

Marketing Your Certification + CE Programs During COVID



Aidan Augustin
Co-Founder and President

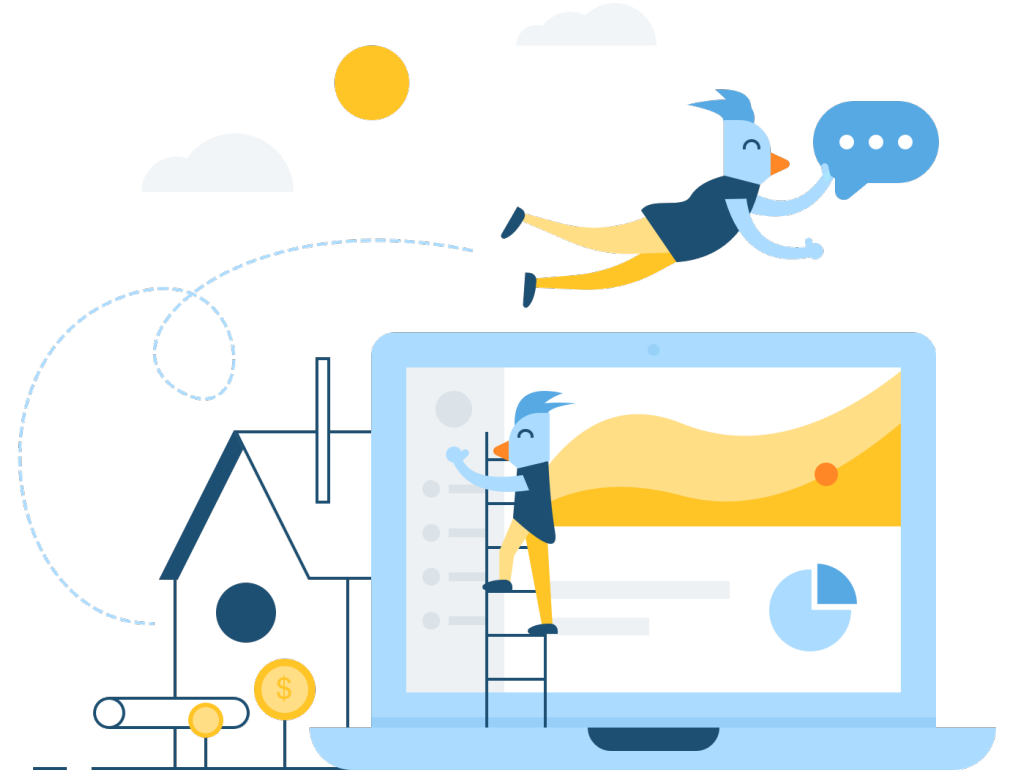






Marketing technology used by:
700+ associations and 4,000+ trade
shows, conferences & virtual events

- Website analytics
- Programmatic advertising
- Influencer marketing



COVID = time for CE & Certification programs to shine?

The Opportunity

Recessions historically have driven a *significant increase* in adults seeking education, upskilling, and career changes

Stats

- A study of prior recessions found 1% increase in unemployment → 2% increase in college enrollment
- A study of the college enrollment surge from 2008-2010 found most of the increase was driven by age 25+ adults in community colleges and for-profit online schools

The Challenge

Associations face *unprecedented competition* in continuing education and non-degree credentialing

Adult Learning Is Shifting

- In-person to **online**
- Live to **on-demand**
- Lengthy lectures to **interactive and “bite-sized”**
- High expectations of **convenience & good UX**

Public Relations Courses

Courses to get you started

Most popular Trending



Coursera

Explore

public relations

Browse > Public Relations

Public Relations Courses

All

Guided Projects

Degrees & Certificate

Explore and complete a Guided Project in under 2 hours



Use Canva to Create Social Media Marketing Designs

Rhyme

Showing 263 total results for "public relations"

Filter By

Language

Level

Duration



Integrated Marketing Communication

IE Business School

COURSE

SKILL SHARE.

