



Marketing 101

MARKETING 101: HOW TO MAKE DIGITAL CREDENTIALS YOUR MOST IMPACTFUL MARKETING TOOL

#MarketingWithDigitalCredentials

Meet the Panel



Susan Manning
Chief Success Strategist

Credly



Patricia Diaz
Sr. Marketing Manager

Credly



Rebecca Kalogeris
VP of Marketing and Product
Strategy

Pragmatic Institute

Times have changed



Delta Air Lines	Trash	Our Commitment Remains: Your Update from Ed Bastia
Everlane	Trash	\$50 Denim Ends Tonight - Feeding America's COVID-19
CanvasPeople	Trash	A Note from CanvasPeople on COVID-19 - Welcome from
At Home	Trash	A letter from our CEO - spread of COVID-19, At Home wi
Caliber Home Loans	Trash	Your Safety is Important it Us! - coronavirus (COVID-19)
AFC Urgent Care	Trash	AFC Urgent Care Important Updates on COVID-19 - mor
CBF Leaders	Trash	Camp Big Fish Summer Camp 2020 Update - pertains to
Dr. Bryan Johnson	Trash	School Board Meeting Update: March 19, 2020 - respon
Aunna Dennis	Trash	We're in this together - and it's time to be counted! - oth
E-ZPass New York	Trash	E-ZPass NY COVID-19 Update - spread of COVID-19. Ou
Hamilton County Sch.	Trash	COVID-19 Closure Community Update: Thursday, March
MIRROR	Trash	COVID-19 UPDATE - Email Template COVID-19 UPDATE
Firmoo.com	Trash	Coronavirus Update: We Have Your Back - Coronavirus
Navient-Department .	Trash	Coronavirus Update - developments with COVID-19 (coronavirus). W
Michael Klein, Trav.	Trash	Update from Travelers - coronavirus (COVID-19), please know that n
Nextdoor Hampton Me.	Trash	Understanding COVID-19 - Meadows Understanding
Delta Air Lines	Trash	Patricia, Your March SkyMiles Statement Is Here -
Sugarfina Candy Con.	Trash	A Note from Sugarfina - An update to our custo
ALL Rewards Credit .	Trash	A message to our cardmembers about COVID-19 -
Empire BlueCross Bl.	Trash	Latest COVID-19 support comes at no extra cost -
Capital One	Trash	Call wait times may be long - you can easily conne
Ulta Beauty	Trash	Store closure update from Ulta Beauty - Ulta Beaut
Reddit	Trash	r/Coronavirus Community Spotlight: See top posts
Hamilton County Sch.	Trash	COVID-19 Closure Community Update: Tuesday, M
Chattanooga Gas	Trash	Responding to the coronavirus (COVID-19) - of the
Costco Wholesale	Trash	A Message From Costco's CEO - coronavirus (COV
J.Crew Credit Card .	Trash	A message to our cardmembers about COVID-19 -
VacationsToGo.com	Trash	Coronavirus Update from Vacations To Go - spread
PBS KIDS for Parents	Trash	Stuck Inside? Learn and Play with PBS KIDS - abou




- ▼ Topics
- ▼ Career Guidance
- ▼ CPE & Learning

AICPA news

AICPA Coronavirus Resource Center

Update on the Coronavirus and impact for Association activities.



Northeastern University

PRESIDENT AOUN ADMISSIONS ACADEMICS RESEARCH MAKE A GIFT

🔍 ☰

News@Northeastern

Time is precious. Drugs are too. How can hospitals make the most of both to battle COVID-19? >


Here's why washing your hands with soap for 20 seconds protects you from COVID-19 >

He broke down (language) barriers and built (live) fences in Senegal >


[We want your Commencement 2020 suggestions >](#)

[MEDIA INQUIRIES](#)

