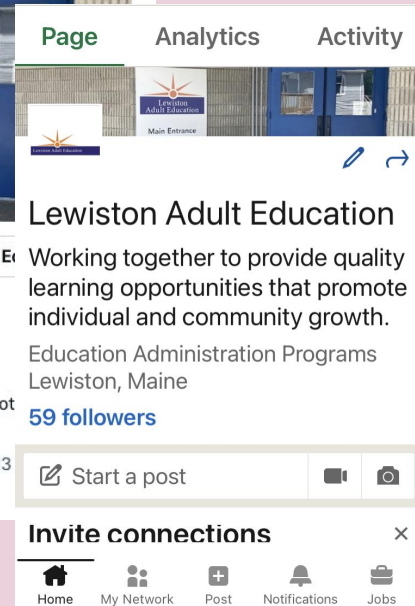
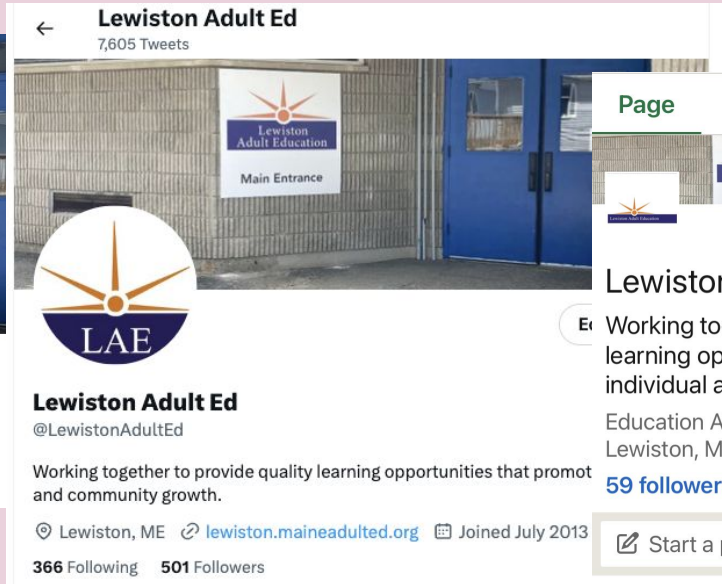
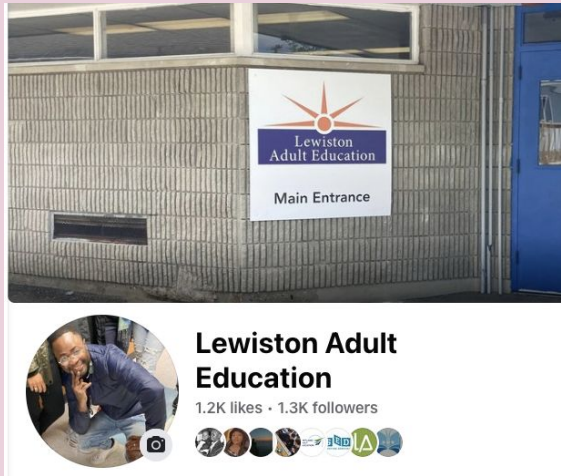
Search Courses



Simplicity: Rely on the same pictures to show people where the office is — even though it's boring.

A screenshot of a website for Lewiston Adult Education. The header features the MAEA logo and the text "Lewiston Adult Education". Below the header is a large image of the building entrance, which is the same as the photograph in the top left. A search bar with the placeholder text "Search all classes..." and a "Search" button is positioned below the image. At the bottom of the page, the text "Featured Classes" is visible.

# Simplicity on Facebook, on Twitter, on LinkedIn



Two messages from the same person asking about doing an intake, meaning both ways of contacting Lewiston Adult Education worked.

