

stamats

OWENS COMMUNITY COLLEGE

How To Build Adult Learner Campaigns That Convert

September 29, 2026

Presentation may contain proprietary information. Do not distribute.

Our Agenda

3 tips to incorporate into your marketing strategy for adult learners

2 tricks to drive campaign conversions

1 key takeaway to improve campaign performance

Tip #1:

Stay true to your mission.

THE Owens IMPACT



ABOUT OWENS

557,875 students attended Owens since 1965

11,000 students currently enrolled

2 campuses in Northwest Ohio



Toledo-Area Campus

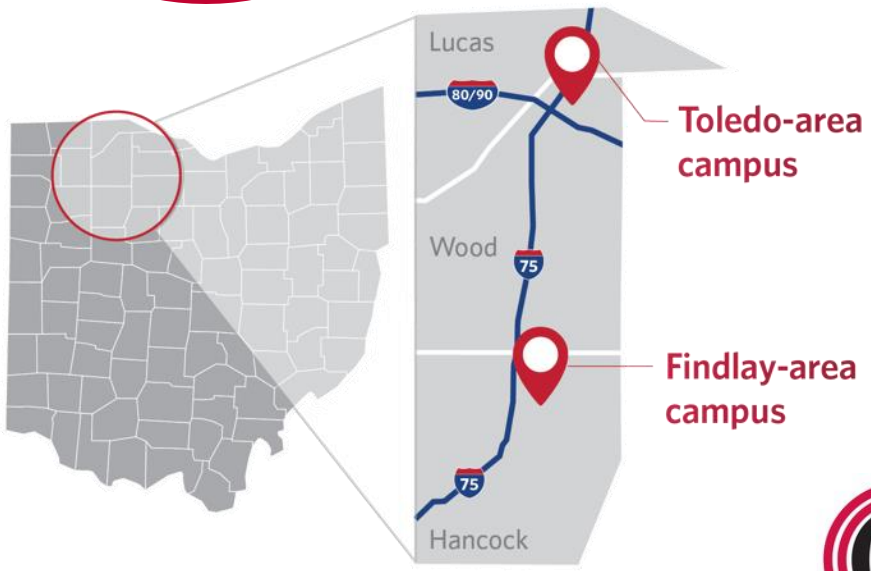


Findlay-Area Campus



Nursing Education Leader

More Owens nursing graduates have met or exceeded NCLEX pass rates over the past 20 years than any other regional nursing program.



OWENS COMMUNITY COLLEGE

Tip #2:

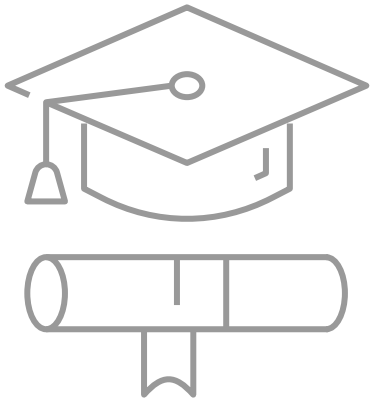
Use data to drive your decisions.

National Stats- Educational Attainment Key



46.5%

of the US Population aged 25+ is **college ready**
*(that is **104,678,417** people)*



61%

of high school completers **enroll in college**

Data provided by Trellis Strategies

Trellis Strategies Feasibility Study



Purpose of the Study

- Identify underserved populations
- Understand barriers to educational attainment
- Develop a plan

OWENS COMMUNITY COLLEGE

TOL City of Toledo

JobsOhio

Key Stats



80%
live .5 miles from the
closest bus stop



23%
of Toledo HS graduates
enroll directly in college



55%
of Toledo residents
25+ are college ready



Direct to college enrollment
is currently at
31%
for Owen's
top feeder institutions



According to the most recent ACS survey there are
189,980
people aged 25 and over in key parts of Owens service area that have
only high school degree or some college

© Trellis Strategies. All other trademarks cited herein are the property of their respective owners.
Trellis Strategies

Addressable Market

Live Our Mission

189,980

1.1 MM

Tip #3:

Research other funding sources to maximize your budget.