FACULTY EXPERTS



→ Read story

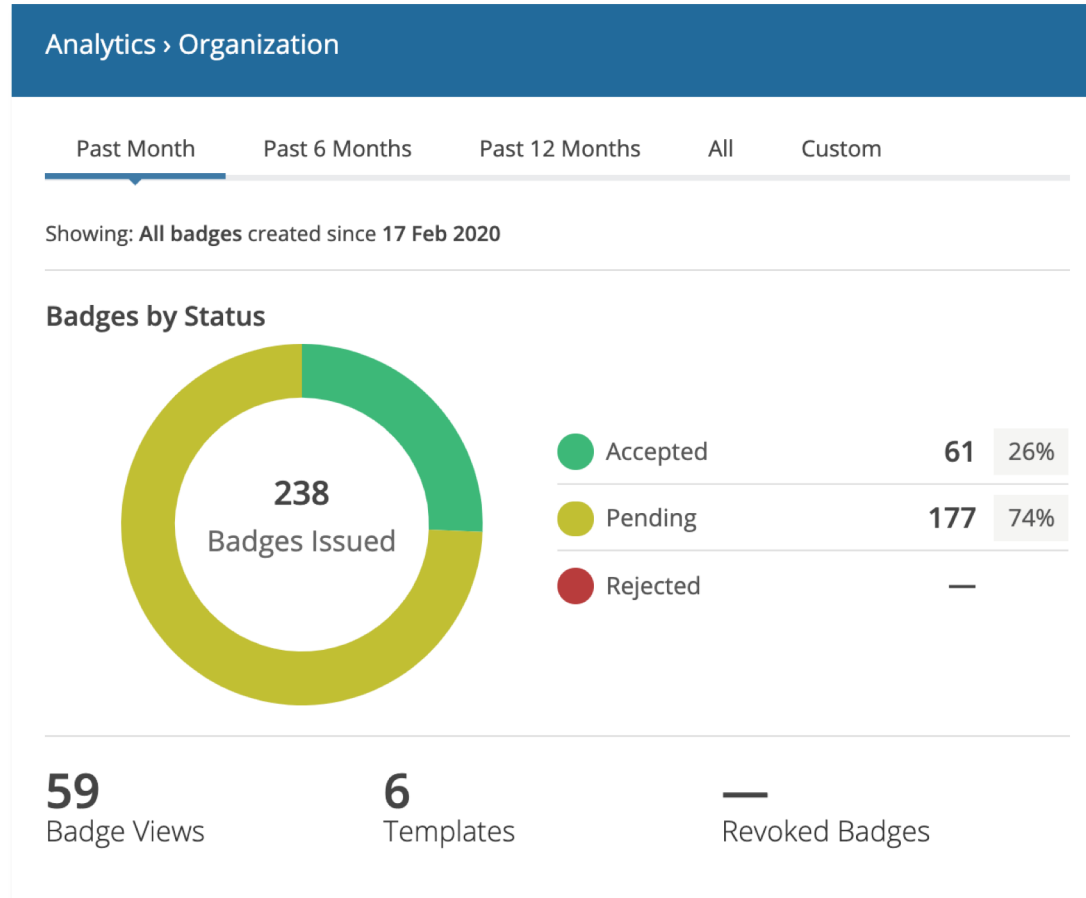


COVID-19 Critical Information

Last updated: March 22

[LEARN MORE](#)

