



**Maine Adult Education**  
EDUCATE • EMPOWER • ENRICH



# Marketing Plan

2024-2025

Visit Our Website  
[maineadulted.org](https://maineadulted.org)



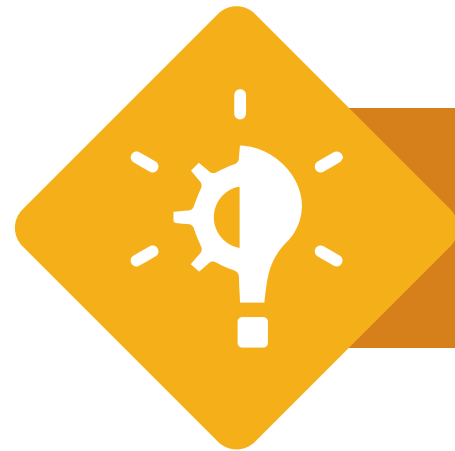
## **Maine Adult Education Association**

Maine Adult Education Association is committed to running a marketing program to meet two major goals:

Showcase Maine Adult Education as a  
Statewide System

Drive traffic to a main website ([maineadulted.org](http://maineadulted.org)) and then quickly provide the resources to get learners to their local program websites quickly and efficiently.

# Vision And Mission



## Our Vision

**Promote adult education as a statewide system that offers adult learning opportunities that are easily accessible, low cost and supported with other services as needed for all to succeed.**



## Our Mission

**Maine Adult Education Association is a professional, non-profit organization that advocates for adult education locally, statewide and nationally and supports members in order to meet the educational and training needs of Maine's adults.**

# Major Components of Adult Education



MAEA's marketing plan will focus on these major components of adult education across Maine:

## Foundational Skills

Foundational reading, writing, mathematics, science and digital literacy including language acquisition for English language learners.

## High School Completion

Adult High School Diploma  
HiSET (was the GED)

## Beyond a Diploma

Advising and Coaching  
Workplace Readiness Skills  
Certificate Programs  
College and Career Access

## Enrichment

Lifelong learning for stress relief, building community and maximizing health and wellness

# Marketing Plan

## MAEA Marketing Plan Components

1. Website Audit for SEO\*
2. Asset Development and Maintenance
3. Search Engine Marketing (Google Ads)
4. Social Media Advertising
5. Print Materials
6. Professional Development

\*SEO - Search Engine Optimization





# Website Audit for SEO



Optimizing the search means making sure the website:  
has a solid site structure,  
has relevant and searchable content,  
is linked to appropriate other sites,  
has the right key words embedded, and  
is tested for load time and ease of use on mobile devices.

**Audit Cost = \$5,000**

*After audit, reinvest this amount in website upgrades or other similar needs.*



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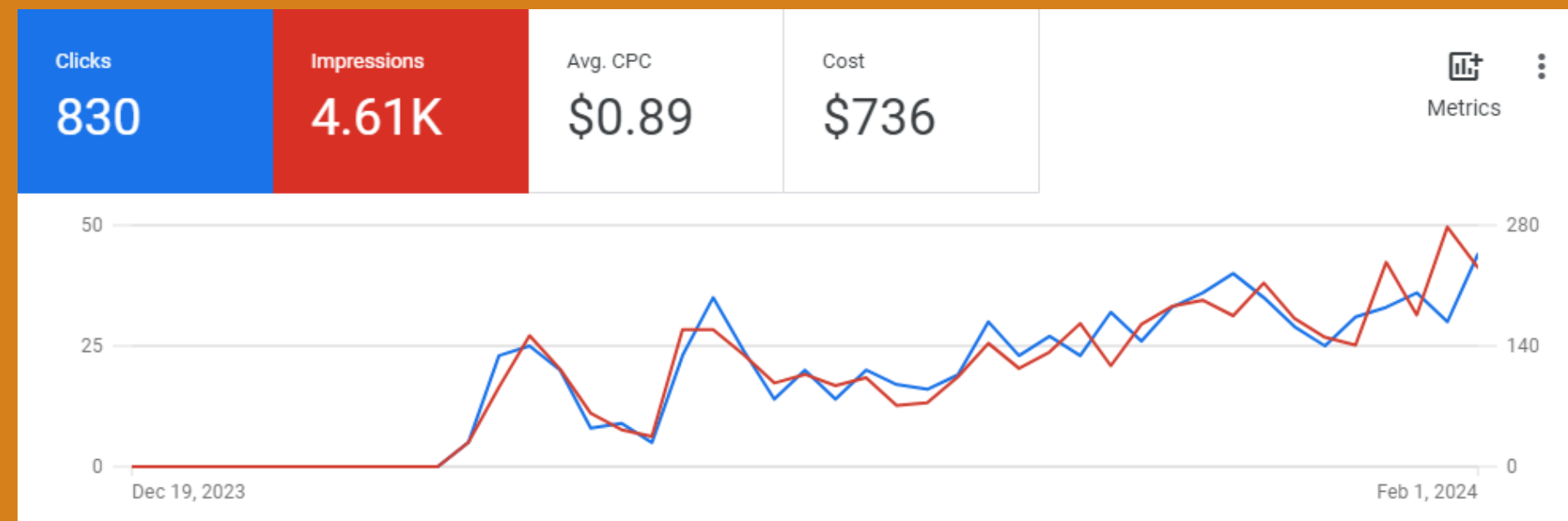
**maineadulted.org**