The screenshot shows an email interface. At the top, the main email is titled "Student Inquiry" with a yellow "External" tag and a grey "Inbox x" tag. The sender is a redacted name "@maine.gov" and the recipient is "to me". The time is "1:52 PM (29 minutes ago)". Below this, the text "Hi Mike," is visible. An inset window shows a search bar with "Search in mail" and a toolbar with icons for "Away", "Boomerang", and "Lewiston Public Schools". Below the search bar, a notification says "Your form, LAE questions, has new responses." with an "Inbox x" tag. The sender is "Google Forms <forms-receipts-noreply@google.com>" and the time is "1:47 PM (38 minutes ago)". Below this, a large orange banner reads "Google Forms" and "1 new response". At the bottom of the inset, the text "Hi," and "Your form [LAE questions](#) has a new response." is visible.

# Simple images sell too

Nothing promotes a program like local people having fun and being honored for their work. Happy people create the best marketing.





*And now for the free stuff!*

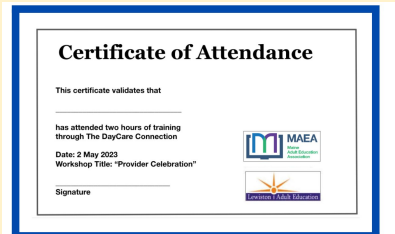


**.com** is a great resource for free images that can be used for promoting classes



# Invitations to graduation

Certificates  
(used with Google Slides for larger printing)



## Staff directories

### Who Are The People In The Longley Neighborhood?

 Philip Johnston, NextSTEP director	 Jon Tiner, Lewiston Adult Education director	 Razell Ward, assistant director, Lewiston Adult Education
 Auntisa Adali, family engagement coordinator, NextSTEP	 Delaney Spoor, NextSTEP nurse	 Jamie Casquette The Store Next Door
 Gregg Bradford Longley custodian	 Lyssa McLemore Multilingual office director	 Jonl Morris, The Store Next Door
 Laurie Champagne, Adult Learning Center coordinator	 Mike Reagan, Lewiston Adult Education	 Barbara McAllister, Adult Learning Center secretary





can help with targeted messaging for past and present students.

List View    Calendar View

View by Status Sort by Last updated ▾

- All
- Ongoing
- Draft
- Completed

View by Type

- Emails
- Automations
- Landing Pages
- Ads
- Postcards

April, 2023 (1)

23 March (copy 01)  
Regular · Lewiston Adult Education

Edited Wed, April 12th 3:58 PM by you

Draft    Classic Builder

March, 2023 (5)

23 March  
Regular · Lewiston Adult Education

View Report ▾

?

It has a free option and a paid option.

# How To Send Out Messages with Free Options



1. Download emails from CourseStorm



2. Upload addresses to MailChimp



3. Combine Illustrations from Canva (or photos) to the message



Lewiston Adult Education



Step into Spring!  
Check out our class listings!

MailChimp  
Message  
with  
photo.

Weblinks can  
be connected  
to photos.