Possible Conversations

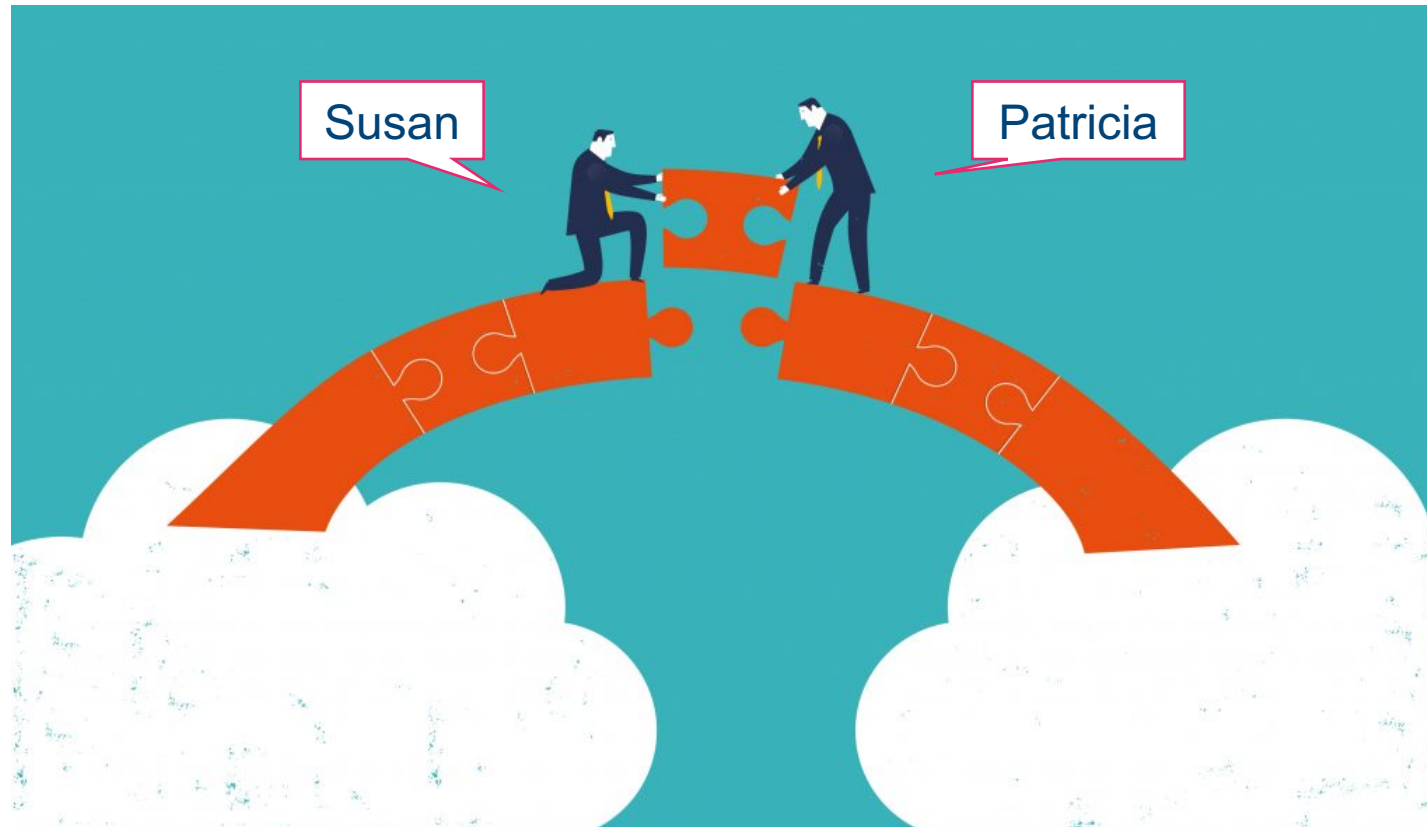


“What are you doing to market your program?”

