



Promoting Your Program

Credly Masterclass November 17, 2022



THE MASTERS

KPAYAH TAMBA



CARRIE WANDLER



JESSICA LOMBARDO



5 SEGMENTS

HOW WE WILL UNPACK THIS TOPIC



INTRO

Susan will set the stage with a reframing of what used to be considered marketing.



KPAYAH

How does Okta approach the task of helping earners understand what to do?



CARRIE

Earners stories are powerful. What are some of the strategies that are most impactful?



JESSICA

What novel ways can we track activity on our badges? How do we know we are having an impact?



DISCUSSION

Puling it all together and sharing resources for the greater good.

THE MINI-LECTURE



Sr. Manager of Customer
Education

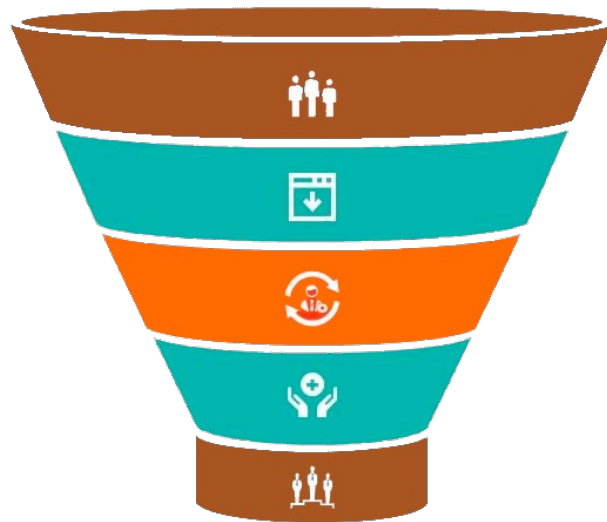
"Reframing our work"

IS PROMOTING THE SAME AS MARKETING?

It has been at Credly. However ...

- Promotion is about creating a positive public awareness about the product...
- Marketing is typically about identifying and filling customer needs - in turn generating business

<https://www.differencebetween.com/difference-between-marketing-and-vs-promotion/>



WHY IS PROMOTION SO HARD?

Fear of Marketing (with a capital M)

Not having tools or resources

Not your day job

It never ends



REFRAMING PROMOTION

Make it an opportunity to learn about your credential program.

How do people learn?
through exploration
in small doses



TRIED AND TRUE IDEAS

Website (aka landing page)

Pre-notification email

Internal communications (newsletters, hubs, etc.)

Social media communications

NOVEL IDEAS?

Texting

Wall of Fame

WHAT IF YOU NEED MARKETING HELP?

Give them enough lead time

Every Marketing Dept keeps a content calendar

Provide examples (search the onboarding course, ask your CSM)

Make sure you tie your program to business goals!

Okta

Kpayah Tamba
Senior Director, Certification
Proud New Dad



Okta powers
identity for the
internet

Credly

Okta's Vision...

Accelerate a world where everyone can safely use any technology. We bring simple and secure access to people and organizations everywhere.

92%

All-Time Acceptance Rate
Credly average is 67%

Be intentional

Create an environment for success

- ★ Decide between digital badges and certificates
- ★ Strike when the iron is hot
- ★ Provide canned posts for your earners to use to share their achievements on social networking sites
- ★ Join in on the celebration as your earners share their badges online
- ★ Your badges represent your brand, so take advantage of every opportunity to promote them

CARRIE'S LESSON

Let the Voice of the Earner Be Your Guide!

Use Surveys Early on to Gauge and Grow Awareness:

Awareness of digital/micro-credentialing in student pop is **LOW (30%)**

Interest in digital/micro-credentialing in student pop is **VERY HIGH (80%)**

Interest in using digital/micro-credentialing to validate training is **HIGH (68%)**