# Google Ads

**MAEA first contracted with an agency to run Google ads but found it cost prohibitive. MAEA is now running Google ads and is able to maximize those dollars.**

**Recommended cost is \$1,500 per month or \$18,000 per year to run continuously.**



# 3

## Asset Development and Maintenance

**MAEA will develop and make available images, videos, and more to use on the website, on social media, etc. These images will be shared and can be used by programs at no cost. Images will be made available via [maineadulted.org](http://maineadulted.org) and Schoology.**

**Access code for the Schoology group is G2WH-26VT-SSJWQ**

***Cost is \$1,000 for tools yearly plus cost of time of person who does this work.***

**Learner Success Stories**



"I sincerely can't thank PAE staff enough for helping me see that anyone can become someone if only they believe in themselves.

I've achieved so far in my studies because of Portland Adult Education. I'm a bank teller today."

-Sedrina,  
Portland Adult Education

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

**Maine Adult Education Overview Video**



Need to finish high school or take the HiSET (GED)? Adult Education can help!

Watch on YouTube

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

**LEARNER SUCCESS**



I have been studying at Adult Education in Windham, Maine for a few years.

This program helped me a lot with my understanding of English, and I just became a US citizen too.

Phanna  
Windham Raymond Adult Education

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

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# 4

# Social Media

MAEA has developed a presence on Facebook, Instagram, Twitter (X), and will add others as needed.

Traffic on these sites is growing.  
Recommended Cost \$50/month

**LEARNER SUCCESS**



“Since I have been studying at Adult Education, I have become much more confident in everyday communication.

I have met people who want to learn like me from many parts of the world. The teachers are incredibly prepared, helpful and constantly motivate the students.”

Zsuzsanna  
Windham Raymond Adult Education

**ME** Maine Adult Education  
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Page Insights

Jan 4 - Jan 31

|                 |                  |
|-----------------|------------------|
| Post Reach      | Post Engagements |
| 2,497<br>▲ 1.7k | 453<br>▲ 352     |

Promotions

0 active promotions started in the last 28 days

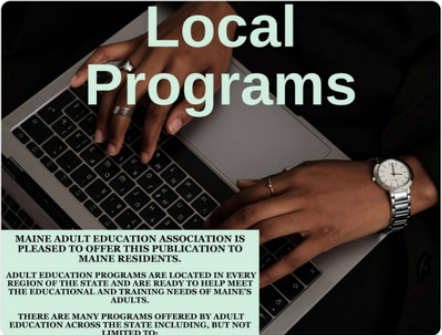
High school completion  
Build skills & complete the HSEET  
\$9.93 Spent

Last week, your posts received

**85**  
Post impressions

[View your analytics](#)

Top performing post last week



MAINE ADULT EDUCATION ASSOCIATION IS PLEASED TO OFFER THIS PUBLICATION TO MAINE RESIDENTS.