Opportunity from Lumina Foundation

$50,000 grant for digital marketing

Benefits

- Pilot ideas
- Mitigate risk
- Learn what works



Lumina™ FOUNDATION

Getting Stamats Involved

Campaign Strategy

- Google Display and Search Campaign
  - Capture attention of those actively searching for adult learner offerings

- Meta Campaign
  - Increase awareness of Owens' offerings for adult learners
  - Target by age and location, some college no degree

Adult Learners Overall Campaign Performance From Lumina Foundation Grant

July 31, 2024 to June 30, 2025

1,758,254
Impressions

12,702
Ad Clicks

1,038
RFI Forms

182
Clicks to Apply

$22.50
Cost per Lead

Trick #1:

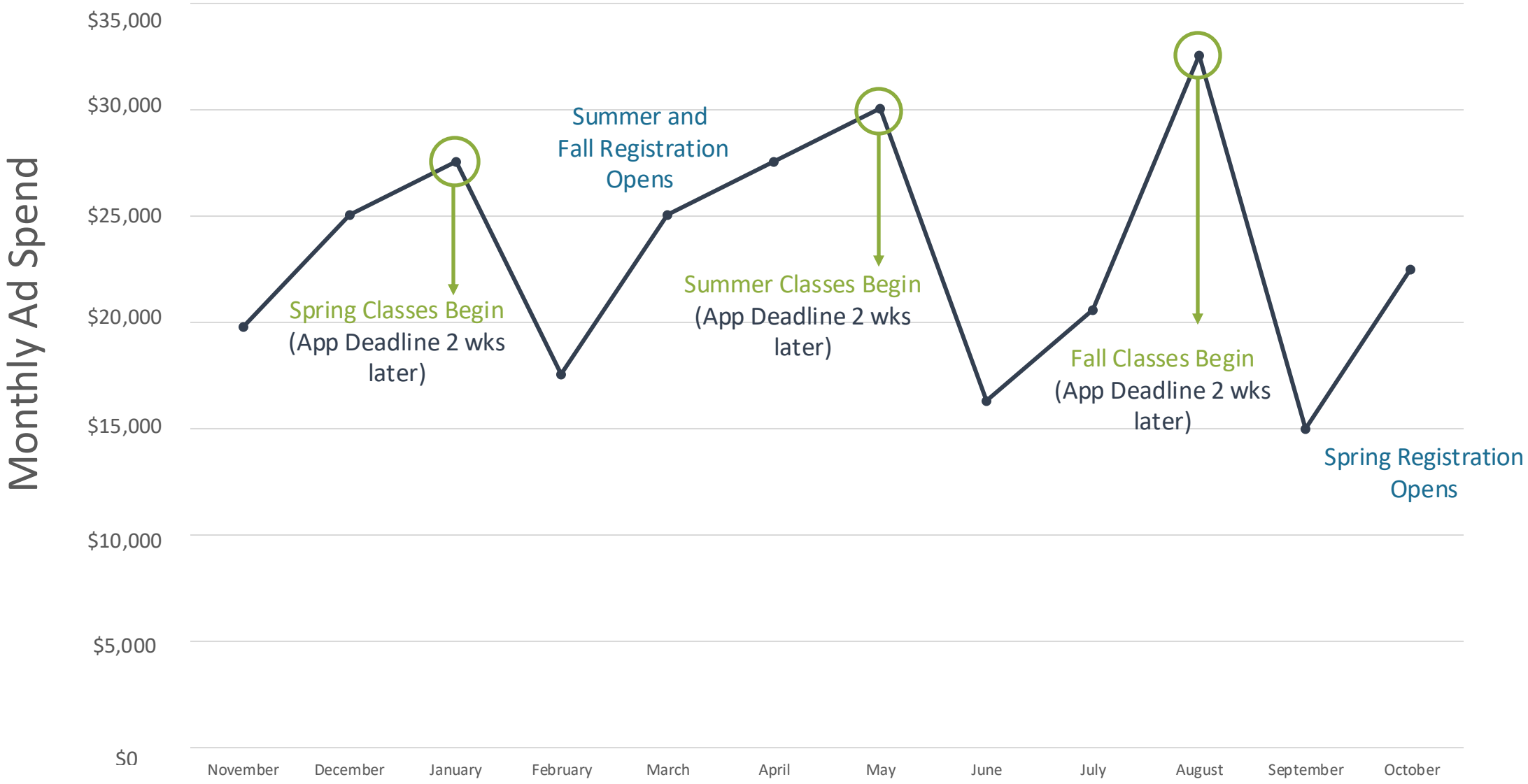
Align your campaign strategy with your enrollment cycle.