Browse



What do you want to learn today?

Go Premium

Sign In

Sign Up

Public Relations

Follow

570 Followers

RELATED SKILLS

Business

Communication

Copywriting

Customer Experience

Entrepreneurship



LEARNING

Browse



Search for skills, subjects or software

Home

My Learning

Me

Public Relations

Get the training you need to stay ahead with expert-led courses on Public Relations.

Filter Results

328 Results for "Public Relations"

Sort by: Best

Type

- ☐ Courses (17)
- ☐ Videos (310)
- ☐ Learning Paths (1)

Level

- ☐ Beginner (183)
- ☐ Intermediate (77)
- ☐ Advanced (19)

Time to complete

Software

Continuing Education Units

Language: English



COURSE

Social Media Marketing: Managing Online Communities

By: Megan Adams · Updated Apr 26, 2018



Matthew Ward, MBA likes this · 43,402 viewers

Save



COURSE

Crisis Communication

By: Laura Bergells · Updated Jul 8, 2019

35,556 viewers

Save



COURSE

Content Marketing: How to Podcast

By: Martin Waxman · Released May 14, 2018

13,961 viewers

Save



COURSE

Public Relations Foundations



public relations online courses

All

News

Videos

Images

Shopping

About 1,050,000 results (0.61 seconds)

4. More MicroMasters Programs Will Pop Up

Online courses have satiated much of the need for more flexible, accessible higher education options, but [MicroMasters](#) programs are taking it even further.

MicroMasters programs are graduate-level courses offered by top universities designed to help people advance in their careers. As online versions of master's programs, these courses take a deep dive into specific career topics, which can be recognized and rewarded by employers. Students also receive credits directly from the institution, which can then be used to pursue a master's degree.

There are already a wide range of colleges and universities offering MicroMasters programs: MIT, the University of Pennsylvania, Boston University, Georgia Tech, and the University System of Maryland being just a few of the top names.

These programs expand degree access and affordability to students, while also helping institutions get more students in the door. For example, [Boston University](#) offers a MicroMasters degree in Digital Product Management, which includes five graduate courses and can be completed in just eight months for \$1,995. This is a much more affordable option for students who are looking to further their education but don't want to take out a massive amount of student loans.

3. Online Education Will Keep Thriving

Arguably the biggest improvement to higher education, online learning has transformed the way we think of going to school. In fact, [1/3 of higher education students now take at least one class online](#).

You might be asking yourself how online programs could possibly get any more



EDUCATIONDIVE

Deep Dive

Opinion

Library

Events

Topics

New credentials will flood the market

There are roughly 650,000 credentials — including traditional degrees, certificates and other programs — currently on offer in the U.S., according to Scott Cheney, executive director of Credential Engine, a nonprofit that advocates for transparency around credentials. At a [panel event in December](#), Cheney and others noted students don't always know whether employers will

University World News

THE GLOBAL WINDOW ON HIGHER EDUCATION



Global Edition

Africa Edition

Asia Hub

Transformative Leadership

Special Reports

Events



Dr Sean Gallagher. Photo: Northeastern University.

GLOBAL

A new era of microcredentials and experiential learning

Sean Gallagher 15 February 2019

Share

Tweet

Share 34

Over the last decade, the higher education sector worldwide has seen a much greater focus on employability and skills development — beginning in what was a challenging global recession and continuing through many years of sustained economic expansion. **As indicated by recent global CEO surveys**, the development and acquisition of human capital has risen to the very top of corporate agendas.