Combine Canva  
with MailChimp

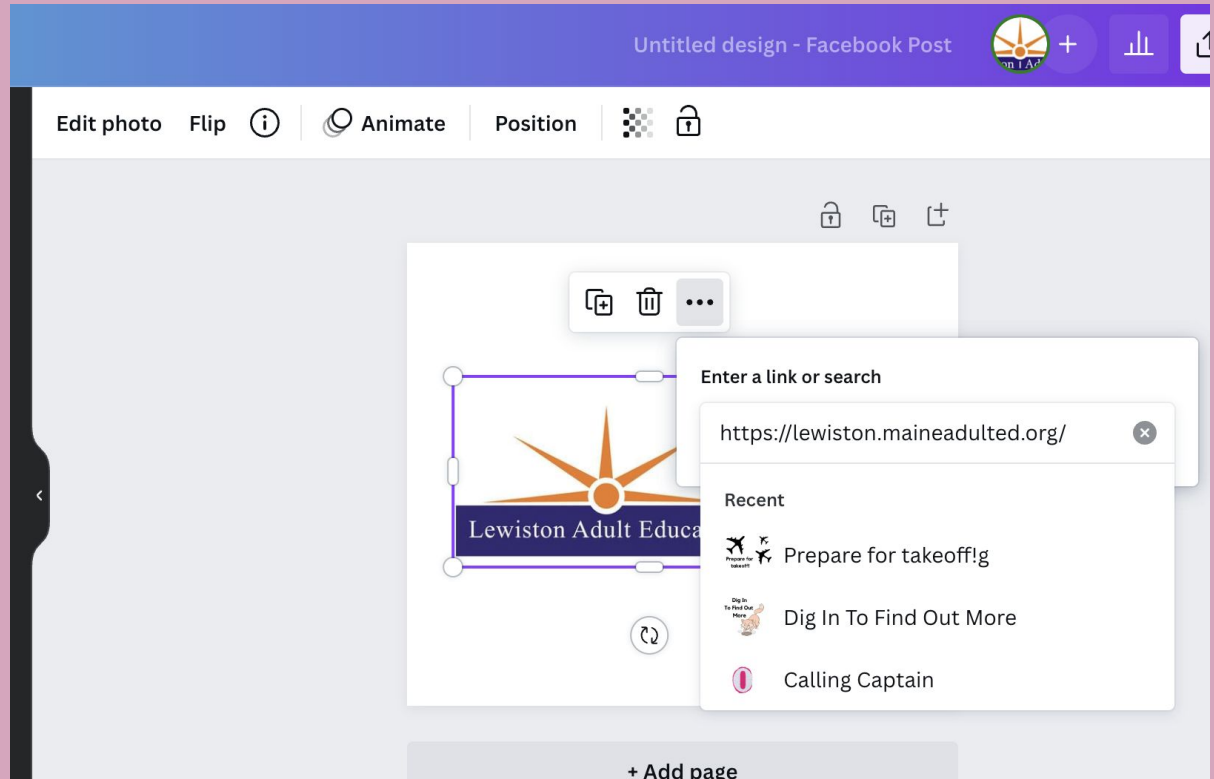
Canva illustration  
used with  
Mailchimp email  
campaign.



Use Canva to create images with weblinks embedded.

**Save as a PDF.**

It won't work  
in other formats.



# CourseStorm messaging



To: **All Students**

Subject: **Last Call For Adult Education Classes!**

Dear Friend of Lewiston Adult Education,

We're approach the last of the semester's classes for Lewiston Adult Education. Take a look at our offerings before they're gone.

Suddenly in Command: <https://lewiston.maineadulted.org/course/suddenly-in-command/>

Become an Instructor: <https://lewiston.maineadulted.org/course/become-an-instructor/>