All months of the enrollment cycle are not created equal!

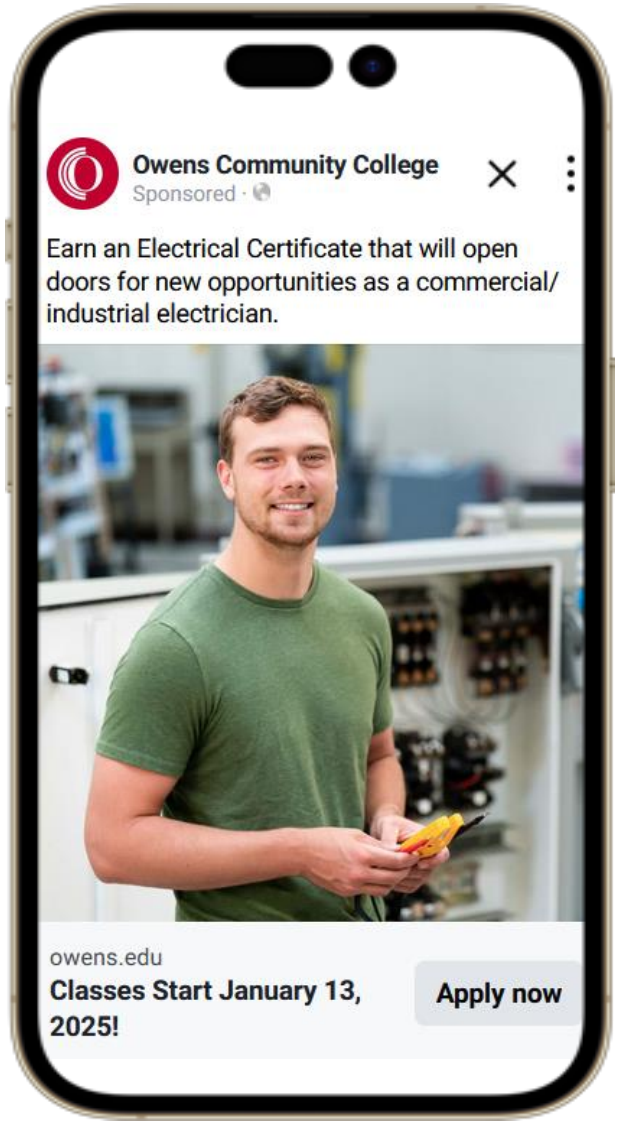
Don’t just divide your ad spend budget by 12 months

Month	Ad Spend
September	$20,000
October	$20,000
November	$20,000
December	$20,000
January	$20,000
February	$20,000
March	$20,000
April	$20,000
May	$20,000
June	$20,000
July	$20,000
August	$20,000

Plan Your Ad Spend Around Important Dates in the Enrollment Cycle



Push Enrollment Deadlines in Ad Copy and Landing Pages





Strategy Alignment with Deadlines and Prospective Student Behavior Drives Conversions!