The Requirement

Associations must aggressively promote the *unique value* of their certifications and offer *modern online options* to earn them

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Programmatic & Social Advertising

Campaign Type	Reaches people who...
Site Retargeting	Recently visited a page on your website
Email List Matching ("CRM Retargeting")	Are on one of your email lists
Geofencing	Were in a specific building recently
Search Keyword "Retargeting"	Recently searched a specific word/phrase
Lookalike Audiences	Are similar to your audiences
Persona, Interest, Contextual	Are tagged and profiled by third-party data vendors based on browsing/shopping

An IBM Business

Search City or Zip Code

US | °F

58° Gainesville, FL

Today
Hourly
10 Day
Weekend
Monthly
Radar
Covid-19
More Forecasts

LOCAL POLLEN ALERT

58°
CLOUDY
feels like 58°
H -- L 57°
UV Index 0 of 10

GAINESVILLE, FL
as of 10:31 pm EDT

Cold Front Could Mean April Snow

RIGHT NOW

Wind
N 4 mph

Humidity
100%

Dew Point
58°

Pressure
30.02 in ↑

Visibility
10.0 mi

NEXT 36 HOURS

TONIGHT
SHOWERS

THU

THU NIGHT

FRI

FRI NIGHT

Take the next step in your lean journey.

Earn
LEAN GOLD
CERTIFICATION
to transform an enterprise with strategic lean principles

March 25, 2020

Democracy Dies in Darkness

Edition: U.S. & World | Regional

[In the News](#) [Coronavirus](#) [D.C. outbreak](#) [Simulator](#) [Virus maps](#) [How to help](#) [U.S. stimulus](#) [D-Nice party](#) ['This Is Us'](#) [Immigrant doctors](#) [Tokyo Olympics](#)



SET YOURSELF APART

EARN THE FLAGSHIP CERTIFICATION IN CLINICAL RESEARCH

APPLY

ACRP
CERTIFICATION



"I will sign it immediately," President Trump said Wednesday evening as Senate lawmakers tried to set a time for a vote.



By Erica Werner, Mike DeBonis and Paul Kane
• 18 minutes ago



LIVE UPDATES

Access to these updates is free

Biden suggests that Trump's Easter timeline could be 'catastrophic'

- 8:42 PM
Man who plotted to bomb hospital during coronavirus crisis was killed in confrontation with FBI
- 8:41 PM
Two cruise ships with 30 sick on board will dock in Miami
- 8:33 PM
Department of Defense issues

Gainesville, FL Weather Forecast

weather.com/weather/today/l/11bc008d191bacebc40bbc46ff0c134d6395531024e7bfc2afe28c42d1b4bc7

The Weather Channel An IBM Business

Search City or Zip Code

US | °F

58° Gainesville, FL

Today Hourly 10 Day Weekend Monthly Radar Covid-19 More Forecasts

LOCAL POLLEN ALERT

58°
CLOUDY
feels like 58°
H -- L 57°
UV Index 0 of 10

GAINESVILLE, FL
as of 10:31 pm EDT

RIGHT NOW
Wind
N 4 mph
Humidity
100%
Dew Point
58°
Pressure
30.02 in ↑
Visibility
10.0 mi