Interest in sharing of digital credentials via LinkedIn is **VERY HIGH (82%)**

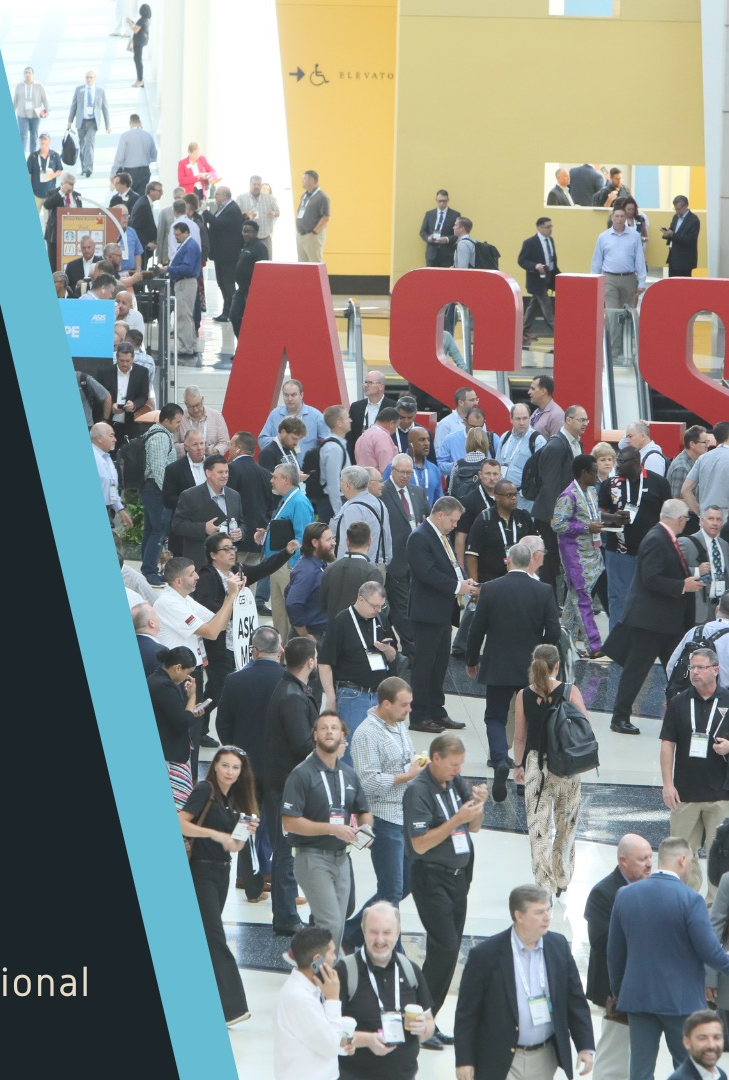
Collect and Disseminate User Stories!



WHAT'S YOUR ROI?

ARE YOU TRACKING YOUR CREDLY BADGES?

Jessica Lombardo, VP, Member Engagement, ASIS International



“

**WHAT CAN BE MEASURED, CAN BE MANAGED -
PETER DRUCKER**

ASIS' Badging Journey....

IN BRIEF

Enhanced Experience



UNIVERSAL

Around the Globe

Now a standard way of sharing your ASIS membership, which was quick, verified, & impactful.



SAVED \$30K

No Longer in the Wallet

Going digital was a transition but it was a step toward going viral on a global stage.



CONNECTING

Meaningful Promotion

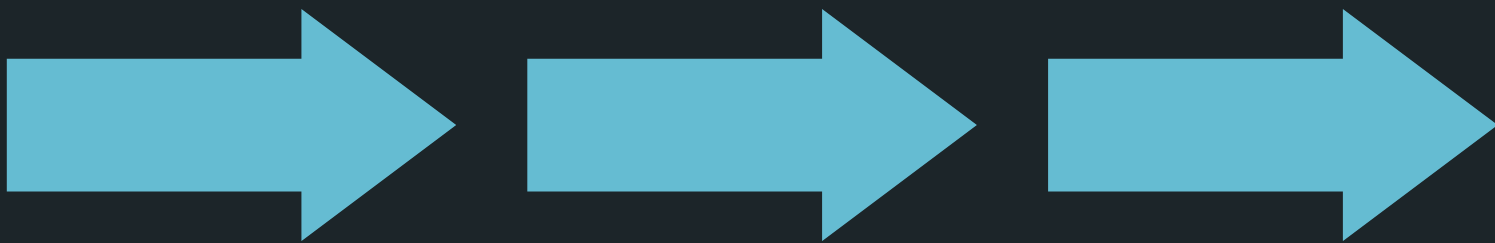
Members sharing their badges was a simple way to find others in the community to connect

PROMOTION

WHAT WAS THE IMPACT?

