

# *Job Corps*

## TARGETED ADVERTISING



# /// OVERVIEW

1. Job Corps marketing funnel
2. Brand awareness ads
3. Conversion ads
4. Leverage targeted advertising locally

You will be able to find this presentation under the “Webinars” section at [JCMarketplace.com](https://JCMarketplace.com).



# /// OVERVIEW



# /// BRAND AWARENESS VS CONVERSION ADS

## BRAND AWARENESS

- Served to cool leads
- Wider audience – can include influencers
- Main call to action (CTA) is to learn more



## CONVERSION

- Served to both warm and cool leads
- Prospect-focused
- Main CTA is to fill out the Express Interest Tool (EIT)



# /// QUESTION 1

## WHAT IS THE MAIN CALL TO ACTION ON CONVERSION ADS?

- Follow Job Corps on social media
- Fill out the form to receive e-mail and texts from Job Corps
- There isn't one; it's to teach people what Job Corps is
- Fill out the Express Interest Tool



# /// CONVERSION ADS – WHERE WE ADVERTISE

## CONVERSION-FOCUSED PLATFORMS

- Google (Spanish and English)
- Instagram
- YouTube (Demand Generation)
- Snapchat
- Facebook





# /// BRAND AWARENESS ADS – WHERE WE ADVERTISE

## BRAND AWARENESS PLATFORMS:

- YouTube (Video View)
- Streaming platforms
- Display ads on third-party websites or apps
- Google (Performance Max)
- Transit/outdoor (center-specific)
- Broadcast and print (center-specific)



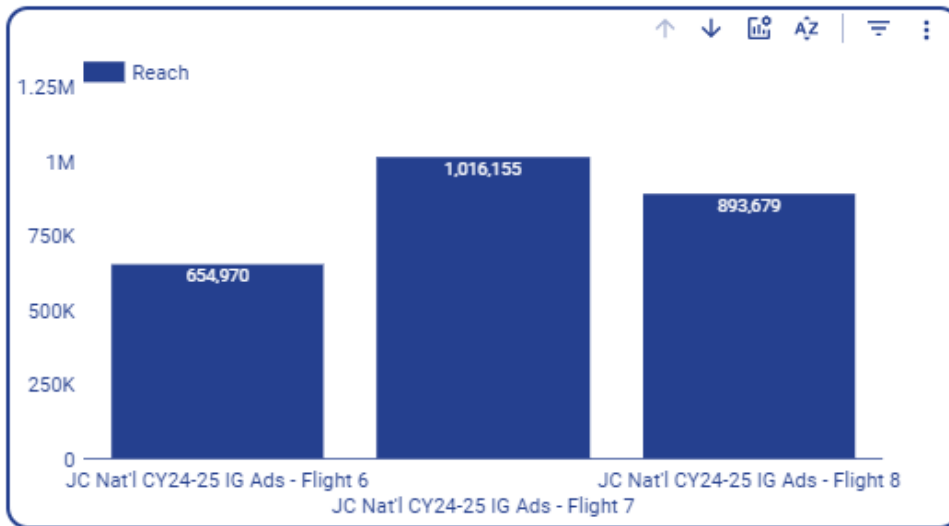
# /// CONVERSION ADS – IMPLEMENTATION





# /// CONVERSION ADS - MEASUREMENT

Reach Metrics by Ad Set/Ad



Total and Individual Conversions by Month



## /// QUESTION 2

### WHAT HAPPENS WHEN A USER CLICKS ON A JOB CORPS AD?

- They are taken to the EIT
- They are given the option to sign up for e-mails
- They are taken to a Job Corps landing page
- They are taken to the Job Corps website



# /// CENTER CAMPAIGN CAPABILITIES

## AD BUYS:

- Any of the conversion- or brand awareness-focused platforms we've covered in this presentation previously
- Geofencing ads
- Billboards, transit ads, radio ads, etc.

