

Marketing Your Certification Program

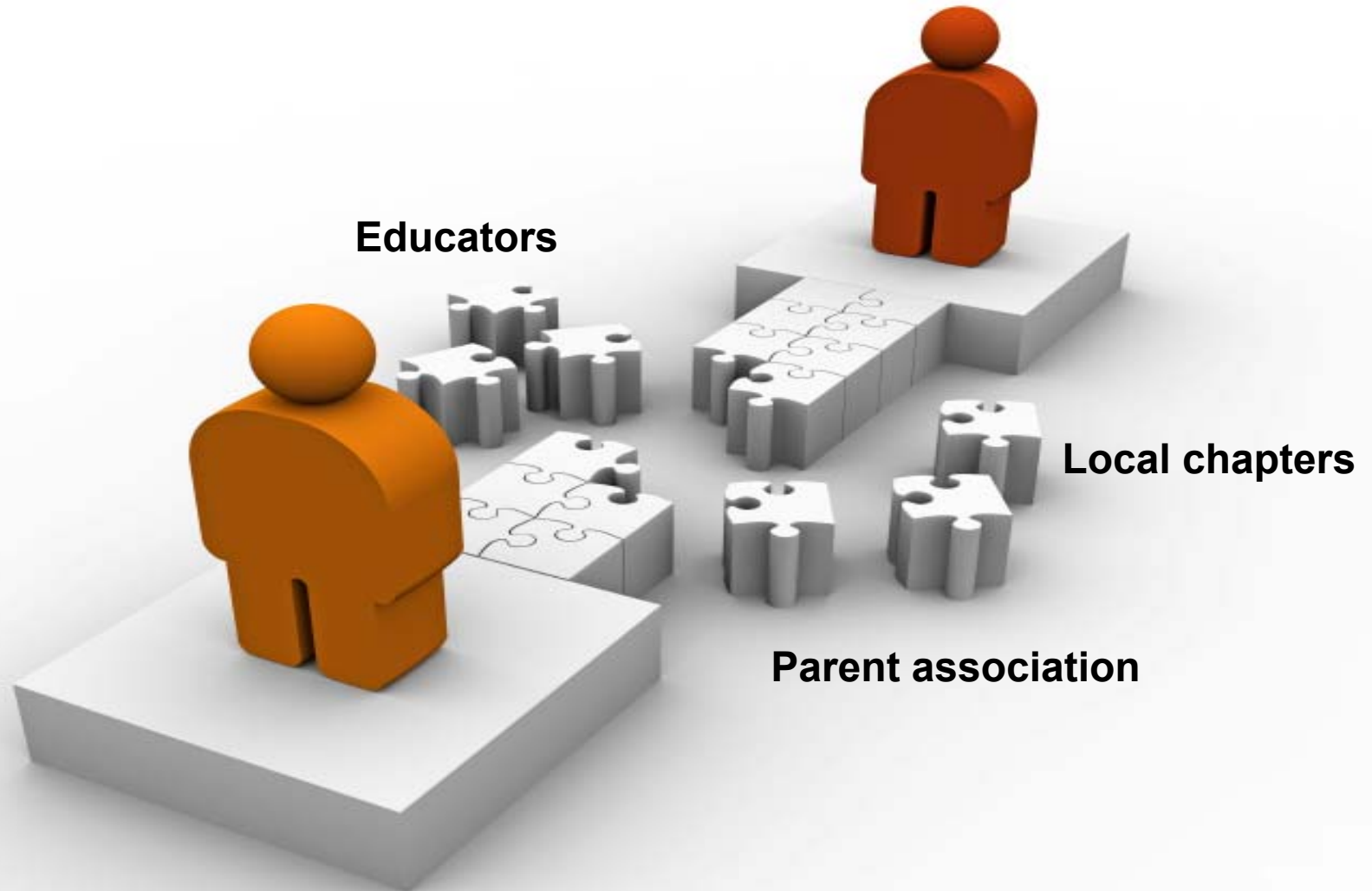
Presentation for
ASAE & The Center for Association Leadership

Setting the Stage

Who are our customers?