ADULT EDUCATION PROGRAMS ARE LOCATED IN EVERY REGION OF THE STATE AND ARE READY TO HELP MEET THE EDUCATIONAL AND TRAINING NEEDS OF MAINE'S ADULTS.

THERE ARE MANY PROGRAMS OFFERED BY ADULT EDUCATION ACROSS THE STATE INCLUDING, BUT NOT LIMITED TO:

# 5

## Print Materials

**MAEA will offer the first edition of its statewide magazine in February of 2024. This magazine showcases adult education as a statewide system and focuses on the major components of adult education. It will be widely distributed.**



**This is a glossy magazine-style publication that will be given to directors to share in their local areas.**

***Cost is \$2,500 per 1,000 copies.***

# 6

# Professional Development

## Desired Training

**Website Development and Maintenance Using Word Press and Elementor**

**Raising SEO of Program Web Pages**

**Using Pre-Designed Images and Videos**

**Developing a Presence on Social Media**

**Using Coursestorm Features And More...**

## Delivery

**Increase lunch and learn opportunities for adult educators focusing on the topics above.**

**Increase the number of workshops at the annual conference regarding marketing and use of Coursestorm.**

**Provide a Schoology Group along with the resources on the website to support programs.**

**Develop marketing tools for programs and make those tools easily accessible.**

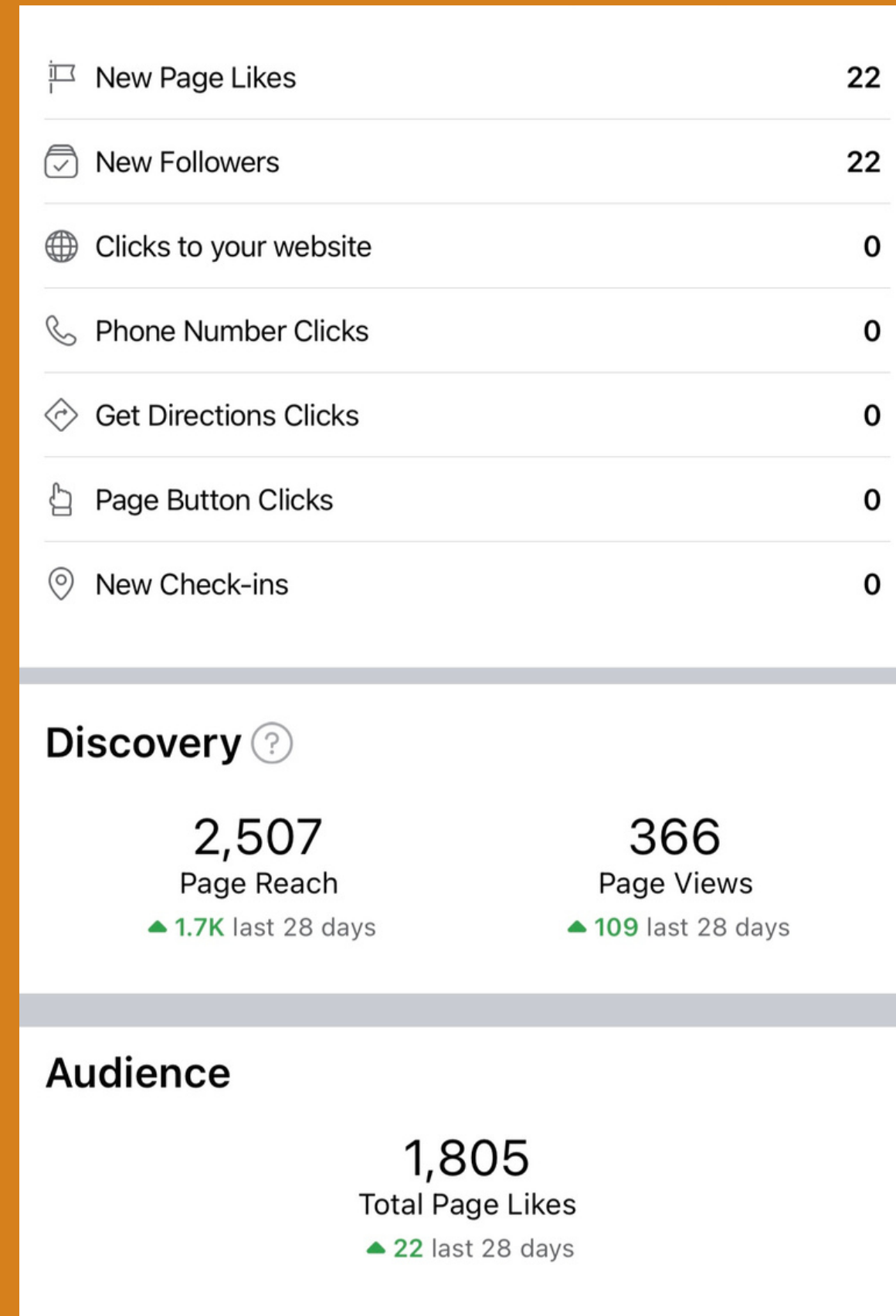


# How are we doing?

**MAEA took on its own marketing as  
of December 2023...**



# Facebook



**In January, MAEA boosted a couple of Facebook posts. It went well!**

Last 90 days ▾

Nov 7 - Feb 4

## Recent content

[See all](#)

Boost this post to reach up to 3592 people daily with every \$30 you spend.



Visit [Maineadulted.org](http://Maineadulted.org) to fin...

Thursday at 8:50 PM · 🌐

|                            |      |
|----------------------------|------|
| Current post reach         | 299  |
| Estimated additional reach | 3592 |

See insights

Boost post

## Followers ⓘ

[See all](#)

These values are based on the followers of your page.

### Age and gender

● Women ● Men

|       |       |
|-------|-------|
| 18-24 | 1%    |
| 25-34 | 8.3%  |
| 35-44 | 22.2% |
| 45-54 | 24.5% |

### Gender

# Facebook

If we could boost more posts and increase the spend amount to \$30 per boosted post, we'd pick up more followers.

Notice the age group we're reaching here. It's not the younger crowd but if a parent or grandparent is searching for a way to help their child or grandchild, they'll see our ads.

# Linked In, Other Social Media

LinkedIn, Twitter (X) and Instagram are new.

Linked In is going well.  
(See data on the right.)

The other two are just starting to gain followers.

Last week, your posts received

**85**

Post impressions

[View your analytics](#)

