



CAREER AND TECHNICAL EDUCATION

13 STEPS TO GEOFENCING

for Effective Marketing Recruitment

CREATED BY THE ILLINOIS CENTER FOR SPECIALIZED
PROFESSIONAL SUPPORT



**CAREER &
TECHNICAL
EDUCATION**

Career Connected Learning
for All Students

icsps

impacting
educational
equity

Illinois Center for Specialized Professional Support,
Illinois State University, College of Education



INTRODUCTION

The first step to a successful career and technical education (CTE) marketing strategy for recruitment is filling the needs of your target audience. As a CTE program, more than likely, you know which audience could benefit from enrolling in your programs. Your recruitment strategy thrives off exposure to new potential students and growing your existing base of students. How can you best target this audience of potential students? One tool your program can utilize is geofencing social media ads.

Geofencing allows you to target your student audience based on where your programs are located and the central area you are trying to recruit from. Not only does geofencing allow you to select demographics, location, and other settings but it also allows you to select locations and miles outside of those locations around the areas you believe are “hot” recruitment areas or areas you wish to recruit from.

The most relevant social media platform to reach potential students is Facebook. Facebook boasts 1.79 billion users total, with 23.8% of Facebook users being 18-24 years of age with 1.19 billion female and 1.51 billion male users are between the ages of 25 and 34 years old (Omnicores, 2021). With seven-in-ten U.S. adults using Facebook within the U.S., it makes it the most relevant social media platform to place career and technical education recruitment ads.



HOW TO SET UP A GEOFENCED FACEBOOK POST

To set up geofencing advertising and location targeting on Facebook you must first have or create a Facebook page for your career and technical education program.

Then decide if you wish to promote only your Facebook page itself or create marketing graphics and corresponding messages to post and draw your audience to a message or your program website.

It's recommended to create marketing graphics and corresponding messages to post. You can utilize free graphic creation sites like Canva and create messages to draw your audience to your website, a specific program website, a specific event, etc.

Once your graphic and message are created, complete the following steps:



STEP 1

Access the new Facebook Business Suite feature under the settings of your business Facebook Homepage. Locate the Ads section on the side bar.

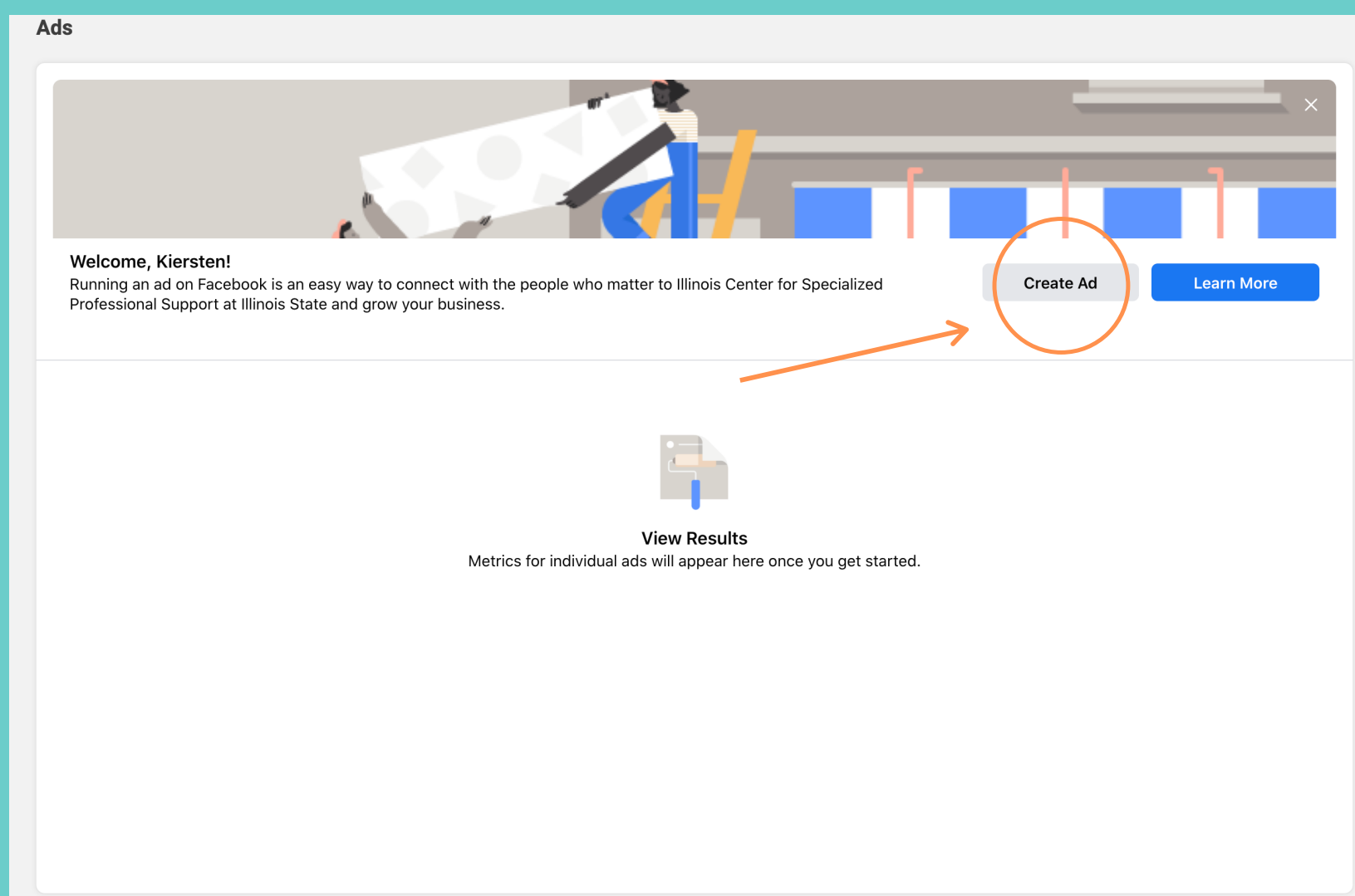
The screenshot displays the Facebook Business Suite interface for the page 'Illinois Center for Specialized Professional Support at Illinois State'. The left sidebar contains navigation options: Home, Activity, Inbox, Posts, Ads (highlighted with a yellow circle and arrow), Insights, and More Tools. Below these are Settings, Help Center, and Give Feedback. The main content area includes a 'Promote' button, a 'Create Post' button, an 'Alert' section with a warning icon and text about privacy rules, an 'Updates' section with one unread comment, and a 'Recent Posts' section with four posts. The right sidebar shows 'Insights' for Trends (Facebook Page Reach: 11, 267%) and Audience (Lifetime Facebook Page Likes: 23).

