Career Center Marketing: Increase Reach While Cutting Costs
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>2014-2015</td>
<td>$12,000.00</td>
</tr>
<tr>
<td>2015-2016</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>2016-2017</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>2017-2018</td>
<td>$4,000.00</td>
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</tbody>
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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

FSU Career Center shared an event.

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

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

By clicking Add Budget, you agree to Facebook’s Terms & Conditions | Help Center
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
Challenges

• Facebook’s constantly changing policies
• Ex: discriminatory employment posts; must certify compliance
Potential Solutions

• One time agreement saying you won’t discriminate based on race, gender, or age
• Ads automatically approved each time after
Integrated Marketing Approach

• Strengths and weaknesses for both print and social media
• Complement each other
• Reach students from multiple angles
Q&A

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