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

#MarketingWithDigitalCredentials
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<td>CanvasPeople</td>
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<td>Dr. Bryan Johnson</td>
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<td>Empire BlueCross Bl.</td>
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Possible Conversations

“What are you doing to market your program?”

238 Badges Issued

- Accepted: 61 (26%)
- Pending: 177 (74%)
- Rejected: —

59 Badge Views
6 Templates
— Revoked Badges
Before, During and After

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<th>Emails</th>
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GOAL: Get people excited  
GOAL: Boost acceptance and sharing  
GOAL: Earner education
Marketing Skills Gap
Or ...

HELP ME, HELP YOU
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
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.
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
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.
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 Kristen,

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.
UNLEASH THE WORKFORCE