

Thriving in
Change and
Complexity

Rising to the challenge in
Continuing Education

CAUCE CONFERENCE 2026
HALIFAX | MAY 13-15

CAUCE 2026

Halifax, Nova Scotia · May 13 - 15



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Cutting Through Complexity

Measuring What Matters in CE Marketing

Jonathan Belgrave
Brock University

What goal do you have now?

What is the outcome top level asks for?

Sales – Enrollment – Revenue

Sales ≠ Marketing

CE teams can be compared to a small business. Often individuals take on multiple roles.

Marketing and Sales are put together and given the same goal of enrollment targets.

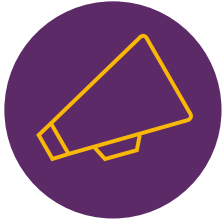
Sales is supported by having good marketing and marketing relies on feedback from sales.

Decouple sales and marketing

- Sales goals performance affect sales processes
- Marketing goals performance affects marketing processes



Source: neilpatel.com



Awareness

Reaching your **target market**. People who may want to pursue life-long learning

Paid channels:

- Tradeshows
- Traditional & OTA (Print, Billboards, Radio, DOOH, etc)
- OTT – (Spotify, Streaming, YouTube)
- Digital Display (Web, Social)

KPIs:

- **Impressions/Reach**
- **Traffic (Web)**
- **Branded Search**



KPI	Tradeshows	Traditional	Digital	Web/Social
Impressions/Reach	Attendees	Media Guide	Platform Analytics	Platform Analytics
Traffic (Web)	Visits/Sign ups	Vanity URLs	CTR	Engagement



Awareness – Branded Search

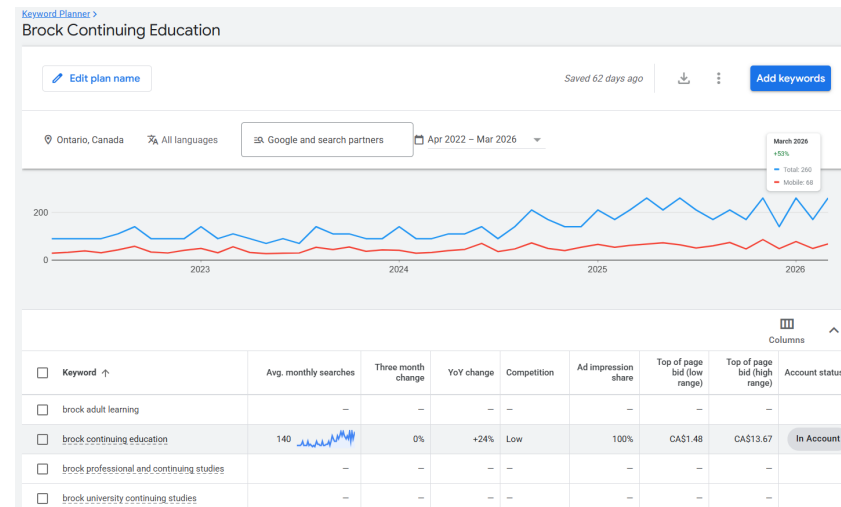
Branded search give an overall impression of how all your marketing activities increase your brand awareness.



Easy to implement (no coding required), free to measure.



Google Ads account > Tools > Planning > Keyword Planner > Create a plan and add “[Your Institution Name] continuing education”.



Brock Continuing Education

[Edit plan name](#)

Saved 62 days ago



[Add keywords](#)

📍 Ontario, Canada

🌐 All languages

🔍 Google and search partners

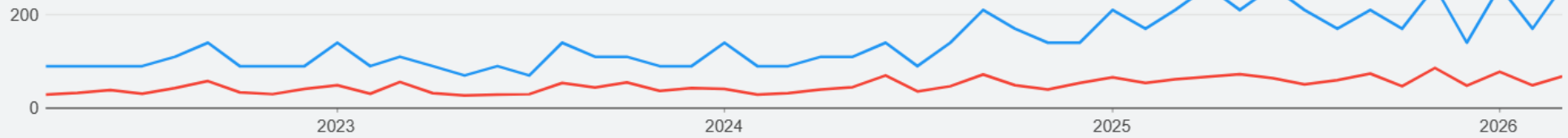
📅 Apr 2022 – Mar 2026

March 2026

+53%

— Total: 260

— Mobile: 68



Columns ^

<input type="checkbox"/> Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> brock adult learning	—	—	—	—	—	—	—	
<input type="checkbox"/> <u>brock continuing education</u>	140	0%	+24%	Low	100%	CA\$1.48	CA\$13.67	In Account
<input type="checkbox"/> <u>brock professional and continuing studies</u>	—	—	—	—	—	—	—	
<input type="checkbox"/> <u>brock university continuing studies</u>	—	—	—	—	—	—	—	





Awareness – Vanity URLs

URLs specifically designed to be memorable for future **consideration**.



- Must be short and relevant or catchy
- Consistently used and have purpose
- Systematically tracked with UTM (Urchin Tracking Module) codes



Examples:



Vanity URL	Actual Landing Page	UTM Source/Medium
brocku.ca/ce	brocku.ca/continuing-education	referral/traditional
brocku.ca/cte	brocku.ca/continuing-education/cte	referral/traditional
Brocku.ca/cool-courses	brocku.ca/ccovi/continuing-education	referral/traditional

Consideration

Life-long learners exploring and **engaging** with your marketing content.