As people shared, liked, and connected on LinkedIn through these badges, what else were they doing?





UTM CODES

A UTM code is a simple snippet code that you can add to the end of a URL to track the performance of campaigns and content. You can track 5 standard variants of UTM parameters: source, medium, campaign, term, and content. Dimensions you track via UTM codes show up in your analytics reports to give you a clearer insight into marketing performance.

ASIS BADGES TRACKED IN 2021 AND 2022



Most Popular
Certification Badge



Entryway
Certification Badge



ASIS Membership
Badge



ASIS 'Premiere'
Membership Badge

CREATING

- **http://blog.hubspot.com/9-reasons-you-cant-resist-list**: This is the base URL of the page.
- **?**: This signals to your analytics software that a string of UTM parameters will follow.
- **utm_campaign=blog_post**: This is the first UTM parameter, specifically for the campaign the visitor engaged with (in this case, a blog post campaign).
- **&**: This denotes that another UTM parameter will follow.
- **utm_medium=social**: This is the second parameter, specifically for the channel the visitor came from (in this case, social).
- **&**: This denotes that another UTM parameter will follow.
- **utm_source=facebook**: This is the last parameter, specifically for the specific website the visitor came from (in this case, Facebook).

https://www.asisonline.org/certification/certified-protection-professional-cpp/?utm_source=acclaim-email&utm_medium=social-media-post&utm_content=2021-january&utm_campaign=cpp-badges-tracking-campaign



SET UP IN CREDLY

Name

Certified Protection Professional (CPP)

Description (420 / 500 characters)

The gold standard for more than 40 plus years, the Certified Protection Professional (CPP) credential provides demonstrable proof of knowledge and management skills in seven key domains of security. Earning a CPP provides independent confirmation of your ability to assume leadership responsibilities and effectively manage broad security concerns. Those who earn the CPP are ASIS board certified in security management.

Learn more

<https://www.asisonline.org/certification/certified-protection-professional-cpp/?utr>

