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HOW TO ENGAGE ADULT LEARNERS

Sharing our best practices



IN4MARE

SMART OUTREACH BY INFORMING,
INSPIRING AND ENGAGING ADULT
LEARNERS



Instruction package on how to engage adult learner into communication activities

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Who is adult learner

According to EUROSTAT adult learner is **aged 25 to 64 participating in formal and non-formal education and training.**

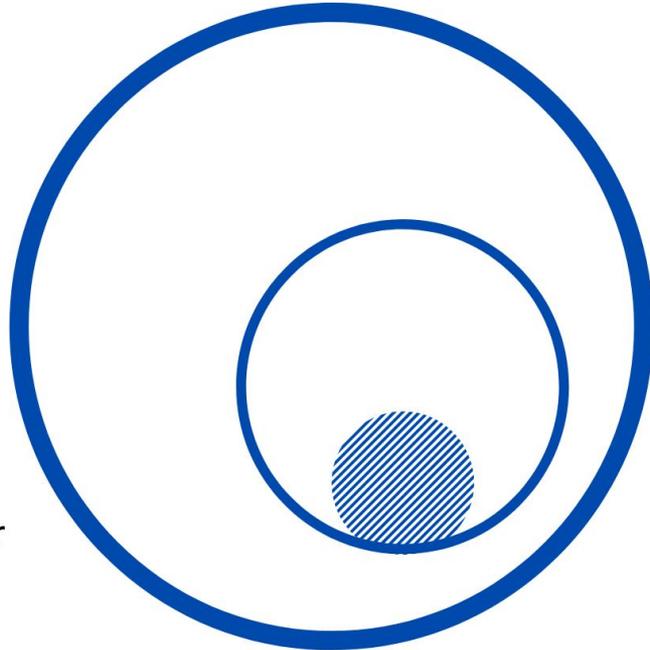
- Adult learner is:
- **self-directed** and makes important decisions himself or herself, less influenced by advertising
- **decision is generally considered** through information about both the learning process and expected results to be achieved
- begins to learn when he or she **has a real need** to learn
- most often the real need is desire **to do their job better**
- or **increase knowledge / skills in an area of interest**
- **paradox - people who need participation in learning to reduce their skills gap more, actually participating less**

Challenges for adult education institutions

Large number of adults not motivated to study

Number of adults motivated to study and who need information (but not advertisement)

Adults participating in formal or non-formal training



Challenges in marketing communication

- Social media changed how we and our customers communicate;
- Less communication barriers, more sense of belonging to community;
- Important others (family, friends, facebook fans);
- Care more and more about the opinion of others, even if we don't know them
- organization don't have control over the information flow in social media and WOM



Marketing funnel

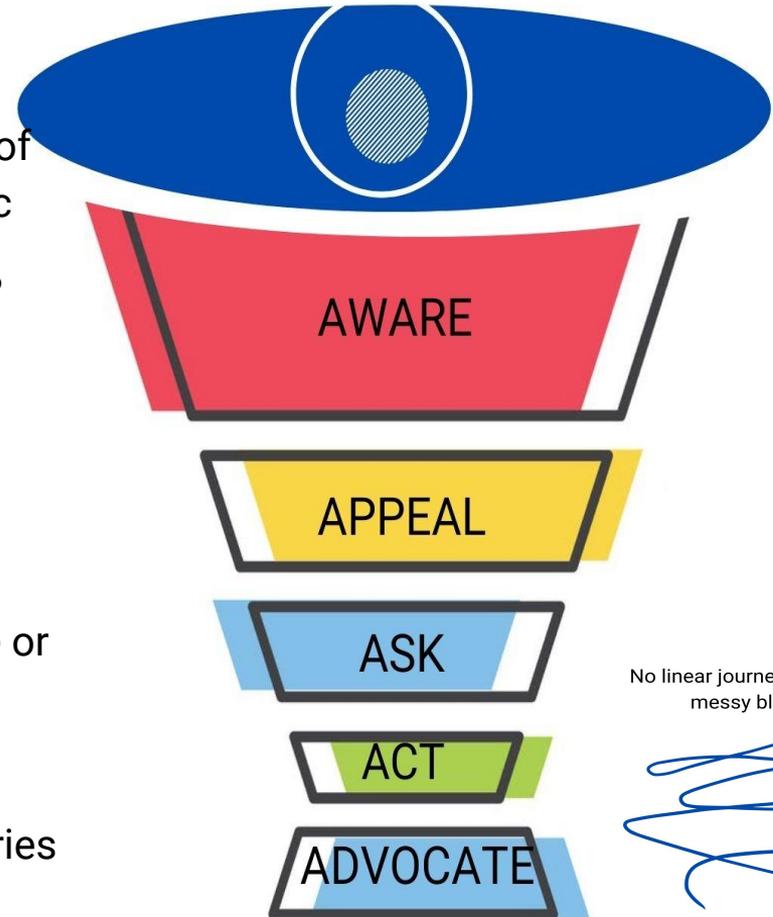
AWARE phase - receives information: media, word of mouth (FFF), own experiences, official billboard, etc