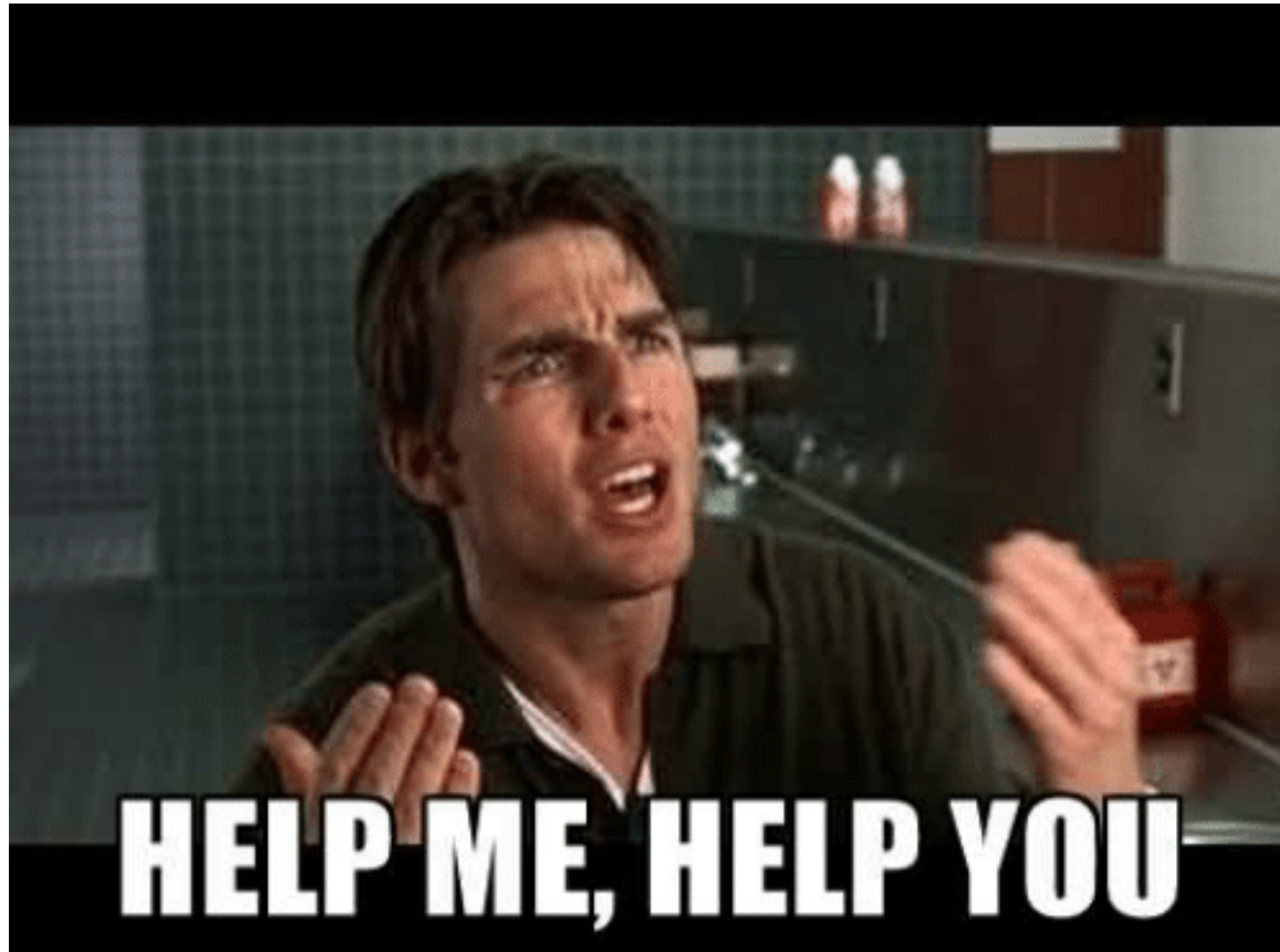
Before, During and After

<p>Emails Announcements Landing pages Social media posts In-course mentions</p>	<p>Landing/informational pages Reminders Social media posts In-course mentions</p>	<p>Individual emails Landing/informational pages Reminders Social media posts In-course mentions</p>
<p>GOAL: Get people excited</p>	<p>GOAL: Boost acceptance and sharing</p>	<p>GOAL: Earner education</p>

