

# YOUR MARKETING GUIDE TO THE 4 KINDS OF Adult Learners

By 2022, 10 million adults are projected to enroll in a higher education program. To effectively target, enroll, and retain this population, it is vital to develop recruitment strategies that address their varying behaviors, motivations, and needs.

## Meet the Adult-Learner Audiences

Careful research shows that adult learners fit into one of four categories. When you create separate recruiting strategies for each market segment, you're more likely to increase the interest, enrollment, and retention of qualified students in your programs.



40% Career Advancers

30% Degree Completers



20% Career Searchers

10% Lifelong Learners



Career advancers want to move up the corporate ladder or transition into a related field, but oftentimes need guidance on how to do so.

### ⊕ Motivations

- Wants the Executive Suite
- Encouraged by a Manager
- Has Tuition Reimbursement

### ⊕ Considerations

- Seeks High-Quality Program
- Wants Immediate Relevancy
- Compares Programs Closely

### ⊕ Program Preferences

- Relates to Current Field
- Engaged with Faculty & Peers
- Online, Campus, Blended

40 PERCENT

## CAREER ADVANCERS

**MARKETING RECOMMENDATION:** Focus your messaging on the most compelling outcomes of the program. Give students proof as to how your program can drive their career forward.

Degree completers want credentials as quickly and efficiently as possible to remain flexible in the workforce.

### ⊕ Motivations

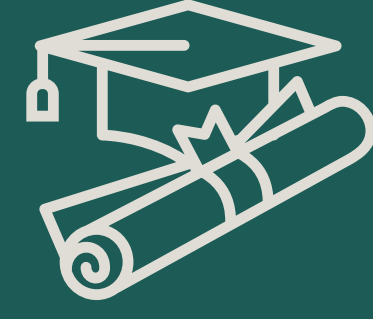
- Evolve Workplace Role
- Be Agile in Future Career
- Wants to Finish Degree

### ⊕ Considerations

- Needs BA or BS Degree
- Cares About Loss of Credits
- Wants Credit for Experience

### ⊕ Program Preferences

- Unrelated to Current Role
- Shows Future Potential
- Online, High Engagement



30 PERCENT

## DEGREE COMPLETERS

**MARKETING RECOMMENDATION:** This is a very pragmatic audience. Make it clear how simple and quick it is to transfer credits or to earn them for work/life experience. Focus your messaging on ease of completion and future potential.

Career searchers seek a new career direction and value mentorship opportunities.

### ⊕ Motivations

- Desires Career Direction
- Dislikes Current Position
- Mentorship Opportunities

### ⊕ Considerations

- Seeks Quality Experience
- Looks for Social Proof
- Compares Programs

### ⊕ Program Preferences

- Unrelated to Current Role
- Engage Faculty & Peers
- Networking Opportunities

20 PERCENT

## CAREER SEARCHERS

**MARKETING RECOMMENDATION:** Career searchers are more interested in the overall experiences your program provides than specific outcomes. To pique their interest, showcase student testimonials that point to their degree as the source of newfound success and happiness.

Lifelong learners value the experience of learning something new for personal or professional development.

### ⊕ Motivations

- Quality Content
- New Experiences
- Reputable Faculty

### ⊕ Considerations

- Personal Enjoyment
- Wants a Variety of Options
- Prioritizes Engagement

### ⊕ Program Preferences

- Free or Low-Cost Formats
- High-Quality Experience
- Online or On Campus



10 PERCENT

## LIFELONG LEARNERS

**MARKETING RECOMMENDATION:** This audience is curious, and eager to learn without a particular career objective in mind. Center your messaging on the quality of education. Push compelling outcomes forward. Highlight what NEW information will be learned.

## Capture the Adult-Learner Market Today.

Show adult learners your school is the choice for them you by tailoring your messaging to speak to each unique audience. If you have questions about capturing this growing market, Wiley Education Services can help. Contact us to learn more about our higher education market strategy, marketing, recruiting, and retention services.

Source: EduVentures: Meet Today's Adult Learners: A Guide to Segmentation & Storytelling

LEARN MORE

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