## AD CREATIVE:

- Billboards
- Bus wraps, interior ads or shelter ads
- Any ad purchased from another vendor



# /// CENTER CAMPAIGN CAPABILITIES



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**LEADERSHIP  
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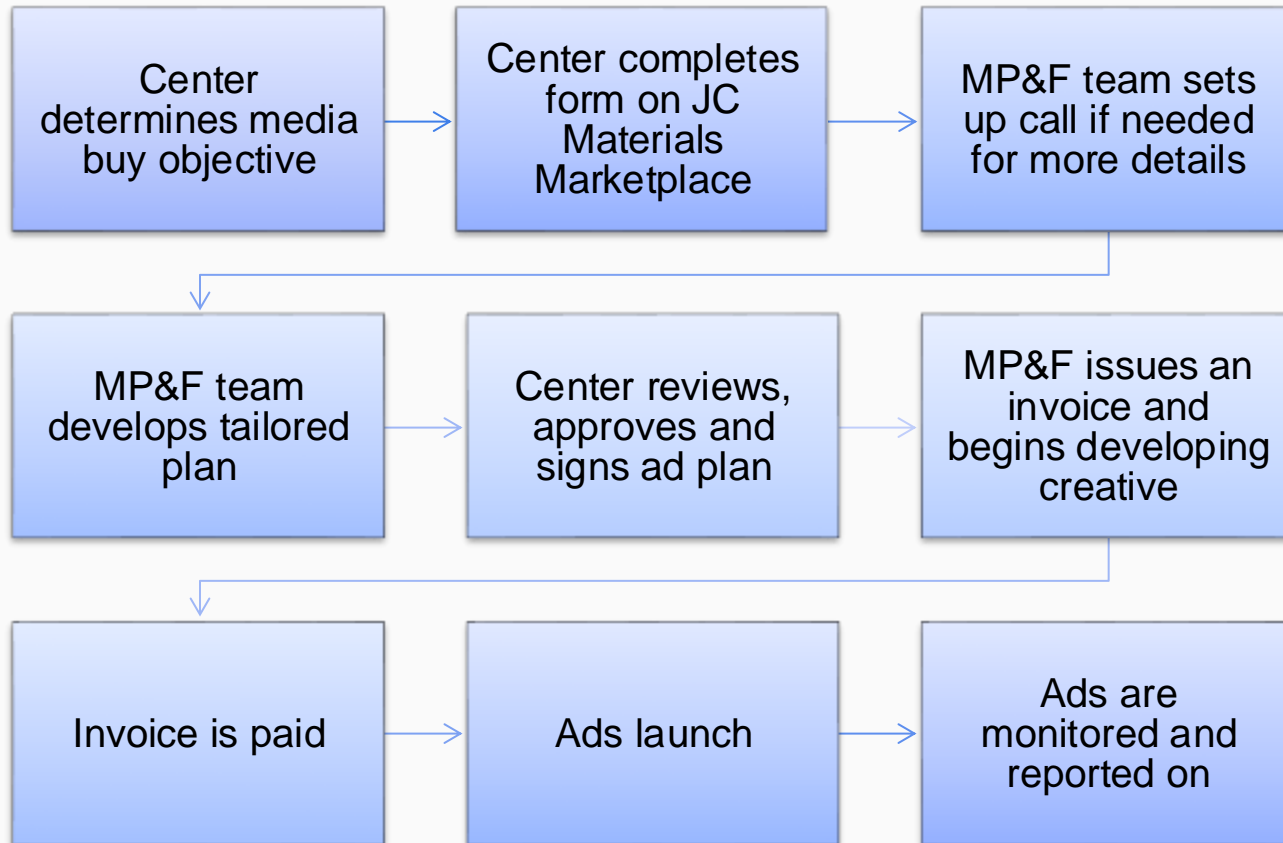
APPLY TODAY!