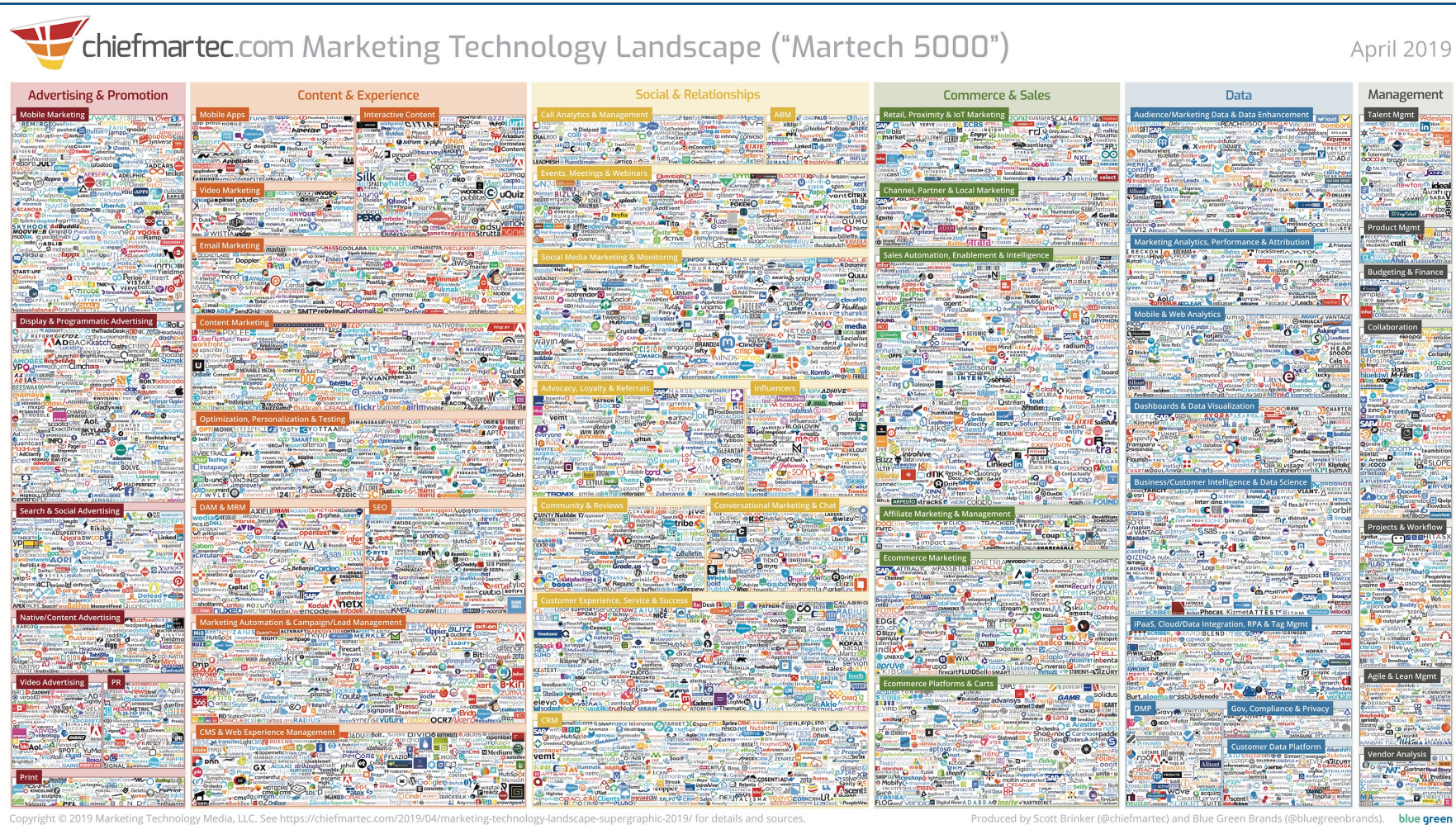
Marketing Skills Gap



Or ...



Why are we talking about marketing?



What is marketing?

- Marketing, at its core, is psychology
- Understanding how and why people do what they do is the basis of all good marketing campaigns
- B2B versus B2C marketing
- Campaign creation
- Persona definition
- Helping people make informed decisions