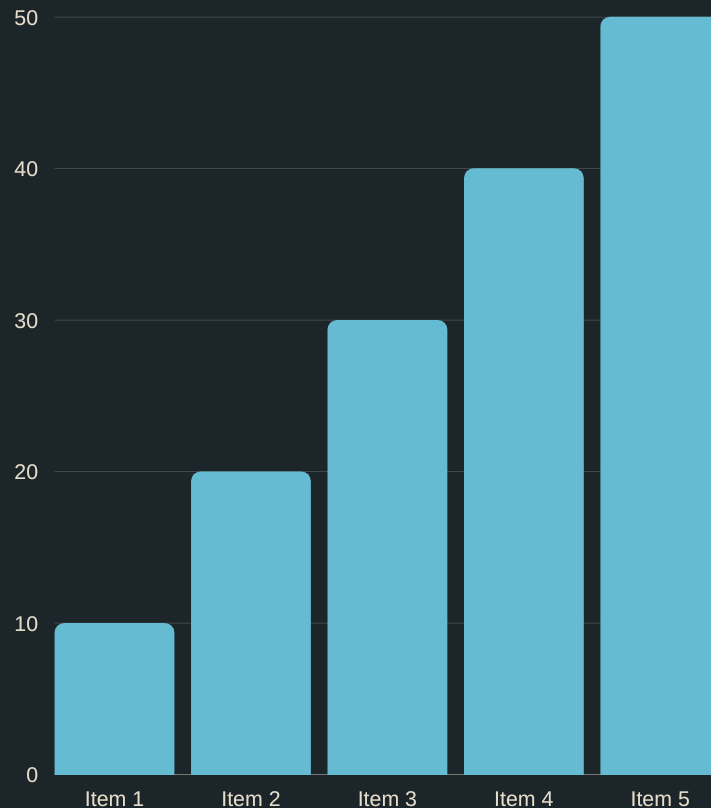
Quarterly Reporting

- APP Badges Tracking Campaign: 53 unique users were sent to the APP page through this badge being shared on social, 1 conversion for \$0:
 - 1 Registration Free Webinar: Active Shooter Preparedness
- CPP Badges Tracking Campaign: 484 unique users were sent to the CPP page through this badge being shared on social; 98 conversions for \$1341.00:
 - 1 \$20 ASIS Foundation donation
 - 2 Regular Member Renewals
 - 2 Emerging Markets Member Renewal
 - 2 CPP Recertification
 - 1 PCI Review Set
 - 1 Essentials of Security Risk Assessment
 - 88 free webinar registrations
- Join Membership Badges Tracking Campaign: 887 unique users were sent to the join page through this badge being shared on social; 147 conversions for \$2777.00:
 - 1 New Regular membership
 - 1 New Member Application Fee
 - 1 Regular membership renewals
 - 1 POA Purchase
 - 1 PSP Computer Based Test
 - 1 PSP Application Fee
 - 1 Implementing Physical Protections Systems Softcover purchase
 - 1 ESRM Certificate
 - 1 New Emerging Markets membership
 - 1 Emerging Markets membership renewal
 - 2 CPP Exams
 - 3 CPP Application fees
 - 1 \$10 Foundation Donation
 - 131 free webinar registrations
- CSO Badges Tracking Campaign: 41 unique users were sent to the join page through this badge being shared on social; 4 conversions for \$170.00
 - 3 Free webinar registrations for "How Strong is Your ESRM Game?"
 - 1 CPP Recertification Fee

OVERALL PERFORMANCE

TRACKING

In 2021, 4 badges generated just over \$7500
Through August 2022 - \$8000 in revenue
Expect increase when we move from calendar to
anniversary based membership terms





NEXT STEPS

Tracking More Badges as of Sept 2022

Campaign to Increase % of Badges Accepted

THANKS AND PLEASE CONNECT

<https://www.linkedin.com/in/jessica-lombardo/>



ASK US! TELL US!

Feel free to use your voice.



We are counting on your
to talk to us, ask
questions, and challenge
everyone's thinking.

Chat's OK, too!

And now for the stinger!

A GIFT FOR YOU



Earn this badge

Analyze Data with Python

Issued by [Lincoln Technologies](#)

Earners of this credential have learned the fundamentals of data analysis while building Python skills. They have been exposed to basic data cleaning and prep while using libraries like Numpy. The course includes case studies, capstone projects, and a series of teachings for hypothesis testing.

[Learn more](#)

Certification

Advanced

Years

Paid

Skills

Comparative Statistics

Data Analysis

Data Manipulation

Data Visualization

Hypothesis Testing

Matplotlib

NumPy

Pandas

Python

SciPy

Statistics

Earning Criteria

[Complete all 8 modules of the "Analyze Data with Python" course.](#)

[Complete a capstone project showing the application of learning.](#)

A GIFT FOR YOU

Credly Issuer Help Center

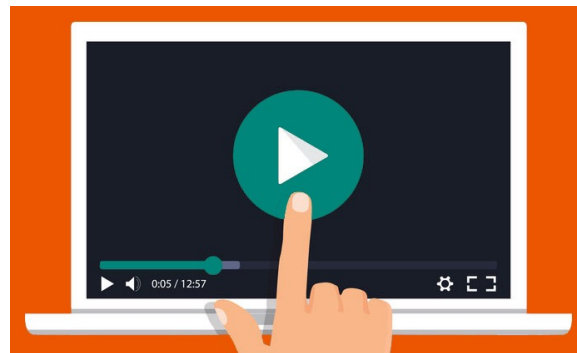
[Credly, Inc.](#) > [Marketing & Communications](#) > [General Marketing](#)

What videos are available to me to use?

August 02, 2022 16:08

Updated 9/19/22

Credly has several existing videos you might find useful with your earners. In each case, the link below takes you to the platform we use to host our videos. From there you can grab the link or embed code, or in some cases, download a copy. If you use the link or embed code, the bonus is that you'll never have to update content. If a video changes, the URL and embed code will not.





January topic:

Getting and Using Data: Determining ROI on Your Credential Program

Look for details soon!





Thank you. Please
give us feedback.

<https://forms.office.com/r/pFcwMXRxu5>





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