Who is part of our distribution channel?



Who are our competitors?

Time



\$\$\$

Other Certifications

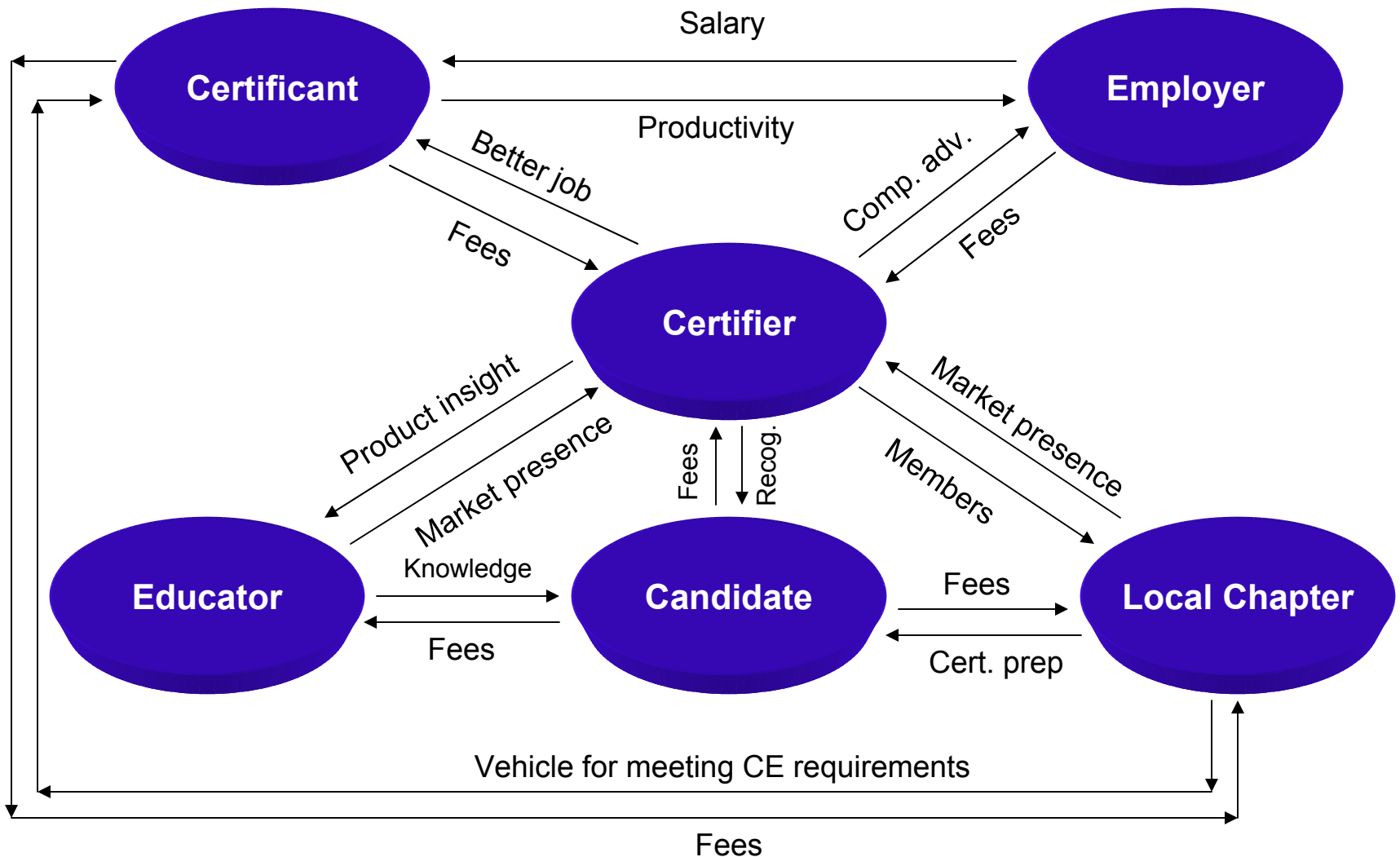
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Certificate Programs