CONTENT	
WHERE	WHAT
WEBSITE	PROGRAM INFORMATION

Big decisions → Big investment → Time consideration



Source: <https://finance.yahoo.com/news/5-most-expensive-things-ll-180021644.html>

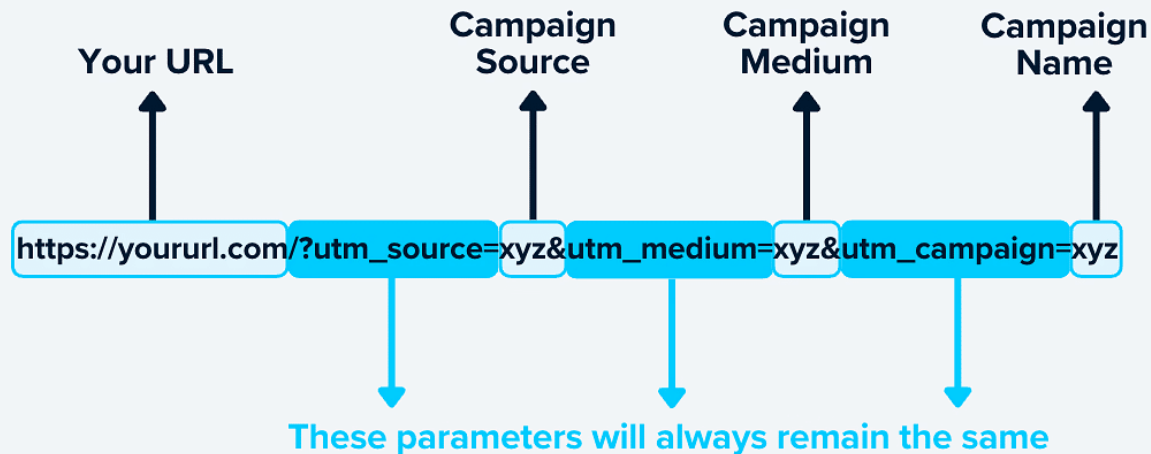
KPI: Engagement Time or % Returning Users

Measure with Google Analytics

Consideration

UTM for campaign specific performance

UTM Parameters



- Have a structure to your campaign names
- Be consistent with your medium terms (Case Matters)
- Define and use dynamic with your sources.

<https://ga-dev-tools.google/campaign-url-builder/>

Example

Case: The partner wants to promote the learning opportunity to their members. They will distribute through their members by both sending the poster by email and posting in staff rooms.

Solution: Mixed modal poster designed with tracking relevant to the mode of delivery

1. An easy to remember landing page is created for the purpose of the campaign
2. The digital pdf version has UTM parameters embedded within the clickable link
3. A digital QR code has different UTM parameters for medium built in. "print" vs "digital"
4. Our Brand recognition URL is included for long term memory



Professional and
Continuing Studies



TLDSB is partnering with Brock!

Online AQ/ABQ courses available for educators

Current offering

Reading, Part 1

Start date: July 20, 2026

Pre-register:

1

brocku.ca/continuing-education/tldsbc



3

2



Flexible online AQ/ABQ offerings



TLDSB Discount Rate 15%

5 days prior to first class start

Click above and complete the intake form. Upon confirmation of eligibility, a promotion code and checkout instructions will be sent.

See program pages for pre-requisites and more AQs and ABQs on

4

brocku.ca/cte

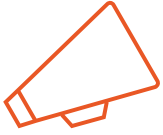
This courses have the same drop and withdrawal policies as all Brock AQ/ABQ courses.



CAUCE
Canadian Association for
University Continuing Education

Conversion

Learners deciding on their life-long learning investment.



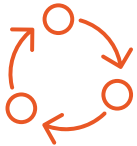
KPI: Abandon Cart Rate

Your registration platform may have a report built in.
Easy to export, included in your operational costs.



KPI: ROAS (Return on Advertising Spend aka Conv. Val/Cost)

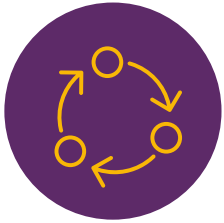
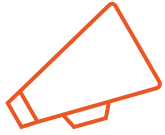
Using Meta Pixel and Google Tracking Code built into your site
Technical to initiate, moderate to maintain.



Closer Look Demo

Loyalty

Creating opportunity for lifelong learning.



Repeat Purchase Rate

Redemption Rate: Loyalty
Discount Codes Used

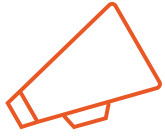
Easier

Harder

CLV:
Completed Certificates

Customer Engagement Rate
Newsletter Engagement

Advocacy



Your learners become champions for your brand.



These champions feed back into your top of funnel and give credibility to your brand. Enhance your awareness and consideration efforts.



KPI: LinkedIn and other social Mentions

Ask your learners when they earn their credential to share it on their network and to tag you.



KPI: Google Reviews

Let your learners know if you have a department specific Google profile where reviews can be left.



KPI: Testimonials

Set a target for number of testimonials to acquire and set levels of production.

Summary

	Awareness	Consideration	Conversion	Loyalty	Advocacy
KPI	Brand Search	% returning users	ROAS	Redemption Rate	Testimonials
Tool	Google Keyword Planner	Google Analytics	Google Ads	Coupon codes	Text and Video
Goal Example	Increase average search by 5% quarter over quarter for a 20% YoY	Returning users are 10% of traffic	Achieve a Google ads ROAS ratio of 4:1	Use rate 15% for 1+ years non-users	Produce 2 high quality video testimonials
Important to report	Shows that efforts that don't have direct conversion are increasing funnel	Indicator that information provided keeps you in consideration	Mktg efforts are having impact on sales sustainably	Increasing sales with lower cost.	Showcasing learner success stories.