

## SMART STRATEGY FOR EDUCATION:

# Student Programs Now Have A Waiting List

Polars Career Center provides adult education and training programs that focus on career success. Courses are designed to help students upgrade skill sets, gain access to the workforce or launch a brand new career. Course offerings and content refresh current with today's changing technology/ job market and include learning programs, customized training for employers as well as continuing education and personal enrichment classes for the adult learner.

Polars sought a true marketing partner, one that would expand their abilities operationally and strategically. Their ongoing challenges were specific, including student recruitment, maximizing enrollment numbers, and expert management of a sometimes tricky revenue schedule. They soon discovered that our partnership would provide just what they required.

Recruiting for 12 or more adult education courses at a time, Polars was challenged by the intricacy of a plan that required multiple messages and points of conversion. Messaging needed to tell the story of Polars while simultaneously generating awareness around their programs. Our team developed a two pronged approach.

## Evergreen Campaign, Designed to Heighten Awareness and Brand Recall

We first took the approach of an always-on, evergreen campaign that included SEO, SEM, and Website Remarketing. In this way, the organic search results for Polars would be improved over time, the short-term search results would fly through pay-to-play, and those that made it to the website would be messaged after departing, further encouraging their return visit and engagement.



SEO



SEM



REMARKETING