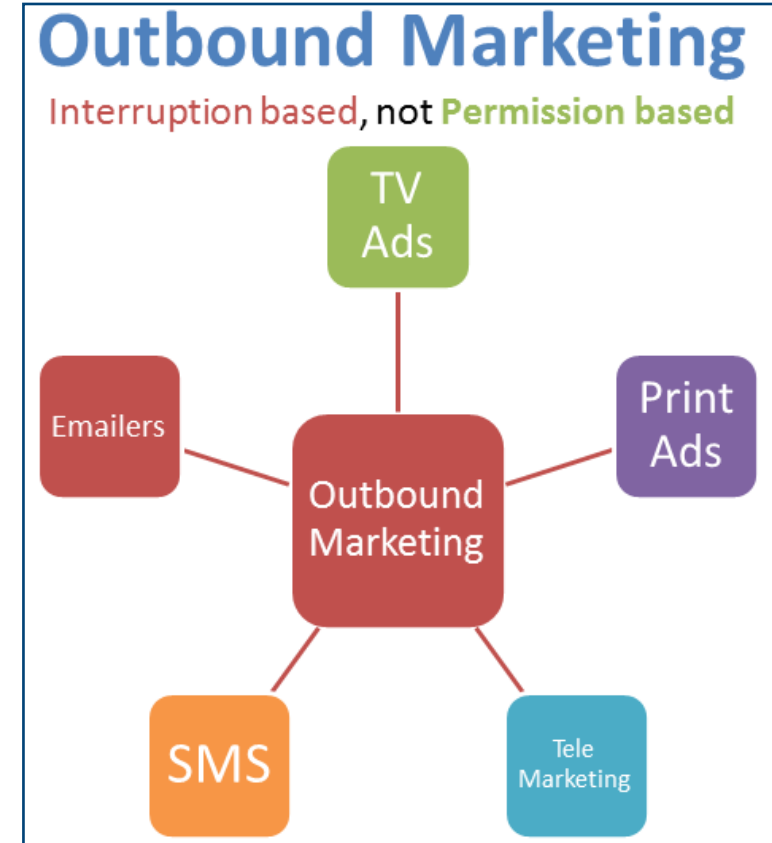


Social Media Marketing

- Listen first
- Be sensitive
- Be transparent
- Adapt your strategy to be mindful of what's happening in the world
- Be human and rise to the occasion to do what's right

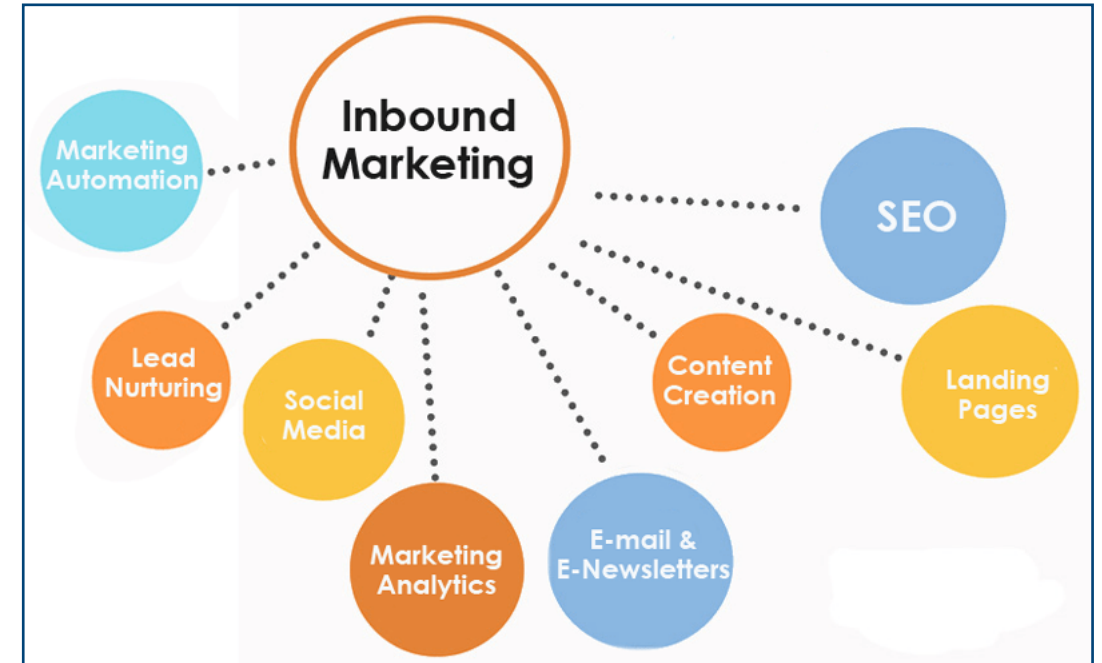
Outbound Marketing

- Outbound Marketing is:
 - Direct to consumer
 - Requires research
 - Effective when done correctly
- Example: Cold calling and telemarketing



Inbound Marketing

- Inbound Marketing is:
 - Drawing customers to your website through content marketing, social media, search engine optimization (SEO), and branding
 - Works for both e-commerce (B2C) as well as SaaS (B2B)
 - Permission based
- **Example: Featuring an earner in a blog post. Creating a landing page with information.**



I just want to generate some buzz around my product/service/offering. Where do I start?