Medicare: <https://lewiston.maineadulted.org/course/medicare/>

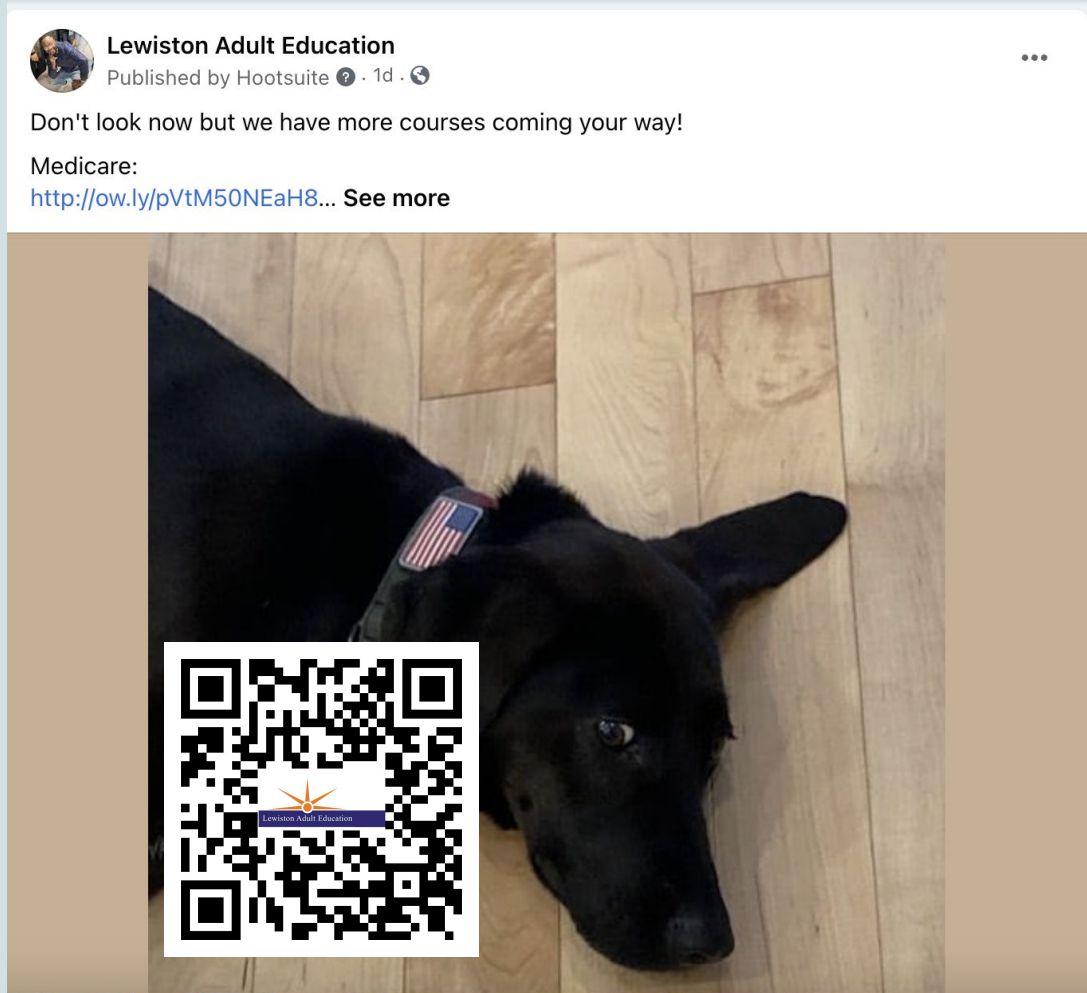
Excel: <https://lewiston.maineadulted.org/course/applying-excel-in-our-daily->

**Save Changes**

Facebook can  
use links too.

QR codes are cool  
if you want to  
promote programs.


*(not a Lewiston  
Adult Education  
dog. It's my  
brother's)*









helps to manage social media messages.

 Export to...


**Scheduled message limit reached**  
You are using 5/5 scheduled message. [Upgrade now to get unlimited messages](#)


**Friday, Apr 14 (2 messages)**

**8:00am**  Our final group of classes are ready to take off! Suddenly in Command: <http://ow.ly/iMZO50NGnjZ> Become an I...  
by Mike Reagan


**8:00am**  Our final group of classes are ready to take off! Suddenly in Command: <http://ow.ly/BGeS50NGnkw> Become an I...  
by Mike Reagan


**Monday, Apr 17 (2 messages)**

**8:00am**  @BostonGlobe has explained the history behind Patriots Day. <https://www.boston.com/culture/history/2022/0...>  
by Mike Reagan

**8:00am**  @BostonGlobe has explained the history behind Patriots Day. <https://www.boston.com/culture/history/2022/0...>  
by Mike Reagan

**Tuesday, Apr 18 (2 messages)**

**8:00am**  Here are more pictures from Palmira de Carvalho's "Beef with Rice and Salad" that was held last week.  
by Mike Reagan

**8:00am**  Here are more pictures from Palmira de Carvalho's "Beef with Rice and Salad" that was held last week.  
by Mike Reagan

The free option doesn't allow for as much posting but still is helpful.