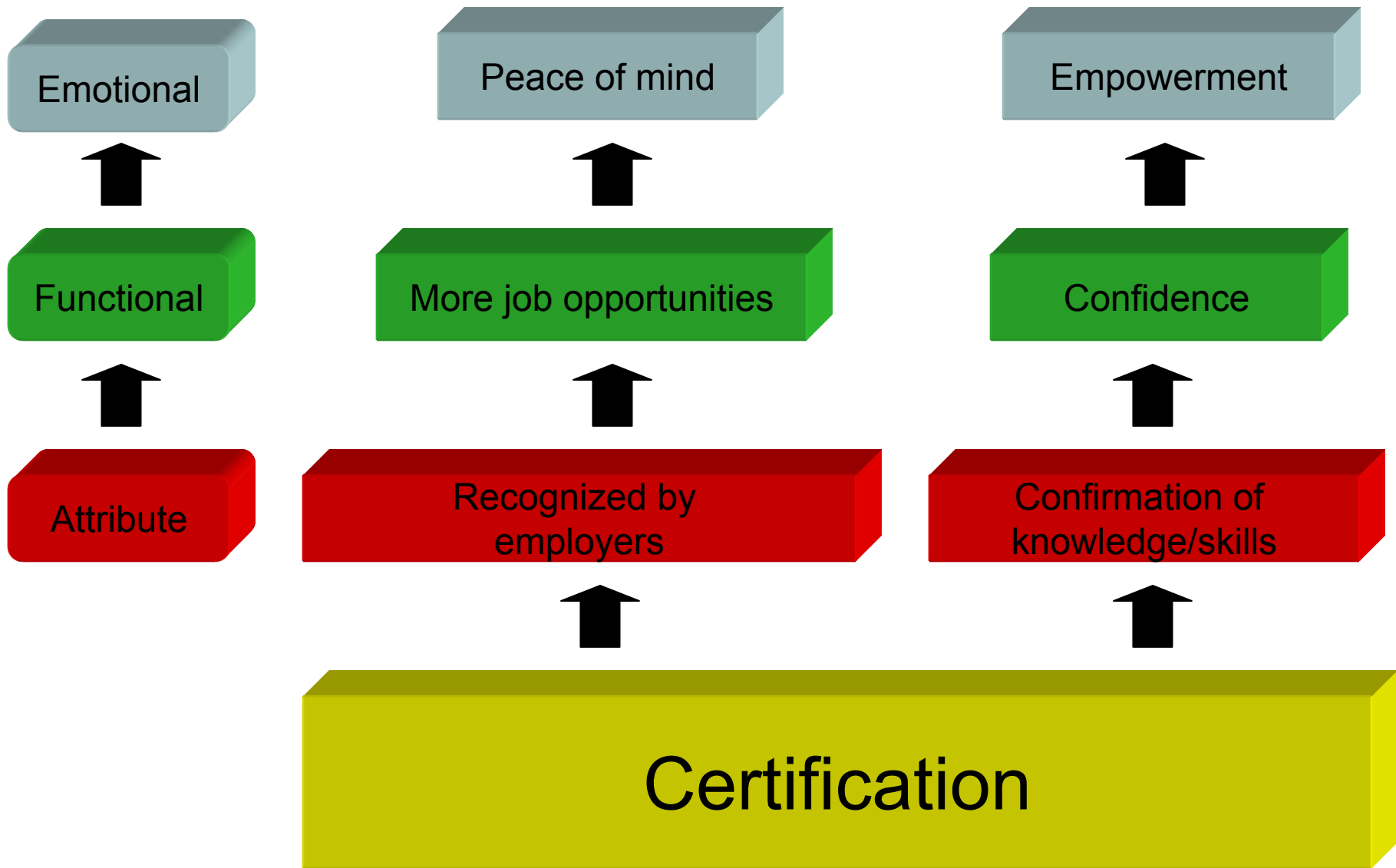
Employer In-house Training

Who is part of our value network?



What are we selling?





Laying the Foundation



Select your target market

- Which segments have unmet needs or problems that our credential could effectively address?
- Which segment can we reach most effectively?
- What is the size of segment and its potential growth?
- Which segment offers the greatest revenue potential?
- Which segment is served by a competitor with weaknesses?