Owens Adult Learner January Start Strategy Alignment Outcomes

Click Through Rate

↑ 50%

RFI Form Completions

↑ 36%

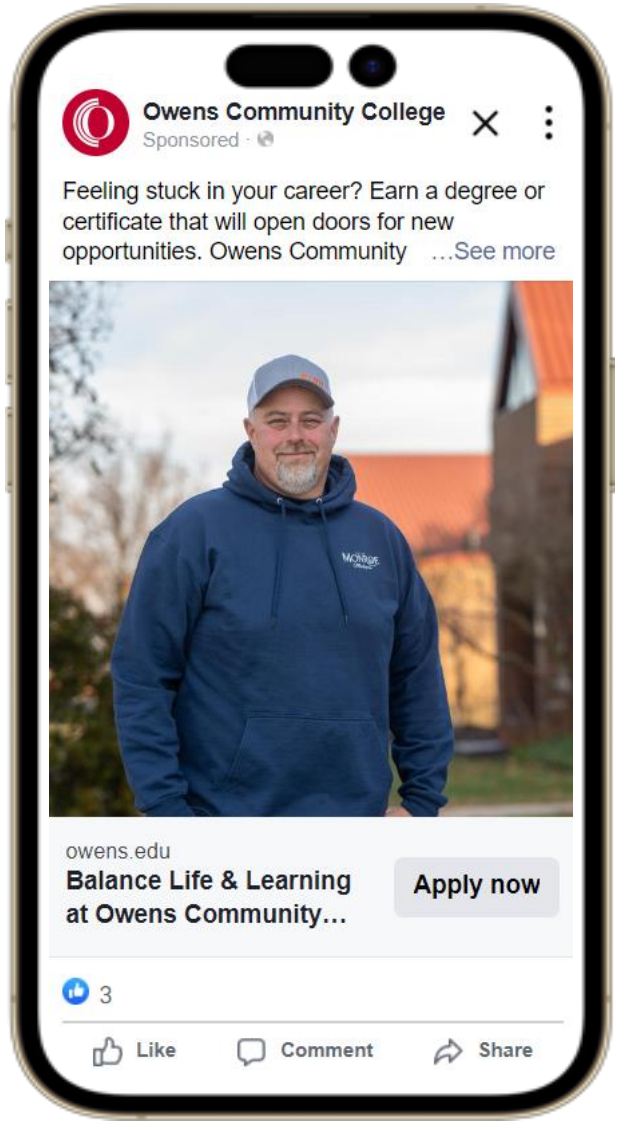
December 2024 compared to 30 days prior to deadline push.

Trick #2:

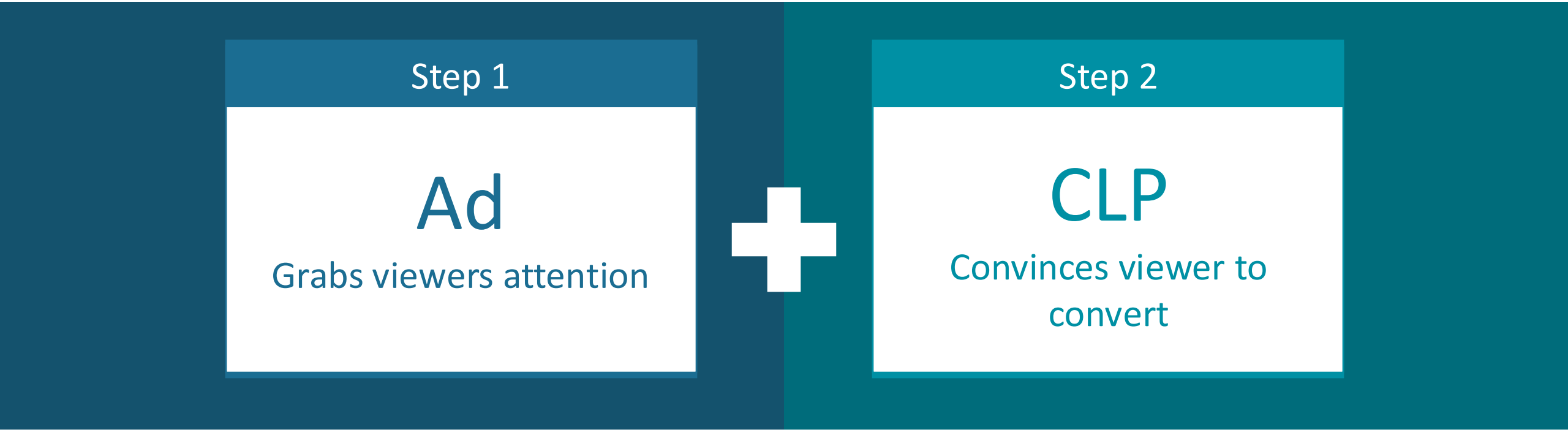
Adult learners need tailored, specific messaging.

