



Sept 2015 Certification SIG meeting

A session focused on Marketing your Program:

- External Marketing
- Internal Marketing
- Marketing Plan (plus example)

Peter Manijak - SIG Chair



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External Marketing:

- **What has been most successful?**
 - Web site
 - Exam data
 - Testimonials (can be leveraged in many places!)
 - Newsletters and literature
 - FAQ file
 - First page easy to understand program overview
 - Promote new exams and events in rotating banner or highlight box area



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External Marketing:

- **What has been most successful?**
 - Newsletter
 - Monthly for consistency
 - Posted to Certification page for reference
 - Distributed to the participants who have signed up for program (internal and external)
 - Sent to key stakeholders with a personal message
 - Promotes upcoming classes that support program and has led to consistent enrollment increases
 - Promotes new exams and events which has led to increased numbers



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External Marketing:

- **What has been most successful?**
 - Digital Badges and Certificates
 - Registry



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External Marketing:

- **What has been most successful?**
 - Blogs
 - Mini-blogs are an effective tool and can re-inforce information from the newsletter
 - Mini-blogs can cover topics more in-depth than the newsletter
 - Supply content for Company leaders to blog on your program
 - Social media
 - Twitter
 - Sending out photos of successful candidates on exam testing events has been effective



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External Marketing:

- **What has been most successful?**
 - Articles
 - Publish an article in an industry magazine
 - Certification Magazine
 - Ad Space
 - Consider buying ad space at Conference events
 - E-mail marketing campaigns promoting special events, training, podcasts



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External Marketing:

- **What has been most successful?**
 - Open floor discussion



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Internal Marketing:

- **What has been most successful?**
 - Leverage same material used for external and promote them to internal stakeholders and other forums that your company has
 - Create slide pitch deck
 - Create one page overview of program
 - Create one page data sheets on each exam



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Internal Marketing:

- **What has been most successful?**
 - Review roadmap with leadership on quarterly basis
 - Demonstrate how the program can help each area of business
 - Goals of program should support business:
 - Professional services & Support benefit from partners who are certified
 - » Reduces stress on internal resources
 - Partner/channel programs can leverage the program using the credentials as requirements to participate
 - This also aids effort to recruit SMEs



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Internal Marketing:

- **What has been most successful?**
 - Promote SME participation via blogs and internal communications
 - Create summary reports for each workshop or event
 - Goals
 - Deliverables
 - Factors in success
 - SME list
 - Next steps
 - Issues/actions



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Internal Marketing:

- **What has been most successful?**
 - Open floor discussion



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Marketing Plan:

- **Create key categories**
 - Collateral
 - Demand Generation (email marketing campaigns)
 - Market Research
 - Social Media
 - Communications
 - Event Marketing
 - Web Content Development
 - Ad Hoc



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Marketing Plan:

- Track status
- Determine Deliverable
- Identify owner
- Include Notes
- Post timeline

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Marketing Plan example:

Marketing Tasks and Activities. August 20xx-February 20xx (Peter Manijak - owner)

Tasks/Activities	Status	Deliverable	Notes/owner	Timeline
Collateral				
Overview Brochure	completed	brochure	posted in shared drive	annual
Testimonials	completed	print and video posted on web site		quarterly and on-going.
Datasheets and brochures	completed	updated brochures	post in shared folder	updated annually
Demand Generation				
Email Marketing Campaigns	completed	Template (in place)	List of successful campaigns and key stats:...	quarterly and on-going.
Event Marketing				
Certification Event	TBD	Draft plan for special certification events		Q1/Fyxx
Communications				
Certification newsletter	ongoing	email newsletter format (in place)	new format introduced August	monthly
Social Media Marketing				
Twitter	completed	Active account in place		on-going
Blogs	completed	published blogs	post in shared folder	on-going
Web Content Development				
Link Maintenance	ongoing	report	generated by...	monthly
Certification web site	completed	Summary report of monthly update meeting		monthly
Add Hoc Projects and additional deliverables				
Go To Market template for training associated with Launch	completed	New Product release courseware and training plan	PPT template	September



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Marketing Plan:

- Open Floor Discussion



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What topics would people like to see in the next session?

Please send email to petermanijak@gmail.com, or call with your ideas at 508-873-3904.