Determine how to position
your credential



- What makes the program distinctive and of value?
- How do the program's distinctive and unique features meet the needs of the target market?
- How does the program provide greater value than its competitors?



Feasibility

Ability to compel

Competitive effectiveness

The Three Essential Strategies



Increase visibility

Create and enhance value



Build relationships with customers

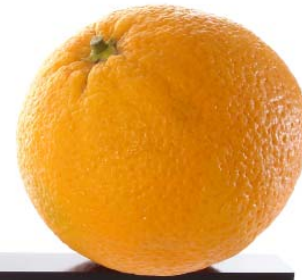


Marketing techniques

Traditional



New(er)



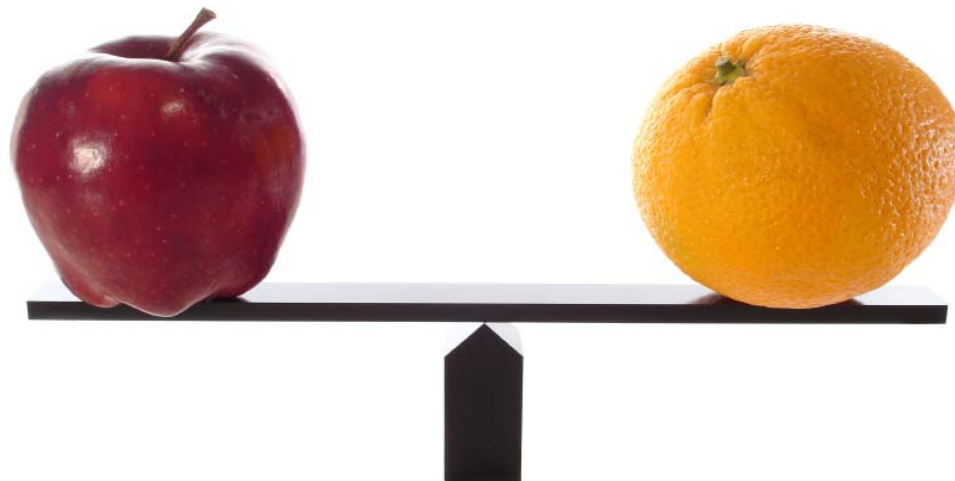
Increase visibility

Traditional

- Direct mail
- Print articles
- Website pages
- Presentations
- Exhibit hall booth

New(er)

- Social media
- Evangelists & fansumers
- Buzz & viral marketing
- Blogosphere





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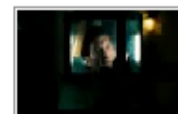
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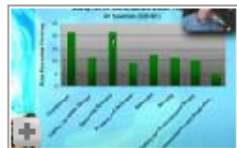
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Mr. Humphrey Passes CompTIA A+ Exam



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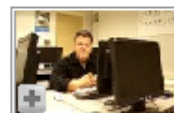
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Evangelists & Fansumers

Cultivate evangelists, promoters, hubs or volunteers and encourage them to take a leadership role in actively spreading the word on your behalf







Buzz and Viral Marketing

- High-profile events, entertainment or news that get people to talk about your credential
- Entertaining or informative messages/videos/widgets designed to be passed along in an exponential fashion, often electronically

CONSTRUCTION FINANCIAL MANAGEMENT ASSOCIATION



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CONSTRUCTION FINANCIAL MANAGEMENT ASSOCIATION
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July 2003

CERTIFICATION TOPICS

- CFMA's Certification Program Formally Underway
- What's Happening Now?
- President's Message
- News of Note
- FAQs
- Looking for a Speaker on Certification?
- Certification Timeline
- Certification Contributors To-Date

CFMA'S CERTIFICATION PROGRAM Formally Underway

CFMA is developing a national, voluntary, professional certification program for the financial managers of the nation's 70,000 construction companies and the accounting, insurance, surety, banking, legal, and software specialists who support the construction industry.

CFMA's Executive Committee has established the goal of offering the inaugural certification exam in May of 2004, in conjunction with CFMA's Annual Conference & Exhibition in New Orleans.