1. Create a website that converts. Be clear about the calls-to-action and what you want the visitor to do once they get there
2. Be mindful about your social media posts and use your social media as a distribution channel for the valuable content you're creating for your audience
3. Create meaningful content that focuses on the problem you solve for
4. It's not about you!
5. SEO is a long game
6. Use customers and users as part of your marketing programs
7. Don't try to do everything all at once

Scrappy marketing on a small budget

- Webinars
 - Repurpose slides and recording for inbound content
- Blog posts
 - Publish and promote content quickly
- Social media
 - Be active and helpful
 - Consistently post content

Resources we have for you.

- Tons of examples
- Ready to go videos
- Ready to go infographics
- A copy/paste guide for the right words



PRAGMATIC
— INSTITUTE —

Rebecca Kalogeris



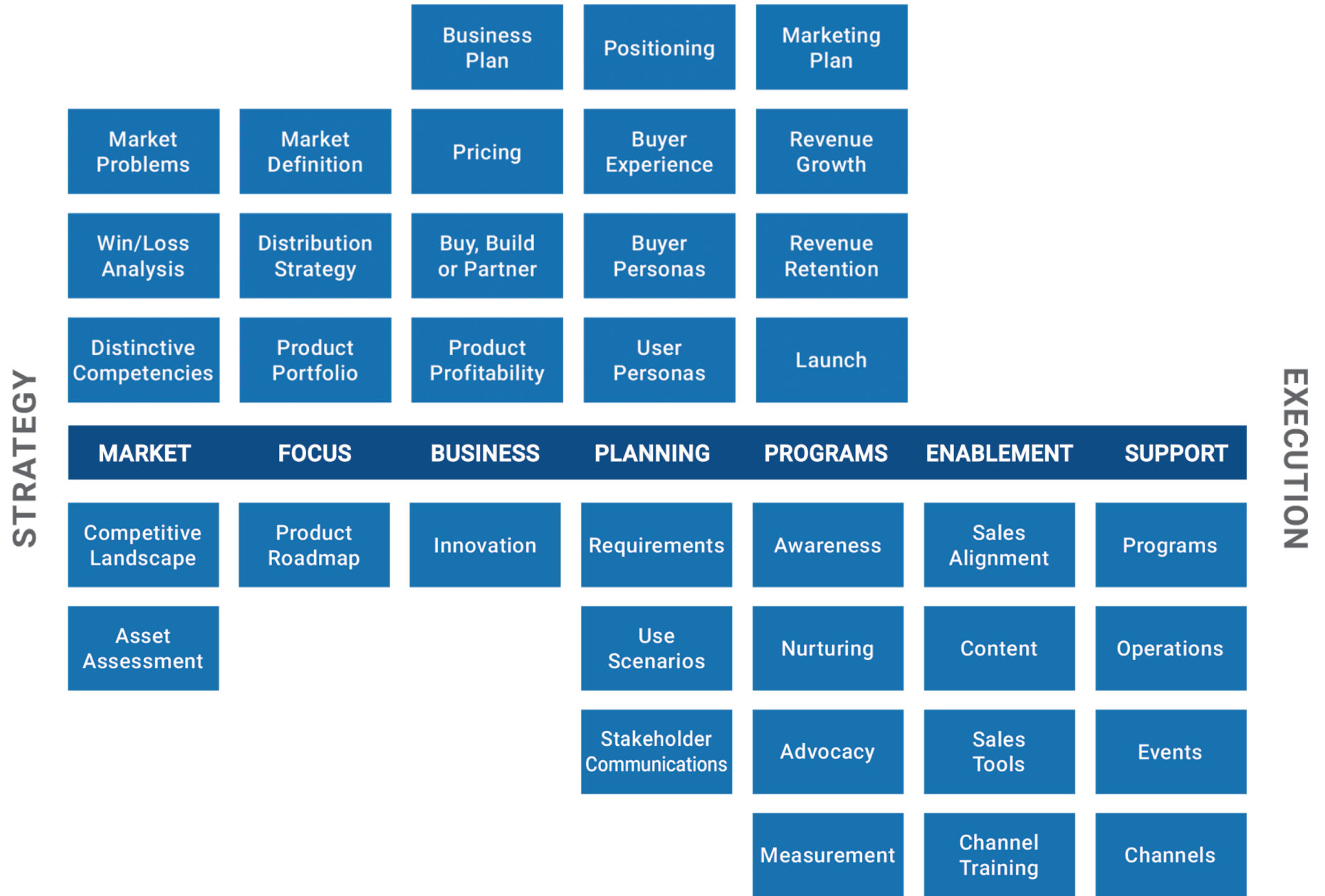
- VP of marketing & product strategy, Pragmatic Institute
- Leads marketing communications and product marketing
- Champions efforts to fully understand the buyers and their processes
- Continuously develop campaigns and programs that not only bring new people into that process, but speed their journey through to purchase.
- Prior to Pragmatic, Rebecca held marketing leadership roles at a variety of software and services companies, including TRIRIGA, Shift4 Corporation, Client Development Services and eCommLink.