Ad Copy and Images Should Speak to Adult Learners

- Goals: Launch your future
- Timeline: Earn an advanced certificate in just 12 months
- Emotions: Feeling stuck in your career?
- Lifestyle: Flexible course schedules for working professionals



Every Great Ad Needs a Great Campaign Landing Page



Campaign Landing Pages Need Content Specifically for Adult Learners

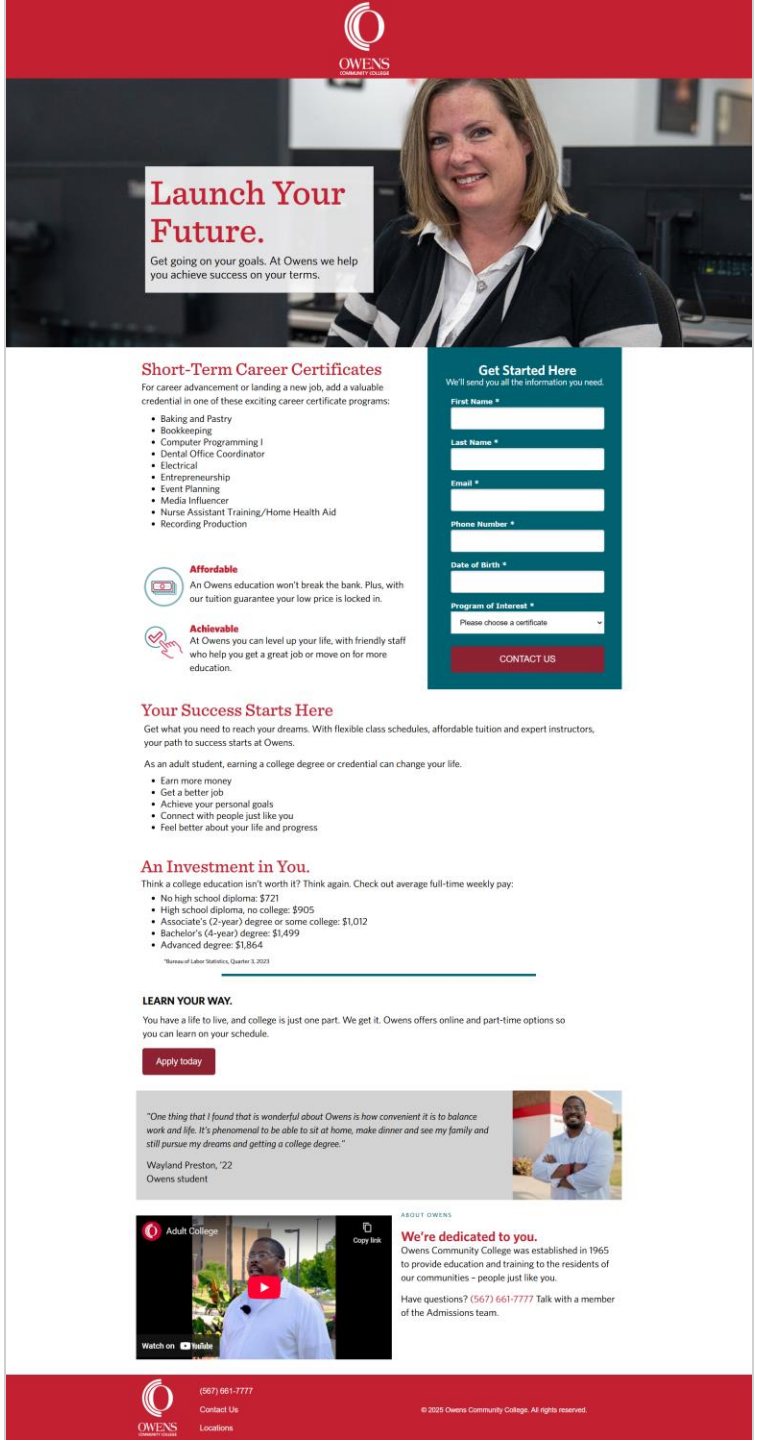
Show it's possible for them:

- Achievable, Affordable, Flexible

Illustrate value with outcomes:

- Expected salary ranges
- Student testimonials

Make the next step easy to take and clear!