(image from Canva)

Getting Your  
Message Out:

Call to Action

*“Check it out”*

*“Get started”*

*“Find out more”*

*“Sign up”*

*“Register”*

# Track Social Media Statistics

**Content** Create a post Last 7 Days Engagement

	Thank you to Palmira Carvalho for teaching "Beef with Rice and Salad" last night. Everyone enjoyed themselves! Thu, Apr 6	Post reach 284	Engagement 84	Boost post
	Lewiston Adult Education honored construction students in a March 27 graduation ceremony. From left to right, Brandon Pomerleau, Weassere Pacome Maxime, Gisel Perry, instructor... Tue, Apr 4	Post reach 324	Engagement 56	Boost post
	Congratulations to Fowziya Weheliye for passing the U.S. Citizenship test last month. We're very proud of you! Wed, Apr 5	Post reach 326	Engagement 55	Boost post
	Last week the two busiest people in the Adult Learning Center at Longley school managed to stop moving long enough to have their picture taken. Clovis Iahore, left, works as an IT technician and... Mon, Apr 3	Post reach 320	Engagement 45	Boost post
	Spread the news by word of mouth of by text! We have room left in some of our enrichment classes! A Paddler's Guide to Safety: <a href="http://ow.ly/GNvi50NwiU5">http://ow.ly/GNvi50NwiU5</a> Medicare: <a href="http://ow.ly/kaz650NwiU4...">http://ow.ly/kaz650NwiU4...</a> Mon, Apr 3	Post reach 180	Engagement 25	Boost post
	Thank you to Doreen Jordan for teaching last month's beginning woodworking class. Wed, Apr 5	Post reach 221	Engagement 21	Boost post

News

From professional dashboard on FB

**Tweets** Replies Media Likes

**Lewiston Adult Ed @LewistonAdultEd** · 4h

Thank you to Tony Amado for showing off your amazing dancing skills during Melanie North's end of the semester party last Friday.



Comment Retweet Like 22 Share

Look for impressions





Now it's time to stop and share your ideas for free options.

# Calling Captain



obvious

*(Truths about marketing that are worth repeating)*

Local connections work.  
Not just photos of students.  
But with cross-promotions.







Erin Towns  
Photography  
<https://erintowns.me/>

ADVENTURE AWAITS  
**FALL 2023**



(Image courtesy of Erin Towns photography)



Flip!  
↙ ↘

[www.lewiston.maineadulted.org](http://www.lewiston.maineadulted.org)



Share links to news stories on social media

— and thank newspapers/TV stations for their coverage —

to promote the community, school district.

**Lewiston Adult Education**  
Published by Hootsuite · 2d · 🌐

In case you missed it, here's the @sunjournal story about Farwell School students using their math skills to program robots.  
<https://www.sunjournal.com/.../lewiston-students.../f...>



SUNJOURNAL.COM  
**Lewiston students learn coding through robotics partnership**  
The program is unique in that it brings together educators and researcher to create activiti...

*i*

**Lewiston Adult Education**  
Published by Hootsuite · March 29 at 12:33 PM · 🌐

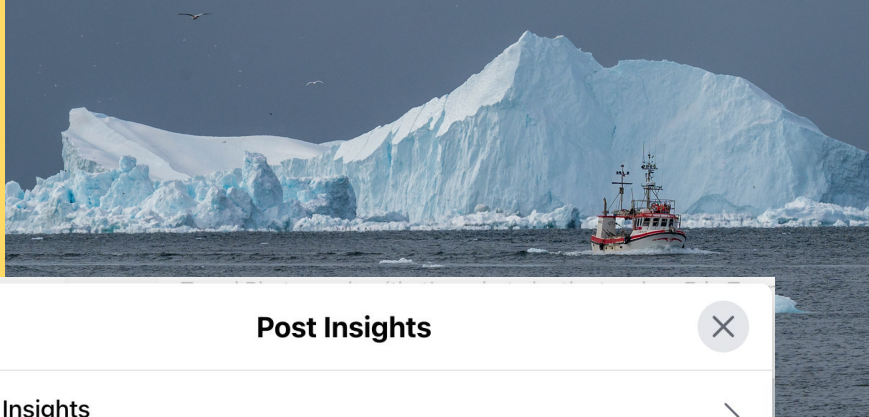
Past and present Lewiston Adult Education students testified in Augusta regarding a bill sponsored by Rep. Kristin Cloutier of Lewiston, "Resolve, to Establish the Commission Regarding Foreign-trained Physicians Living in Maine."