APPEAL phase - does it sounds something for me?

ASK phase - search for more information from company, media of friends, social media platforms,online forums, blogs, expert reviews, peer-to-peer conversations, etc

ACT phase - sign-in to an adult training programme or actual participation in it.

ADVOCATE phase - share experiences and recommendations spontaneously, tell positive stories to others and become evangelists

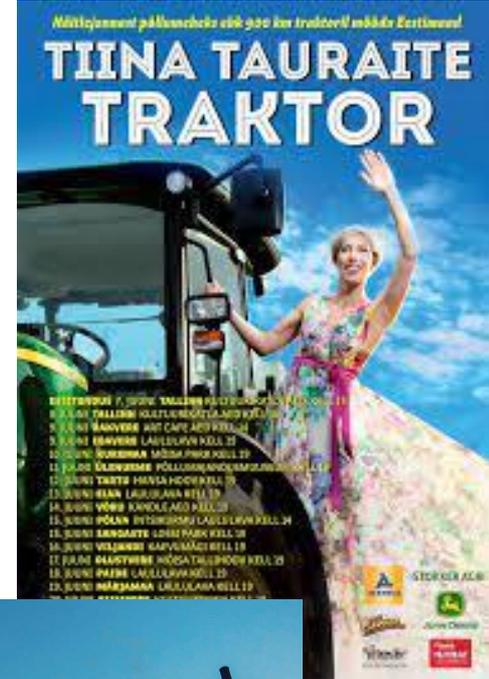


No linear journey but more like messy black box

How to engage learners (1)

AWARE - be there where you potential learners are - media, public space billboards and posters, events, internet and social media channels. When our marketing funnel is wider, we might reach to wider audiences.

APPEAL - be attractive and interesting. Stories matter, curiosity is a driver. When our potential learner finds something appealing, it is a starting point to move forward.



How to engage learners (2)

ASK - It's the phase when potential learner searching for more information. Timely and sufficient information at your website and kind customer service are key elements for sure. But your potential clients ask from existing customers too:

- * reviews
- * forums,
- * facebook fans posts, etc

ACT phase - it is the period you can engage your existing learners to share their experiences, reviews, comments, photos, recommendations etc

From feedback to review?

- engage your learners to share content: hashtag, repost, photo contests, etc.



Tripadvisor



How to engage learners (3)

ADVOCATE - grow your real fans, loyal learners, storytellers and brand ambassadors:

- * staff members
- * learners and alumni
- * influencers



Denim Dream
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WOW, mida Liisa kannab?! 😍 Mugavad Calvin Klein teksad ja oversize pusa on nädalavahetuse parim stiilispikker. Kui tunned, et garder... See more

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Our brand ambassadors