A Certification Oversight Committee has been appointed to coordinate eligibility requirements, governance issues, fundraising, marketing plans, recertification requirements, and the overall strategic direction of



The Blogosphere

Create blogs and participate in the blogosphere, in the spirit of open, transparent communications; and share information of value that the blog community (and others) may talk about



CERTIFIED ASSOCIATION EXECUTIVE

For CAEs and Wanna-be's

FEBRUARY 15, 2008

Are organizations more or less able to get involved in social media marketing than individuals? Embrace mass conversation and let your humans be human

Dana Theus posted a comment to my last post, *Antisocial media: Why most associations grasp the 'media' part, but not the 'social' part, of social media, that I agree with, right up to the conclusion, anyway...*

Interesting take. I think you're right about what you say, but I also think there is another dimension to the struggles that organizations have establishing a role/identity in the social world, and this makes them appear antisocial.

*Specifically, social implies that on some level you get personal. And yet, organizations are not living breathing individual beings. There are decades of marketing/branding practice, theory and philosophy that go into how they create and express their identity and it all adds up to "no one person can be the organization." With this being the case, **they can't just traipse out into the social realm in the same way individuals like you and I can.***

My emphasis in bold.

I believe organizations just need to start rejecting marketing and branding orthodoxies. They do us precious few favors anymore. These vestigial theories are ingrained with concepts that are rendering most organizations conversationally impotent in today's marketplace. Thirty months ago I walked out of an intimate gathering with one of the founding fathers of modern marketing (I use the word 'modern' very loosely). Even back then, I found his perspectives to be dramatically outmoded in light of the Cluetrain and utterly impractical for organizations of the size and scope we most often work in as association professionals.

These antique practices and theories on marketing and branding were developed in and for an era that has seen numerous new

HELLO, MY NAME IS...

Ben Martin, CAE



bkmcae@gmail.com

Ben is an architect of participation; consulting, writing, speaking, and blogging to prepare you for a new era of association leadership.

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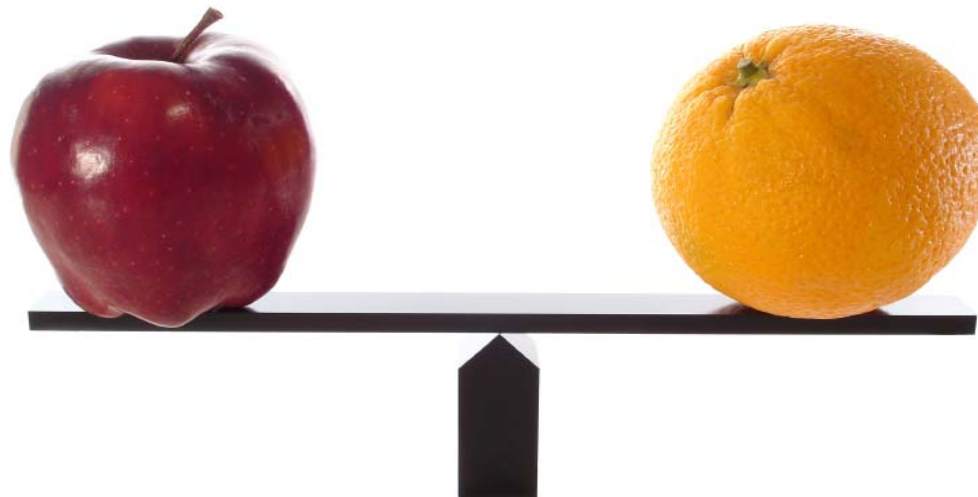
Create/enhance value

Traditional

- Certificant events
- Employer outreach & recognition
- Recognition by the public

New(er)

- Online communities
- Social networking
- Tools & resources to enhance performance



Recognition and Promotion of Employers





Online Communities and Social Networks



Meet the NetPros

Certifications

	Topic Points
★ xavierchang@hotmail.com	834
★ pkhatri	556
★ josef.oduwo	492
★ ScottMac	477
★ dglhoff	449

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Certifications: How to pass 640-801

Posted by: [sheri5299](#) - Tech, Sharon Clinkenbeard/Nextel - Dec 19, 2006, 2:04pm PST

Hi, I have recently gone through a local company to study for my CCNA 640-801. I went to take the test and was no way prepared as I thought and really bombed. I've been told to order the complete Boson SW and my question is, what is the best tool or process to really prepare for the exam questions, troubleshooting and simulations? Any info will be helpful.