Top performing post last week



Maine Adult Education Association ▾  
Account overview

Last 30 days

Searches Words Impr. ▾

maine adult education adult education

adult education near me

adult education portland maine

adult education maine adult ed classes near me

adult education classes near me adult ed

maine adult ed portland maine adult education

adult classes near me

augusta maine adult education

adult education classes cna classes near me

maine adult education association

adult education bangor maine classes near me

sanford adult education

# Google

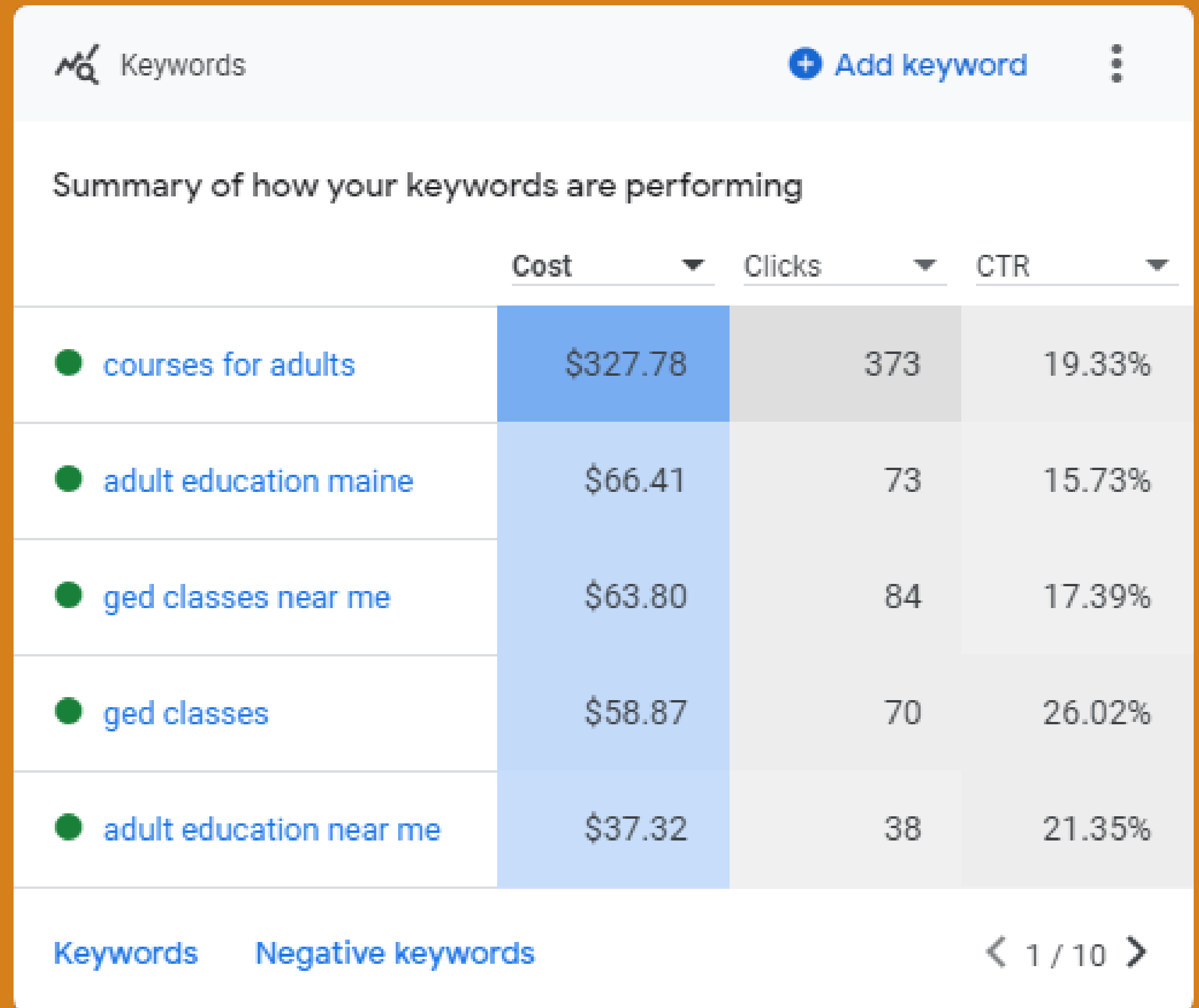
## What are people searching for?