ABOUT US

Experts in technology product management and product.

Specialize in training.

Trained hundreds of thousands of people at companies around the world since 1993.



Offer 6 individual courses.

If could get everyone to attend just one more course ...



\$49 million in additional revenue!



Certifications Drive Demand



Our certification is a proven differentiator



It drives revenue and awareness by creating envy



It increases lifetime value as alumni strive to collect all 7



Digital Badges Amplify This Effect

- Badges link directly to information about Pragmatic
- Alumni become billboards
 - Share on LinkedIn, Facebook, and Twitter feeds, as well as in their email signatures
 - Reach grows exponentially; avg network size of alumni on LinkedIn 120+
 - Potential 1st degree reach of 6M from active alumni
 - Potential secondary reach in the tens of millions

The screenshot shows the Acclaim digital badge interface. At the top, the 'acclaim' logo is visible. The main badge is a blue shield-shaped emblem with a white 'P' and 'I' logo, a stack of three blue blocks, and the text 'FOUNDATIONS CERTIFIED'. Below the badge, it states 'Issued by Pragmatic Institute' and provides a description: 'Earner of this badge has completed the Foundations course through Pragmatic Institute. The earner sufficiently demonstrates knowledge in the Pragmatic Framework, gap analysis and understanding market problems.' Underneath, there are sections for 'Demonstrated Skills' (Buyer Personas, Gap Analysis, Market Segmentation, User Personas, Win/Loss) and 'Earning Criteria'. The bottom part of the screenshot shows a LinkedIn profile for John Schloff, Business Exec Turned Educator, with a post featuring the same 'Foundations' badge and the text 'View my verified achievement from Pragmatic Institute on Acclaim.'

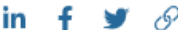


Collections Increase LTV



Pragmatic Institute

Pragmatic Institute is the world's leading authority on product management, product marketing and data science. Founded in 1993, the company's courses—taught by leading professionals real-world experience—are based on a proven framework for creating market- and data-driven products people want to buy. With more than 150,000 alumni around the world, Pragmatic Institute has created one of the largest and most prestigious product and data communities in the world.



Badges Collections

3 Collections

Sort by: Most Popular ▼



Pragmatic Product Master
Pragmatic Institute



Pragmatic Product Management
Pragmatic Institute



Pragmatic Product Marketing
Pragmatic Institute



Things Learned Along the Way

- Think strategically about your badge design
 - KISS
 - But don't forget to make it identifiable with your brand
- Release a small batch to test
- Don't rely solely on the automated Acclaim emails – send your own
- Expect a much lower acceptance rate when issuing to older alumni
- Have a process for when people reach out wondering where their badge is – because they will!

Hi Kirsten,

We know how proud you are of your Pragmatic Institute certification. That's why we've made it even easier for you to share your certifications and skills with the world.

We've partnered with Acclaim, a leading badging platform, to provide you with high-quality digital certification badges that showcase your achievements.

Now you'll earn individual badges for each course you complete after passing the exam, as well as badges for each PMC level you reach.

With Acclaim, you can share your digital certification badges on your social accounts, including LinkedIn, and add them to your digital résumés and email signatures. Each badge will link back to your Acclaim page to explain what you learned and completed to earn this badge.

Make sure you keep an eye out for your Acclaim welcome email so you can create your account and start sharing your digital certification badges.





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