FREE Risk Management Webinar
prisma
» \$129 VALUE
GET WEBINAR

Cold Front Could Mean April Snow

NEXT 36 HOURS HOURLY → | 10 DAYS →

TONIGHT SHOWERS
THU
THU NIGHT
FRI
FRI NIGHT



Site Retargeting



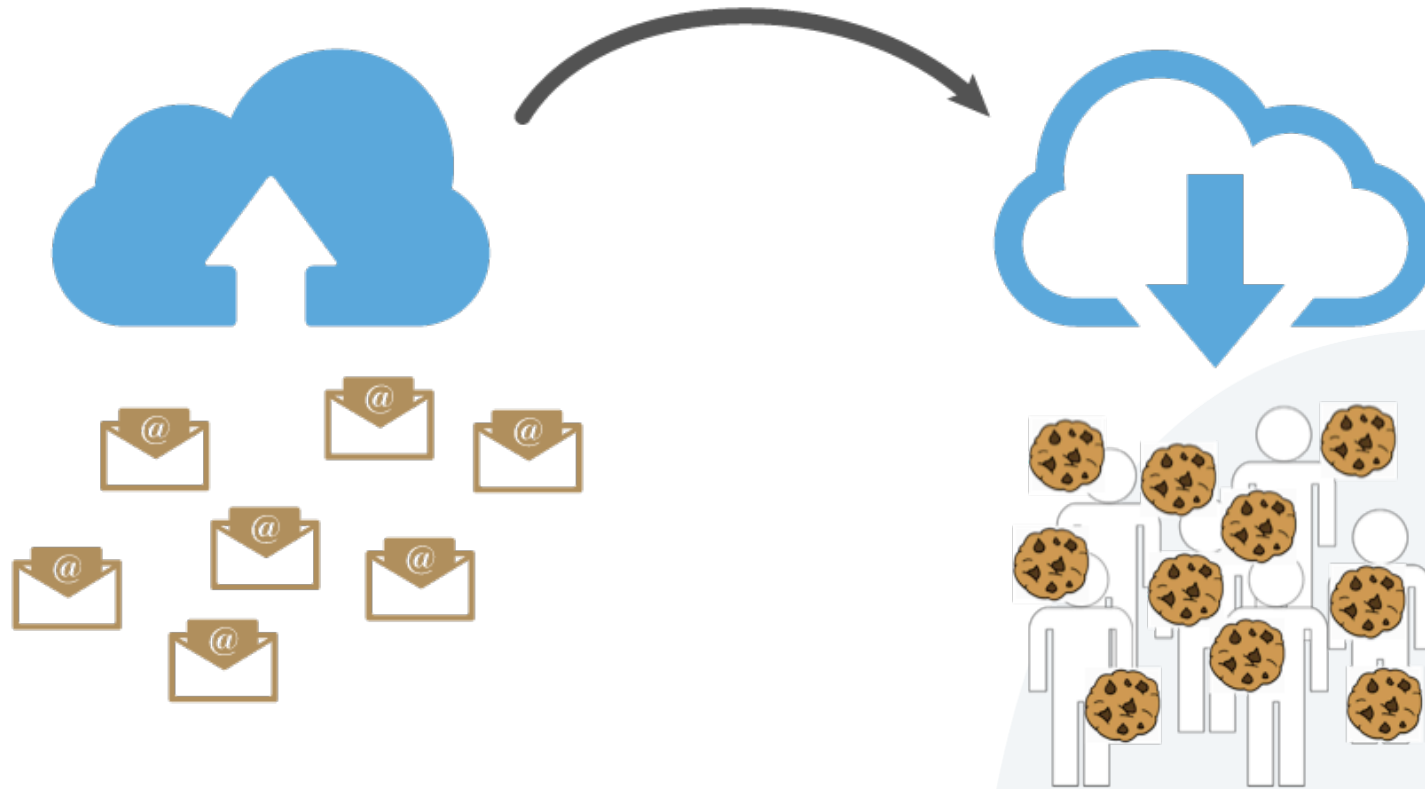
Site Retargeting



Site Retargeting Segments

- Visitors to CE page
- Visitors to jobs board or careers page(s)
- Readers of blog or online publication
- Visitors to event page/site
- Registrants/participants in upcoming virtual event

Email Matching / “CRM Retargeting”



“CRM Retargeting” Segments

- Active members
- Previous CE participants
- Certification current holders
- Previous year event attendees
- Newsletter subscribers

Search Keyword "Retargeting"

how to become a realtor



 All

 Videos

 Images

 News

More ▾

Anytime ▾

Search Keyword “Retargeting” Ideas

- “[job title]”
- “how to become a [job title]”
- “experience required for [profession]”
- “getting a job in [field/industry]”
- “degree in [field/industry]”
- Competitive certifications or degree programs

Questions?



aidan@feathr.co

Thank you :)



aidan@feathr.co