# Google

**What words in those searches are converting from our ads and taking people to the maineadulted.org website?**

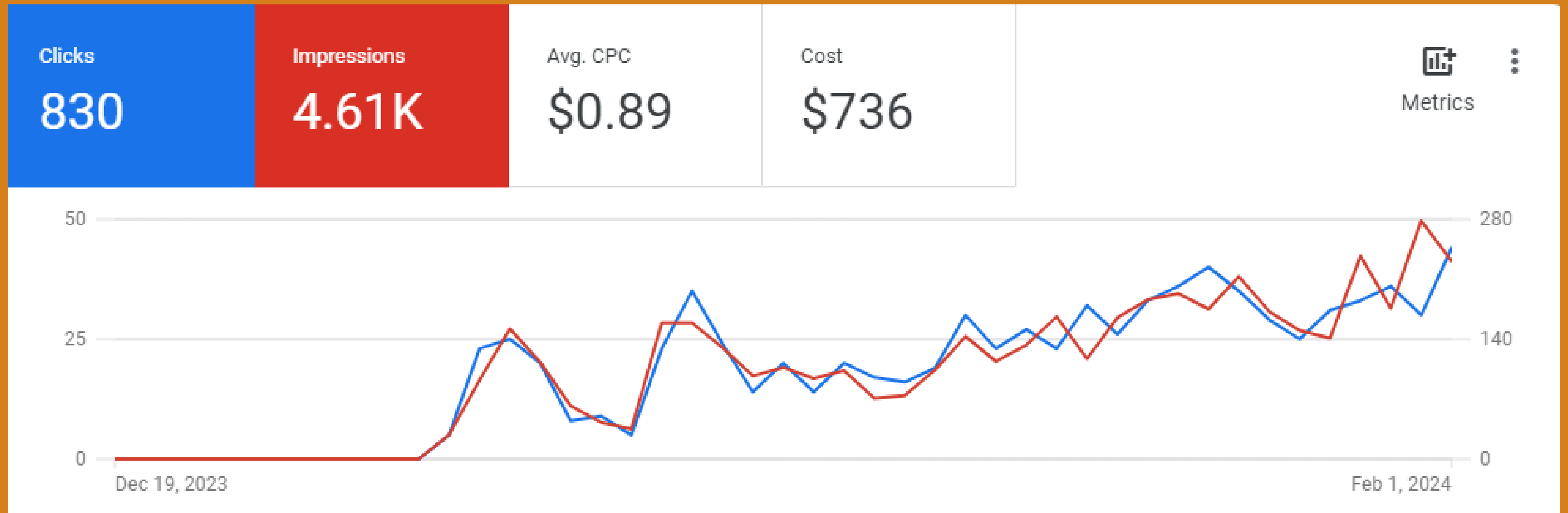


The screenshot shows a Google Ads interface for a 'Keywords' report. At the top, there is a search icon, the text 'Keywords', a '+ Add keyword' button, and a menu icon. Below this is a summary section titled 'Summary of how your keywords are performing'. A table follows with columns for 'Cost', 'Clicks', and 'CTR'. The table lists five keywords, each with a green status indicator. The first row is highlighted in blue. At the bottom, there are tabs for 'Keywords' and 'Negative keywords', and a pagination indicator showing '1 / 10'.