Key Takeaway #1:

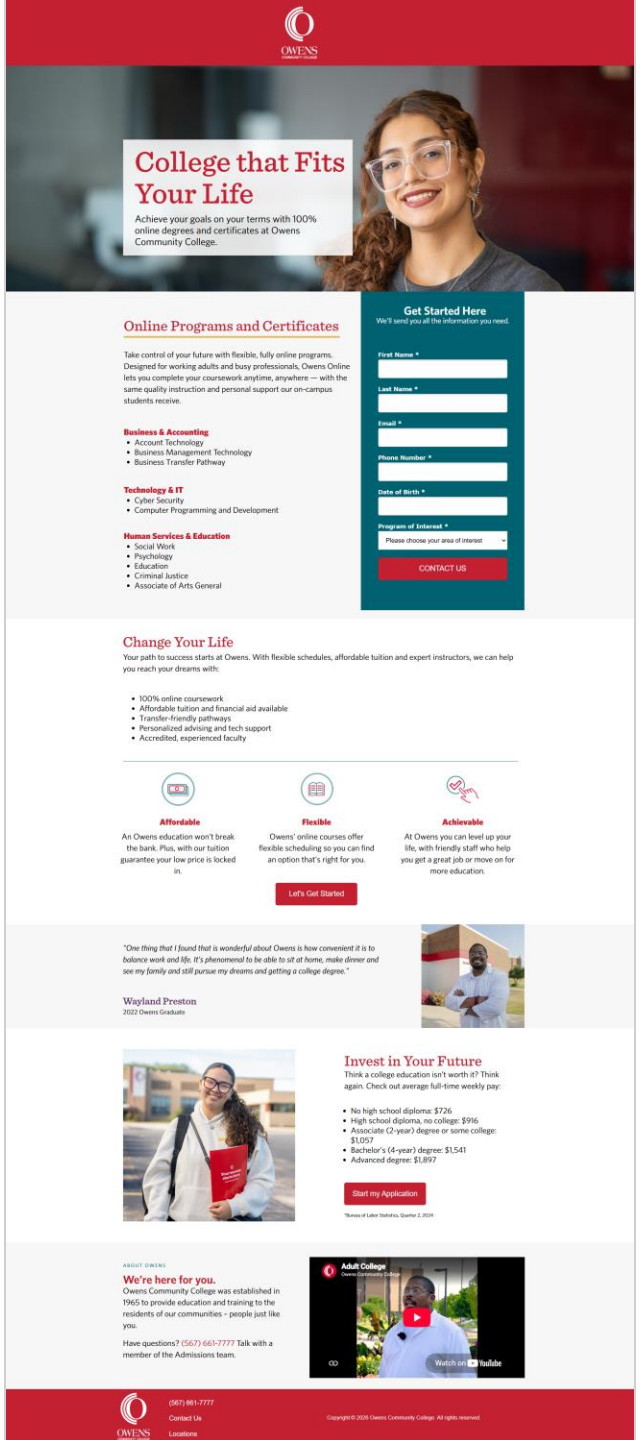
Keep your campaigns fresh and use data to guide strategy shifts.

The Adult Learner Campaign was exceptionally productive with an overall conversion rate of 9.6%.

(nearly 3 times the average for higher education)

Use Data to Drive Your Decisions

- Shift your strategy as program demand and needs change
- Monitor your funnel data and organic search results regularly
- Owens started with certificate programs and is now focused on online programs



Keep Engagement High With Fresh Content and Images

- Images and headlines should be refreshed every 2 to 3 months
- Use search behavior to guide your strategy
- Example: “Want to save thousands on the cost of a bachelor’s degree?” ad launched in July



New Ad Launched In July Drives Performance Increase!

Ad Clicks

↑ 54%

Conversions

↑ 125%

July 2026 vs June 2026 adult learner campaign performance

3-2-1 Recap

Tips to incorporate into your marketing strategy for adult learners:

1. Stay true to your mission.
2. Use data to drive your decisions.
3. Research other sources of funding to maximize your budget.

Tricks to drive campaign conversions:

1. Align your strategy with your enrollment cycle.
2. Tailor messaging to be specific to adult learners.

Key takeaways to improve campaign performance:

1. Keep your campaigns fresh and use data to guide strategy shifts.

Owens Overall Results Post Initial Launch: Spring 2025

Non-Traditional
Enrolled Students

↑ 74%

YOY comparison of non-traditional enrolled students for spring start 2025 vs 2024

And The Results Continue: Fall 2026

Non-Traditional
Enrolled Students

+46%

YOY comparison of non-traditional enrolled students for fall start 2026 vs 2025

Questions?

Thank you for joining us today!



OWENS
COMMUNITY COLLEGE