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# /// CENTER BUY PROCESS



# /// CENTER BUY PROCESS – THE DETAILS

## ITEMS TO CONSIDER WHEN DETERMINING YOUR OBJECTIVE:

- Main goal
- Geographic focus
- Demographic focus
- Timeline and budget





# /// SUPPLEMENTING A CENTER BUY

## WEBSITES

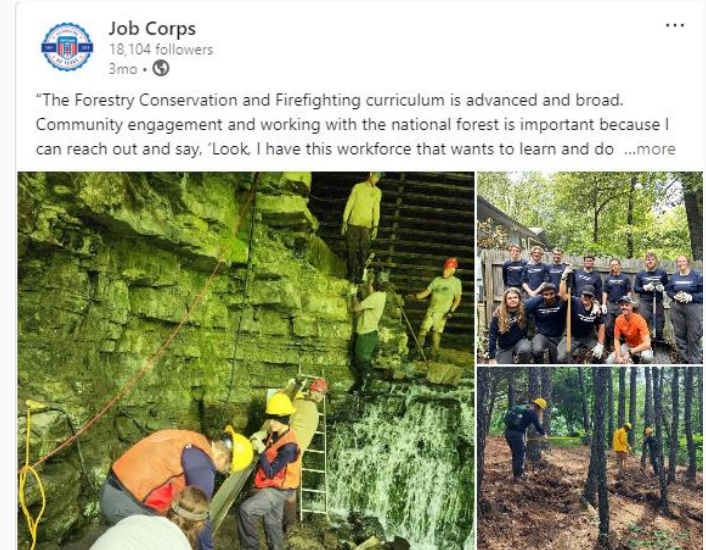
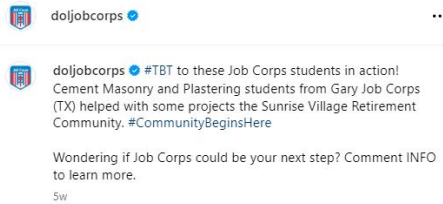
- Share information with our team that we can add to your center website



# /// SUPPLEMENTING A CENTER BUY

## SOCIAL

- Send organic social content to [jcdigital@mpf.com](mailto:jcdigital@mpf.com)



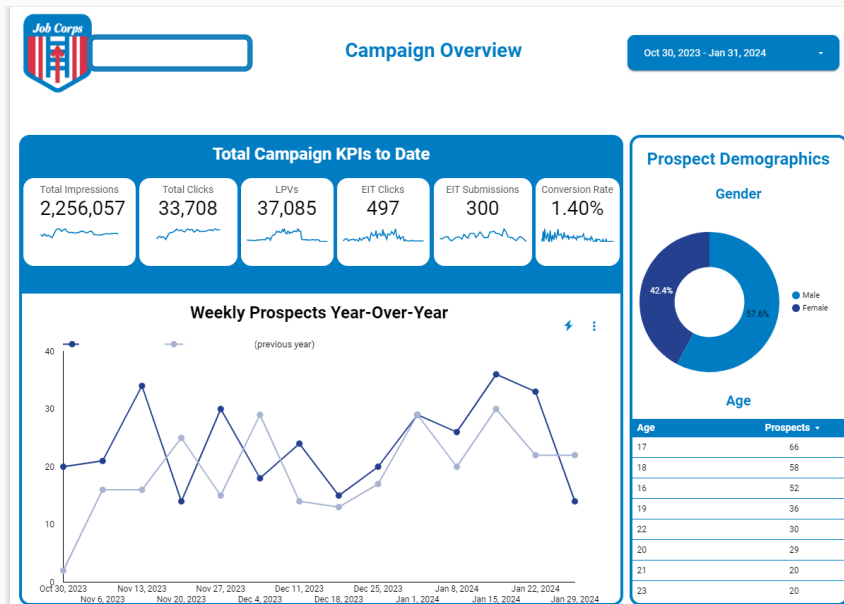
# /// SUPPLEMENTING A CENTER BUY

## MATERIALS

- Request customized materials like information session fliers, postcards, bookmarks, posters and yard signs to help further promote your center offerings



# /// CENTER BUY REPORTING

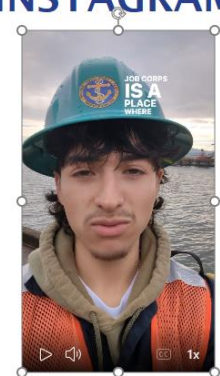


## STUDENT ADVERTISING – INSTAGRAM

### Campaign Results

- Reached 411,655 unique users, generating wide-reaching brand awareness
- 11,034 clicks, equating to a 1% click-through rate
- 262 clicks to the Express Interest Tool, and 100 nurture submissions,\* equating to a 3.28% conversion rate

\*Note: Due to data privacy, landing page activity is frequently under-reported. There are likely more clicks to the EIT that were not trackable.



This is one of the top-performing ads for this audience and platform based on EIT clicks and conversion rate.



# Questions?



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Thank you!