|                           | Cost     | Clicks | CTR    |
|---------------------------|----------|--------|--------|
| ● courses for adults      | \$327.78 | 373    | 19.33% |
| ● adult education maine   | \$66.41  | 73     | 15.73% |
| ● ged classes near me     | \$63.80  | 84     | 17.39% |
| ● ged classes             | \$58.87  | 70     | 26.02% |
| ● adult education near me | \$37.32  | 38     | 21.35% |

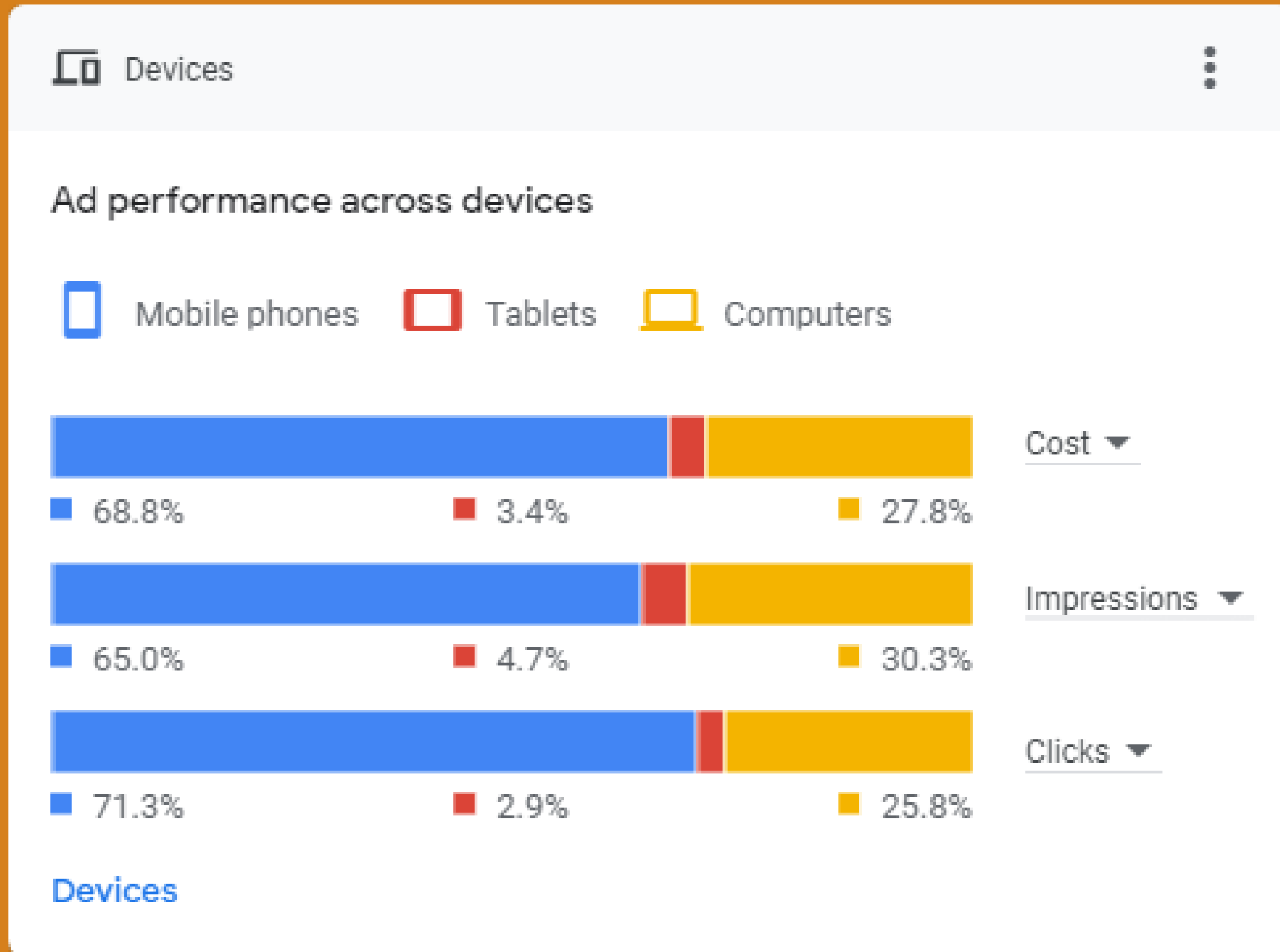
***We haven't advertised GED in a long time but people are still searching for it and clicking on the ads that mention GED.***