Post	People Reached	Reactions	Comments	Action
Amanda Gorman m... Jan 21, 2021, 4:20 PM	8	1	0	Boost Post
Amanda Gorman m... Jan 21, 2021, 9:04 AM	11	2	0	Boost Post
Attention Secondar... Nov 11, 2020, 5:00 PM	12	0	0	Boost Post
We would like to re... Nov 11, 2020, 2:53 PM	13	0	0	Boost Post



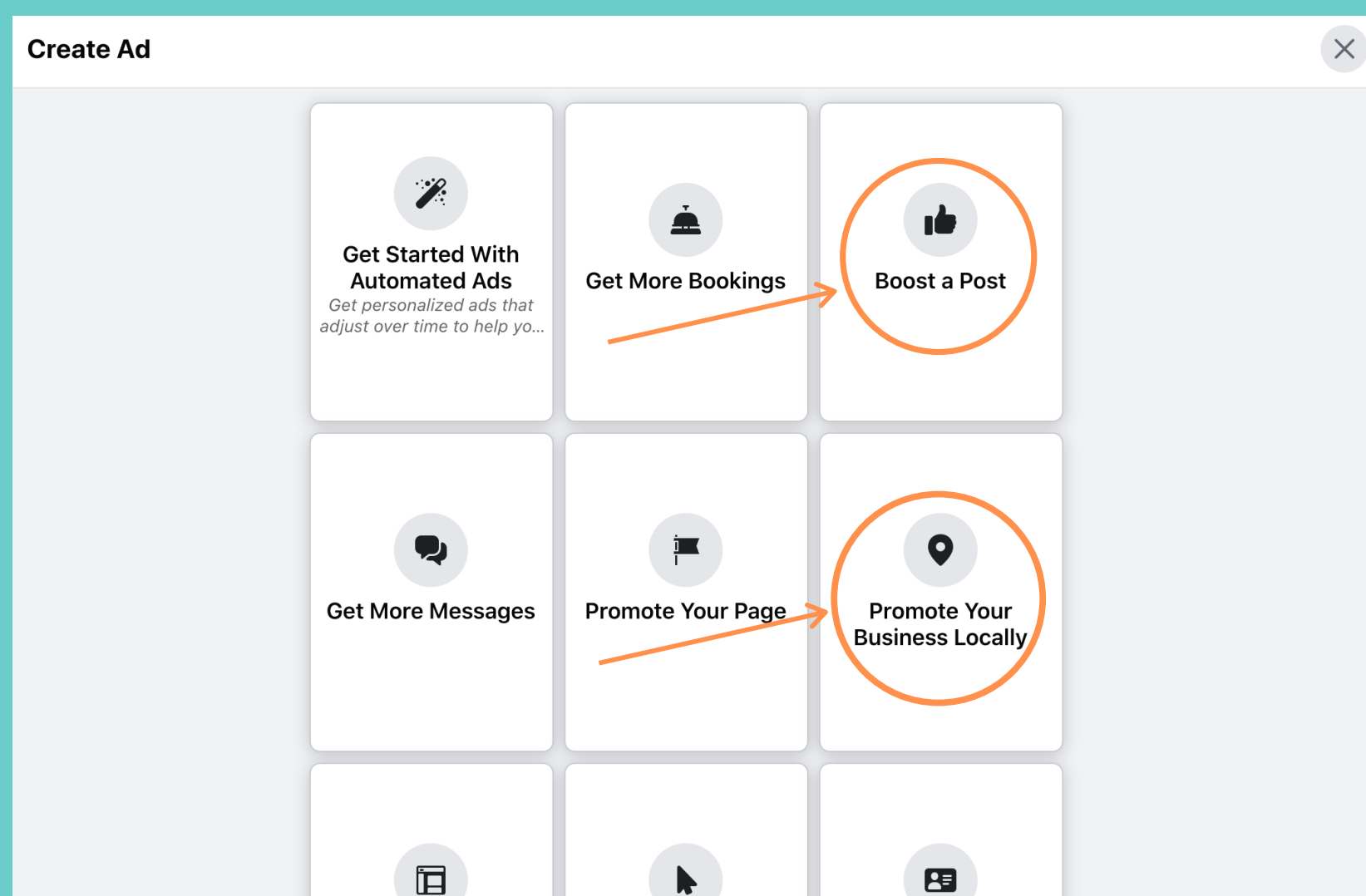
STEP 2

Click Create Ad.



STEP 3

Choose your goal. Select "Boost a Post" to geofence a creative post. Or click "Promote Your Business Locally."



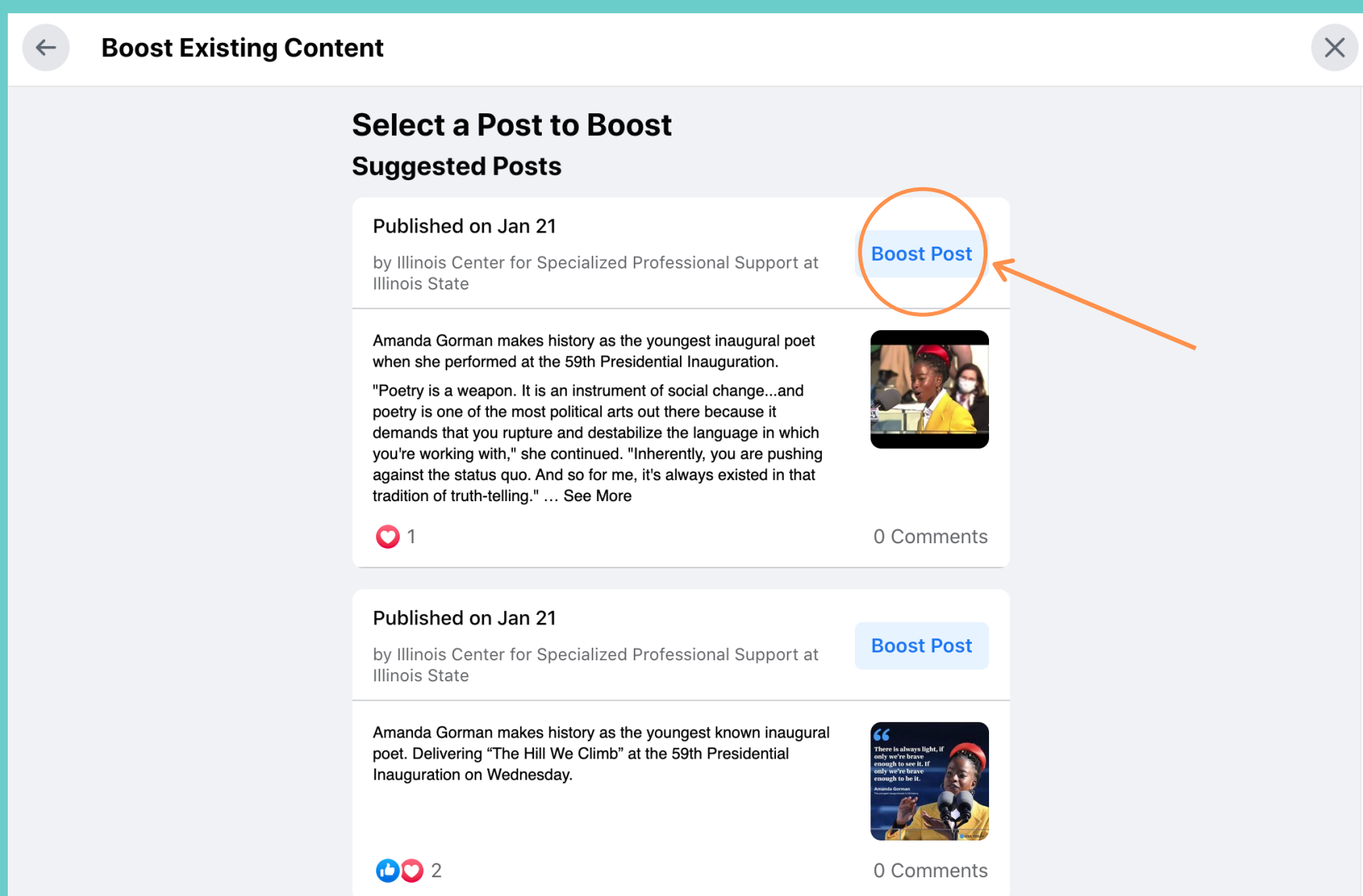
"Boost Your Post" will allow you to be more creative with images and content.

