

# Career Center Marketing: Increase Reach While Cutting Costs



The  
**Career Center**  
*linking futures*

[career.fsu.edu](http://career.fsu.edu) • 850.644.6431

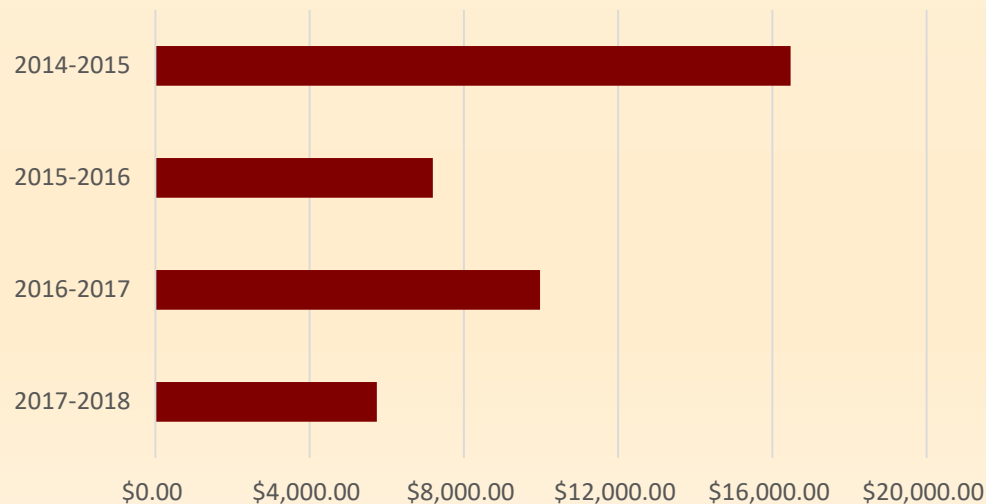
# Learning Outcomes

- Learn to research, implement, and analyze paid Facebook and Instagram advertising
- Understand how social media complements traditional outreach
- View perspectives from both marketing and administration
- Gain insight into potential challenges associated with ever-changing media landscape

# Marketing History

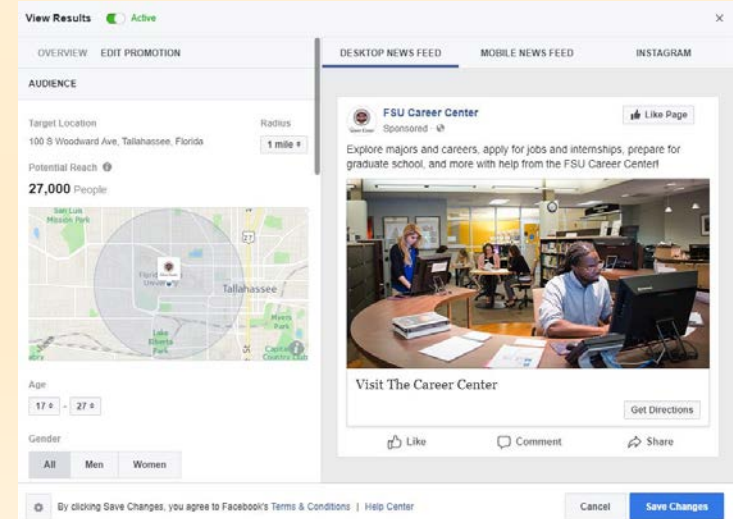
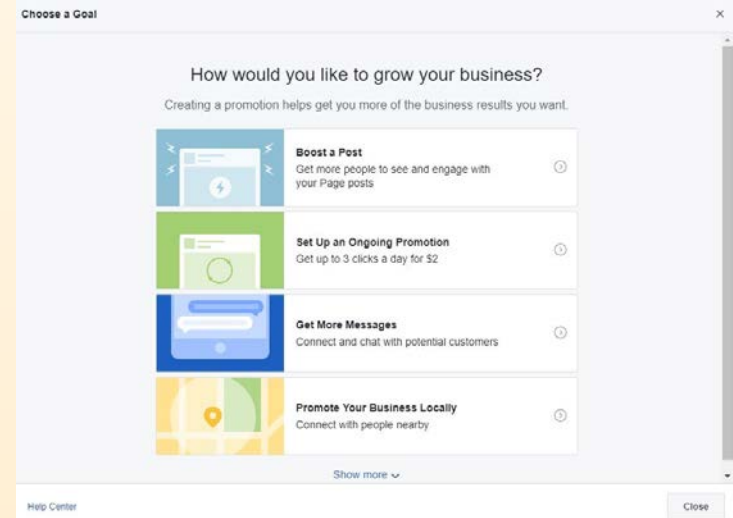
- Goals & objectives
- Print publication outreach and cost
- Organic social media outreach
- Facebook's new algorithm changed the game

Event Printing Comparison



# Implementation

- Identify business goal
- Choose ad goal
- Select target audience
- Set timeframe and budget
- Pick creative (photo, video, slideshow)
- Measure and manage ad
- Make changes if needed



# Seminole Suit-Up

### View Results

No Yes

**Warning:** Your spend limit is lower than your budget for this promotion. Increase your limit by \$0.00.

**Targeting:** You targeted **men and women, ages 17 - 28** who live in **1 location**.  
[Show full summary](#)

**Duration:** This promotion ran for **5 days**.

**Budget:** Your total budget for this promotion was **\$25.00 USD**.

**2,034** People Reached [?]  
**169**  
**\$25.00** Total Spend [?]

Actions | People | Countries

Metric	Value
Event Responses	74
Link Clicks	60
Page Likes	2
Comment	1
Shares	9

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

Close

### DESKTOP NEWS FEED

### MOBILE NEWS FEED

**FSU Career Center** shared an event.  
Sponsored ·

This Sunday, JCPenney is opening just for FSU students who will receive 40% off all career wear, on top of any already established sales. In addition, JCPenney will have refreshments and raffles throughout the evening.