# Google Trends



**Red line is for impressions or when people saw the ad and the blue line is for clicks or when they clicked on the ad and went to [maineadulted.org](http://maineadulted.org)  
Conversion rate is 18%. Google says 3.75% is good.**

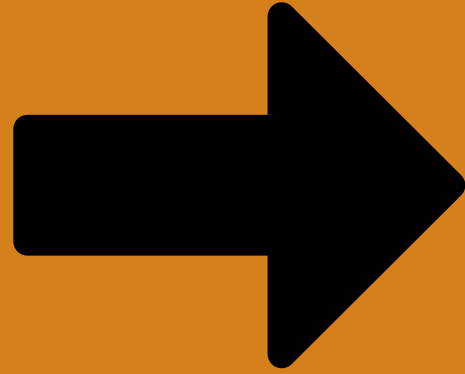
# Google Ad Demographics



**Devices Used**

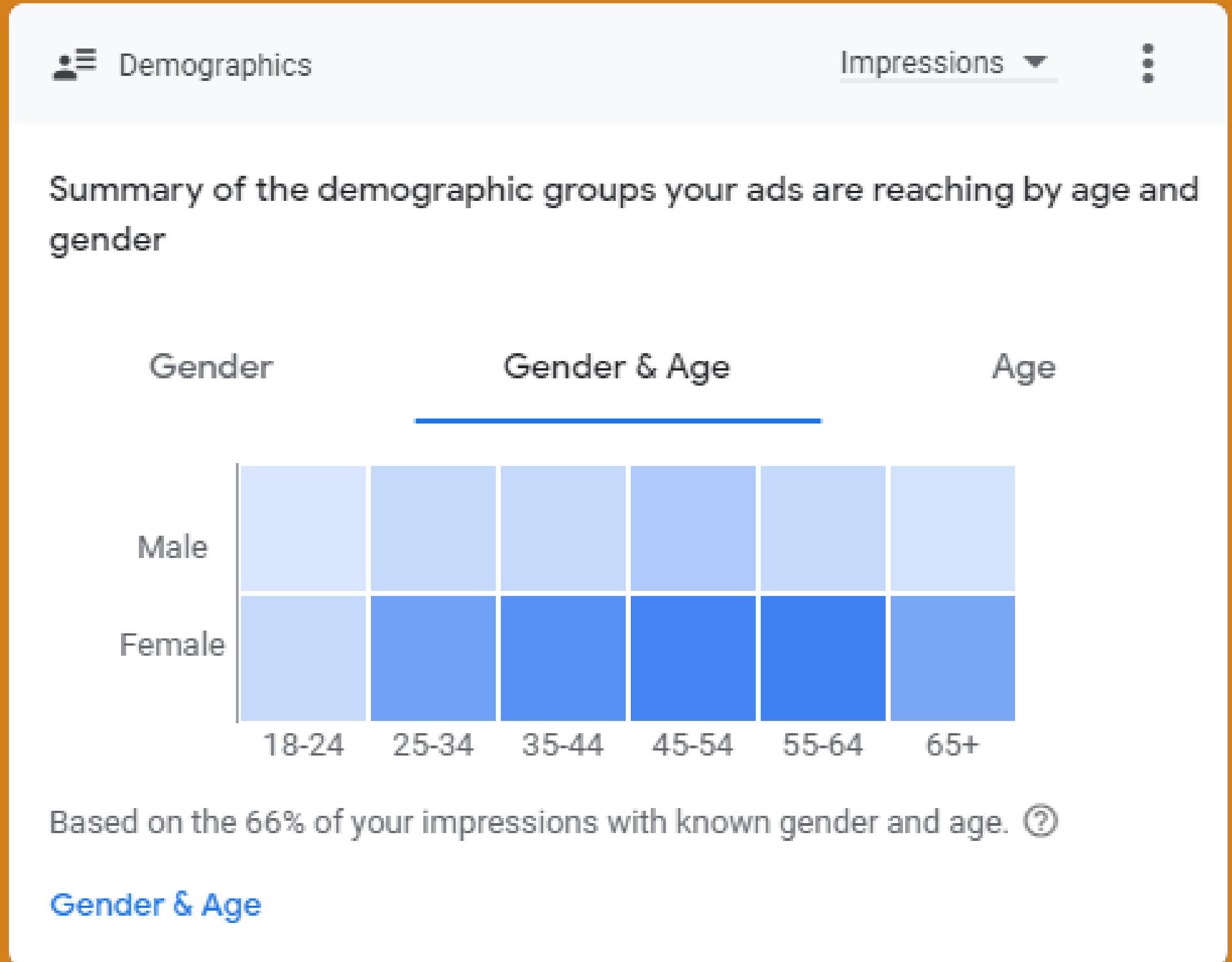
**\*\*More mobile phones than others**

# Google Ad Demographics



## Ages Reached

More women reached.  
More reach age 35+.



# Yearly Budget

|                                      |                 |
|--------------------------------------|-----------------|
| <b>SEO Audit and Yearly Upgrades</b> | <b>\$5,000*</b> |
| <b>Google Ads</b>                    | <b>18,000</b>   |
| <b>Print Materials</b>               | <b>2,500</b>    |
| <b>Social Media Ads</b>              | <b>600</b>      |
| <b>Asset Subscriptions</b>           | <b>1,000</b>    |
| <b>Total</b>                         | <b>\$27,100</b> |

**\*Reinvest this amount in website upgrades, etc. after audit is completed.**

# Annual Cost



**Per Year \$27,100**

**Per Hub \$2,700\***

\*MAEA pays additional plus time for coordination, monitoring and development of assets.



## Next Steps and Resources

Schoology Group - To join, use code 02WH-26VT-SSJWQ

Resources on MAEA Website at [maineadulted.org/marketing](http://maineadulted.org/marketing)

Google Ads and Other Reports

[https://docs.google.com/document/d/1-WYi\\_AeSgx2FjI-YgNqa2QqL8dUqfkCxo\\_xu1h\\_9YH4/edit?usp=sharing](https://docs.google.com/document/d/1-WYi_AeSgx2FjI-YgNqa2QqL8dUqfkCxo_xu1h_9YH4/edit?usp=sharing)

# Lunch and Learn

Friday, April 5th at 1:00. A Zoom link with registration details will be sent soon. We will talk about Google Ads, Keywords and Coursestorm.





# Thank You

For All That You Do Every Day.

Visit Our Website  
[maineadulted.org](https://maineadulted.org)