"Promote Your Business Locally" will promote your Adult Education Program Facebook Page with your profile picture.



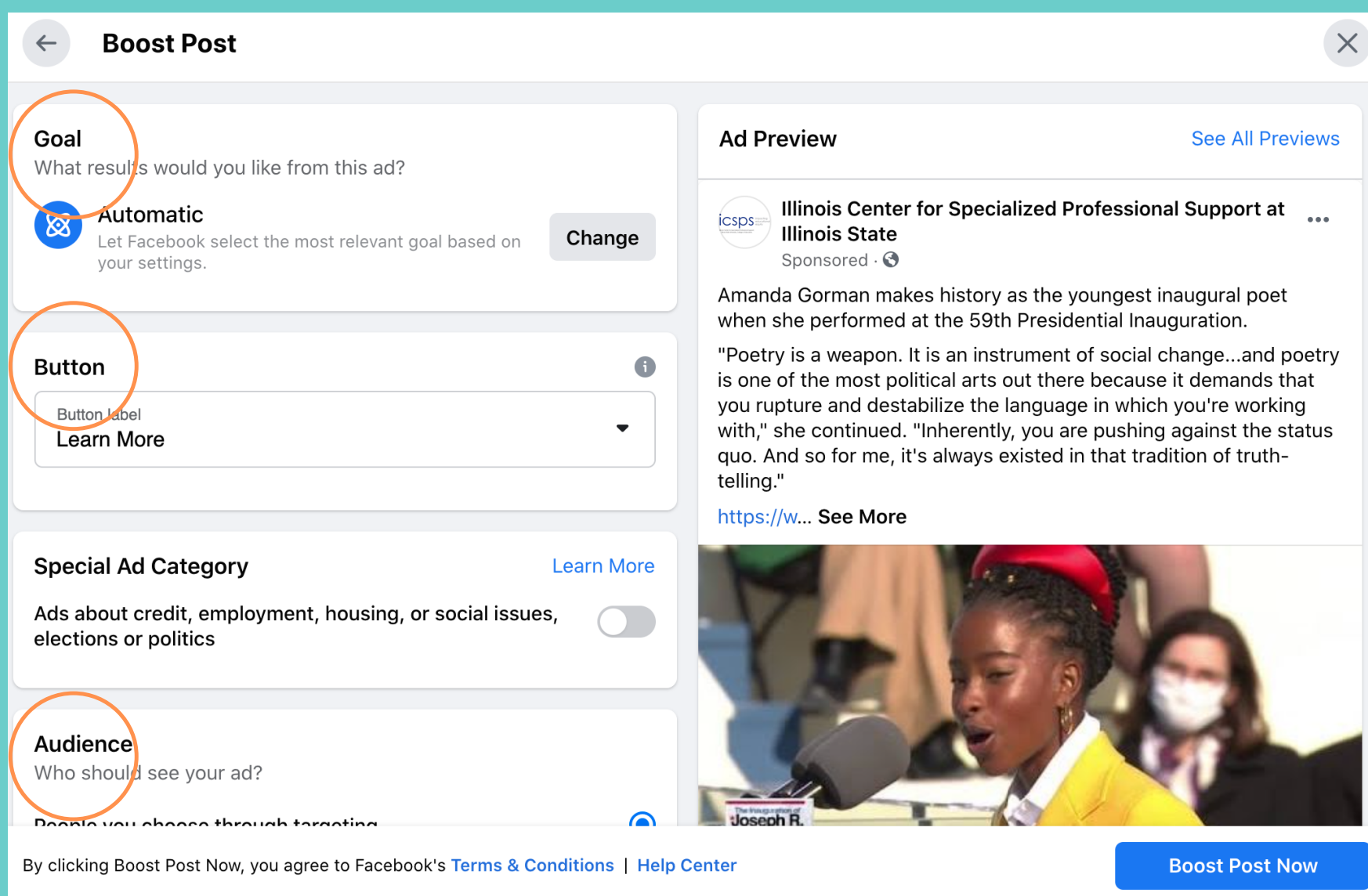
STEP 4

Select the post you would like to "Boost"



STEP 5

Choose your Goal, Button, Special Ad Category, Audience, etc.





STEP 6

Choose your Goal.
Recommended- "Get
more website
visitors"

Boost Post

Goal

What results would you like from this ad?

- Automatic
Let Facebook select the most relevant goal based on your settings.
- Get more messages
Show your ad to people who are likely to send you a message on Facebook.
- Get more engagement
Show your ad to people who are likely to react, comment and share.
- Get more website visitors
Show your ad to people who are likely to click on a URL in it.
- Get more leads
Use a form to collect contact information from potential customers.
- Get more calls
Show your ad to people who are likely to call your business.

Cancel Save

STEP 7

Choose No
Button or select
your button.
Recommended-
"Learn More" for
website traffic

Boost Post

Goal

What results would you like from this ad?

Get more website visitors
Show your ad to people who are likely to click on a URL in it. [Change](#)

Button

Button label
Learn More

- No Button
- Book Now
- Learn More
- Shop Now
- Sign Up
- Get Directions
- Send Message
- Send WhatsApp Message
- Call Now

Ad Preview

See All Previews

icsps Illinois Center for Specialized Professional Support at Illinois State
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Amanda Gorman makes history as the youngest inaugural poet when she performed at the 59th Presidential Inauguration.

"Poetry is a weapon. It is an instrument of social change...and poetry is one of the most political arts out there because it demands that you rupture and destabilize the language in which you're working with," she continued. "Inherently, you are pushing against the status quo. And so for me, it's always existed in that tradition of truth-telling."