**JCPenney**  
**SEMINOLE SUIT-UP**

**The Career Center**

**SUNDAY, FEB 25 | 6:30 PM - 9:30 PM**

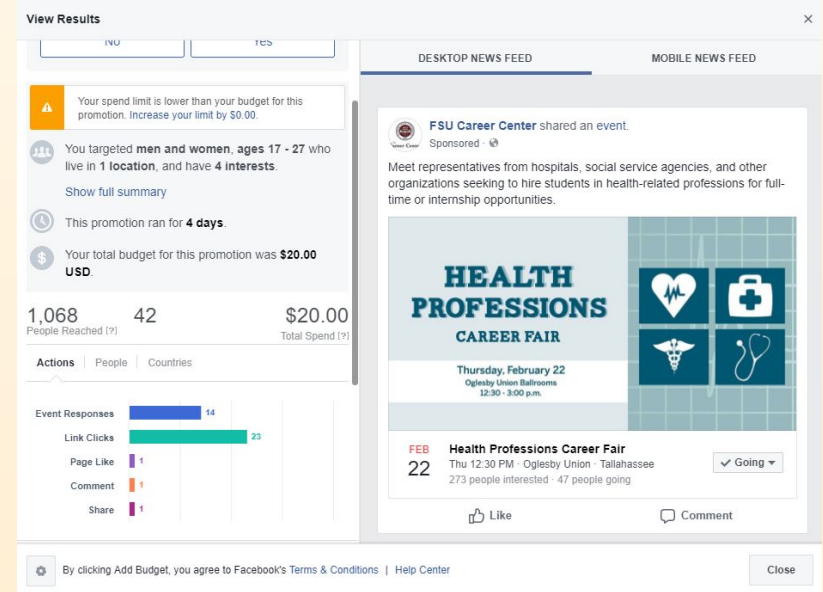
**FEB 25** **Seminole Suit-Up**  
Sun 6:30 PM · JCPenney (Tallahassee, FL) · Tallah...  
1,461 people interested · 447 people going

Like Comment

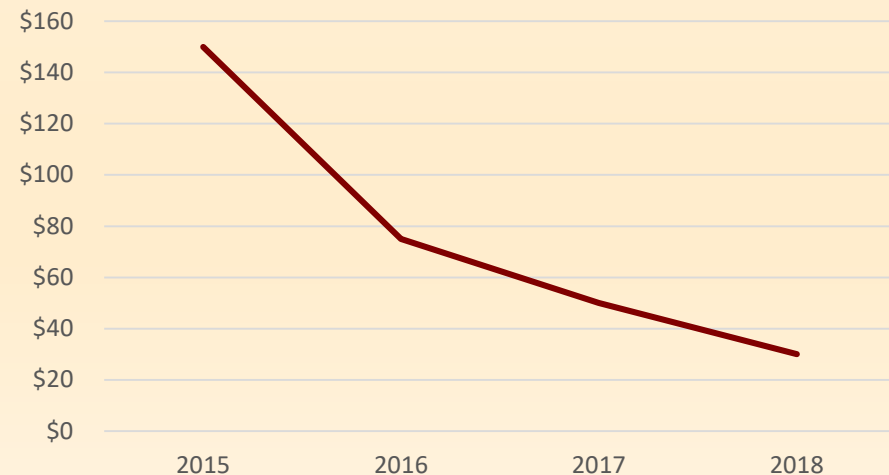
Close

# Health Professions Career Fair

- 2015-2017 marketing: palm cards, posters, diagrams
- 2018 marketing: all of the above + Facebook
- 2017 attendance: 77 students
- 2018 attendance: 147 students



Health Professions Career Fair Marketing Costs



# Challenges

- Facebook's constantly changing policies
- Ex: discriminatory employment posts; must certify compliance



It looks like your ad may be for housing, employment or credit opportunities. If your ad is for a housing, employment or credit opportunity, click the button below to certify that you will comply with our policy prohibiting discrimination and with applicable anti-discrimination laws. If you believe your ad isn't related to a housing, employment or credit opportunity, you can request a manual review.

[Certify Compliance](#)

[Request Manual Review](#)



## **The targeting you chose may not be available for your ad**

It looks like your ad may be for housing, employment or credit opportunities. These types of ads can't be run using multicultural affinity targeting.

**How to fix:** Remove multicultural affinity targeting from your ad. If you believe your ad isn't for a housing, employment or credit opportunity, you can request a manual review.

[Request Manual Review](#)

# Potential Solutions

- One time agreement saying you won't discriminate based on race, gender, or age
- Ads automatically approved each time after

Your Certification

## Your Certification

It is a violation of Facebook's Advertising Policies to discriminate based on personal characteristics such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition. It may also violate federal, state, provincial, local or other applicable laws in your area or the area in which the ads will be shown.

Such laws may prohibit discrimination when running ads related to categories such as housing, employment or credit opportunities. For example, when running an ad for an apartment for rent, it may be illegal to exclude people who have children from that opportunity.

You agree that you have reviewed [Facebook's policy](#) prohibiting discrimination and will abide by those policies. You certify that you will not use Facebook advertising to improperly discriminate, and will comply with all applicable laws.

I acknowledge that I've read Facebook's policies and will comply with Facebook's policies and applicable laws.

Cancel Accept



# Integrated Marketing Approach

- Strengths and weaknesses for both print and social media
- Complement each other
- Reach students from multiple angles



# Q&A

**Contact Info:**

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