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Conversation Rating: 4.6 (3 votes)

Replied by: ★ [CSCO10892433](#) - Dec 21, 2006, 3:25am PST

Have you ever tried CCNA PrepCenter?

http://forums.cisco.com/eforum/servlet/PrepCenter;jsessionid=A9110A9B81352B69C1D734D59B543666_SJ1B?page=main

Not sure it is the "best" tool you want, but it's really a good resource you should not miss.



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Cisco Certifications Community

A Gathering Place for Certified Individuals

Cisco Certifications Community is an exclusive portal for Cisco certified individuals to share knowledge about the certifications program and access Cisco learning tools.



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Cisco Binary Game



Learn your binary numbers at lightning speed with this fast-paced arcade game. It's so fun, you'll hardly know you're learning!

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IP Telephony Certifications

January 25, 2006

Cisco experts review the latest developments with IP telephony. Learn how to prepare for various IP Communications certifications.

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- > Which CompTIA certification is right for my business?
- > How much ROI can I really get from certification?
- > What are the benefits of a certified workforce?
- > Validate your workforce

Information for Employers

CompTIA ROI of Certification Calculator

Certification Program Costs

Please enter the requested information in the boxes about the investment needed for certification.

How many employees will be certified? (#)

Certification Fees

Default Values

Does the organization qualify for CompTIA member discounts? Yes

What are the certification fees per employee? (\$/emp.) \$ \$240.00

Fees for Certification Training

What method will be used for certification training? Instructor-Led Training

What is the cost/employee for training fees and materials? (\$/emp.) \$ \$2,500.00



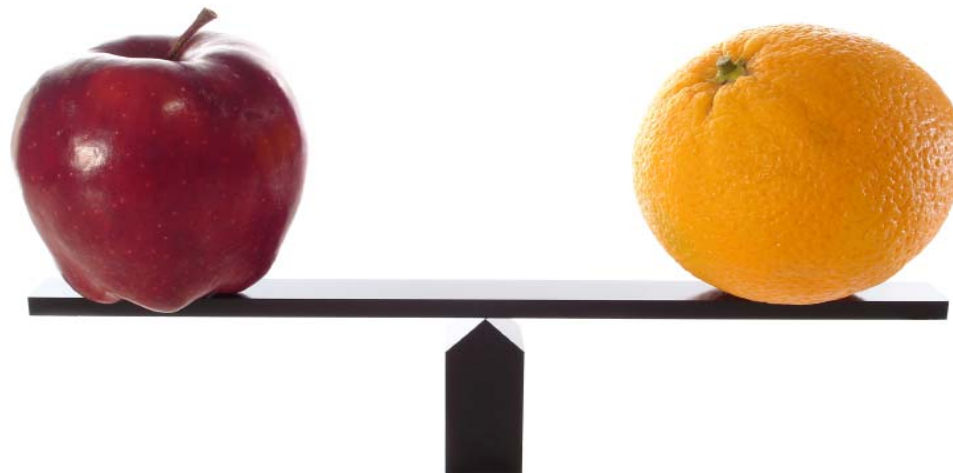
Build relationships

Traditional

- Enhanced exam preparation
- Certificant newsletter
- Employer advisory panel

New(er)

- Customer collaboration
- Online communities
- Blogosphere





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CAE Exam Content Outline Review

The CAE Commission is currently in the process of conducting a job analysis study. In standard practice, job analyses are the primary basis for establishing the content validity of credentialing examinations. The CAE program initiates a job analysis every 5 years. The primary goal of the CAE job analysis project is to collect data to inform the development of a valid and defensible content outline for the CAE examination. The job analysis process will be led by Knapp & Associates International.

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