




SHRM Marketing Schedule September & October 2019



Tactic	Tool/Message	Date	Description
Branding and Promotional Campaigns 	Digital, eNewsletters, Social Media, etc.	September October	<p>Awareness campaign for SHRM Certifications and the SHRM LS for exam preparation.</p> <p>Ads to promote the SHRM Essentials of HR program (print, digital, social media)</p>
Direct Mail 	Late Start Postcard Essentials Brochure	September October	<p>Showcases all available learning options for the SHRM LS</p> <p>Highlights upcoming courses by SHRM Education Partners</p>
Email 	SHRM-CP/SHRM-SCP Exam	September October	On-going emails to support SHRM Certification Exam windows
	SHRM LS	September 11, 19, 25 October 2, 8, 21, 28	On-going emails to support the SHRM Learning System
	Essentials	September October	On-going emails to promote the SHRM Essentials of HR program