WGME.COM  
**New bill aims to remove barriers to allow foreign-trained doctors to work in Maine**

*i*

Using a local photographer's picture helped with social media numbers. So did people sharing photos.



### Post Insights

Total Insights >  
See more details about your post.

Post Impressions <span>i</span>	Post reach <span>i</span>	Post Engagement <span>i</span>
<b>1,188</b>	<b>1,108</b>	<b>92</b>

**Keep boosting to grow your audience.**  
Lewiston Adult Education could reach 725 more people for every \$14 you spend.  
[Learn More about reach estimates](#)



Lewiston Adult Education

### Post Insights

Total Insights >  
See more details about your post.

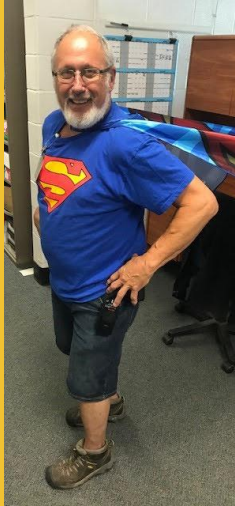
Post Impressions <span>i</span>	Post reach <span>i</span>	Post Engagement <span>i</span>
<b>10,377</b>	<b>10,093</b>	<b>3,540</b>

**Keep boosting to grow your audience.**  
Lewiston Adult Education could reach 209 more people for every \$14 you spend.  
[Learn More about reach estimates](#)

**Boost post**

Another bonus with working on pictures of local people is they see themselves as part of the community.

*Graduation photo tip: Take pictures during practice.*





# Avoid the Hassle: Save to Google Photos (these took forever to find before being saved)



If a photo is a good one, it's a good idea to recycle, especially it sends a great message about your program.



**Reach new heights with us!**

**Earn your high school diploma, start a career in health care, or gain the skills you need to work in construction.**



## **Cybersecurity Graduate Speaks To Lewiston Adult Education Graduates**

posted on JULY 1, 2022





Google Maps is your friend,  
even though results can take a while.

Consistency – make sure people know where you are

Availability – ensure contact information is available online in many locations

Simplicity –  
local  
content

The screenshot shows a Google search interface. The search bar contains the text "lewiston adult education maine". Below the search bar, there are navigation tabs for "Maps", "Images", "News", "Shopping", "Videos", "Books", "Flights", and "Finance". The search results show "About 1,100,000 results (0.53 seconds)". The first result is from the "Maine Adult Education Association" with the URL "https://lewiston.maineadulted.org". The title of the result is "Lewiston Adult Education – Maine Adult Education Program". The description reads: "Maine Adult Education Program. ... Earn your high school diploma, start a career in health care, or gain the skills you need to work in construction." Below the description, there are sections for "Courses" and "About". The "Courses" section has a link to "Skip to main content; Skip to primary sidebar." The "About" section has the text "The ALC's phone number is 207-784-2928. Primary Sidebar ...". On the right side of the search results, there are two image thumbnails. The first thumbnail shows a building with a sign that says "See photos". The second thumbnail is a map showing the location of "The Colisée" and "Lewiston Adult Education" on "Birch St", with a link to "See outside".





mreagan@lewiston  
publicschools.  
org