[https://w... See More](#)

Joseph R.

Boost Post Now



STEP 8

Choose your Special Ad Category. Recommended- "Employment"

Special Ad Category [Learn More](#)

Ads about credit, employment, housing, or social issues, elections or politics

Ad Category
No Category Selected

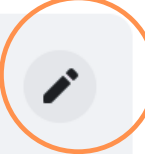
- Social Issues, Elections or Politics**
Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns
- Housing**
Ads for real estate listings, homeowners insurance, mortgage loans or other related opportunities.
- Employment**
Ads for job offers, internships, professional certification programs or other related opportunities.
- Credit**
Ads for credit card offers, auto loans, long-term financing or other related opportunities.


STEP 9

Edit Your Audience.

Audience
Who should see your ad?

People in your audience

Audience Details 
Location - Living In United States
Age 18 - 65+

Audience Adjusted to Follow Policies 
Audience selection options that are unavailable or limited in this Special Ad Category have been adjusted to help you comply with our Advertising Policies. [Learn More](#)



STEP 10

Edit your Audience.
Gender, Age,
Location(s).

STEP 11

Set up Detailed Targeting and select Interests of Audience.



STEP 12

Pick your Duration, End Date and Total Budget.

Duration

Days 5 End date Jan 30, 2021

Total Budget

Country, Currency US, USD

Estimated 293 - 848 people reached per day

\$ 10.00

Slider: [Progress bar with a white knob]

STEP 13

Add Payment Method and click "Boost Post Now"

Placements: Facebook, Messenger

Facebook Pixel: No Pixel

Payment Method

You may get more than one bill for this ad. [Learn More](#)

VISA Mastercard AMERICAN EXPRESS DISCOVER

16 - 48

Payment Summary
Your ad will run for 5 days.

Total budget \$10.00 USD

By clicking Boost Post Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)