

SIRM

## EDUCATION PARTNER CONFERENCE

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HOLMES  
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# Partner Course Marketing PLAYBOOK



## WORKSHEETS & TEMPLATES

- Section 1:  
Craft Your Story to Engage  
Your Audience
- Section 2:  
Power up Social and Digital  
Media Strategy
- Section 3:  
Apply What's Working in  
Local Marketing

## Section 1: Craft Your Story to Engage Your Audience

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### Humans are wired for stories.

Stories help to capture attention, keep people engaged, and encourage people to take action. You don't have to create the next best-selling novel or hit movie, but storytelling can be a way to connect with your audience in a powerful way.

#### The story is about a hero:

Your story should focus on your customer as the centerpiece. All your marketing efforts should guide and help your prospect to achieve their goal. You can:

1. **Fix their problem.**
2. **Overcome the negative feelings they have about the problem.**
3. **Become their hero by resolving what is wrong.**

To do this, you need to understand their pain points and motivations (empathy) and demonstrate your authority. They need to feel confident that you can help them solve their problem.

Once you define your story, you can use this guide to create consistency in your messages and offer up an engaging message to your prospects.



#### What should you consider as you build your story?

- 1.
- 2.
- 3.
- 4.
- 5.

## Section 1: Craft Your Story to Engage Your Audience

What do you know about your audience?



- **Demographics**

- What age is the largest audience segment? \_\_\_\_\_
- What industries are in your local region? \_\_\_\_\_
- What are the primary job titles you see in your courses? \_\_\_\_\_
- How many years in the profession? \_\_\_\_\_
- Who are the key companies in your local region? \_\_\_\_\_

- **Other information about your local audience**

- How have they heard about your course? \_\_\_\_\_
- Who influences their decision to take your course? \_\_\_\_\_
- Do they fund their course on their own? \_\_\_\_\_
- Are there a lot of open jobs in your area? \_\_\_\_\_
- Other data you know \_\_\_\_\_



**How can you find out more about your local audiences?**

\_\_\_\_\_

**What are the pain points and motivators for your audience?**

*Consider both “why certify” as well as “why they do they need cert prep”? What is the problem they need to solve? What will trigger them to consider action?*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Section 1: Craft Your Story to Engage Your Audience

### SHRM research:

What did HR professionals identify as the most common reasons to choose certification?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



**Can you find ways to segment your messages for your audience to help answer their pain points and motivations?**

By career level? By company? By job title?

\_\_\_\_\_  
\_\_\_\_\_

### Every story needs an action step

You need to have the action step in mind to build your marketing campaigns and efforts. Since your ultimate goal is to have students sign up for your course to prepare, how can you make that action simple and easy to follow? Create a three-step process.

### What do we want them to do?

Document your steps below. Use this 3-step plan in your marketing efforts to make sure there is no question on the desired action.

<u><b>Step One:</b></u>	<u><b>Step Two:</b></u>	<u><b>Step Three:</b></u>

## Section 1: Craft Your Story to Engage Your Audience

### How will our students lives change once they have prepared and/or earned their certification?

To give our students a reason to take that next step, they need to understand how they will benefit. In this case, we can talk about the value of their certification and their success if they take your course!

#### Certification will transform their lives by:

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#### Our course will transform their lives by:

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### Show some proof: Key sales messages

#### Certification Proof



**Hint:** These make great visuals in your marketing efforts and are available on PRC.

## Section 1: Craft Your Story to Engage Your Audience

### Preparation Proof

#### SHRM BASK and SHRM Learning System

Examinees using *both* the SHRM BASK *and* the SHRM Learning System perform much better on the SHRM-CP and SHRM-SCP exams than those who use *neither* resource or who use only *one* resource.



#### Using Both SHRM BASK and Learning System Relates to Higher Increases in Exam Pass Rates

Candidates who use both the SHRM BASK and the SHRM Learning System pass both exams at much greater rates.

■ Did not use SHRM BASK or Learning System ■ Used Learning System only  
■ Used both SHRM BASK and Learning System

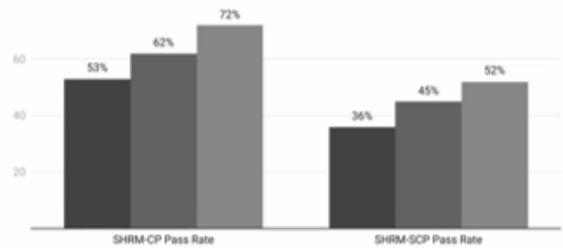


Chart: SHRM Research Institute • Source: Results from the Dec. 2021 to Feb. 2022 testing window • Created with Datawrapper

\*Using the Learning System and The SHRM BASK can help increase chance of success.

### Funding & Boss Approval

What % of students fund their certification journey on their own? \_\_\_\_\_



How can you help your students recognize the value of getting certified and taking your course if cost is an issue?

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What messages can you share with potential employers about the need to train their teams?

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## Section 1: Craft Your Story to Engage Your Audience

### How can you make your courses stand out?

Fill in your unique course offering details in the chart below to use in your ongoing marketing efforts. Copy and paste as often as possible (refer to marketing copy on PRC to help draft them).

Instructor	Formats & Timing	Pass Rates	Community	Reputation	Other USP
Who is your instructor? Will their story resonate with your audience?	When is your course offered? In what format? Are you tailoring to meet the needs of a particular audience?	What is the success rate of your courses? Will this help to combat the anxiety of success?	What can you offer in your courses that others can't? Networking with others? Special sessions?	How long have you been offering the program? What is the reputation of your institution? What are current students saying about your courses?	What else do you offer that makes your course unique?
_____ instructor will be there to guide you to your goal.  ____ has been teaching for ____ years bringing vast experience (authority)	We have a class that fits your schedule  Our virtual course will allow you to meet your goals without the need for travel	Our exam pass rate is _____	Network and study with professionals like you who are pursuing the SHRM-CP/SHRM-SCP	_____ university has been helping HR students meet their certification goals for ____ years  Student testimonials	

## Section 1: Craft Your Story to Engage Your Audience



**Document your story for reference as you develop your marketing efforts.**

Fill in the blanks below with your story.

**A character:** \_\_\_\_\_  
(your target audience)

**With a problem** (pain points and motivators)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Transformation statement**

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**Meets the guide:**

Who demonstrates **empathy** by: \_\_\_\_\_  
(how you understand their problem and how you could help)

Who demonstrates **authority** by: \_\_\_\_\_  
(defining your reputation as a cert prep provider)

**Who gives them a plan:** (your 3-step action plan)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**And calls them to action:** Enroll Now

**Resulting in success:** (solving their problem)

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**And avoiding failure** (what happens without moving forward)

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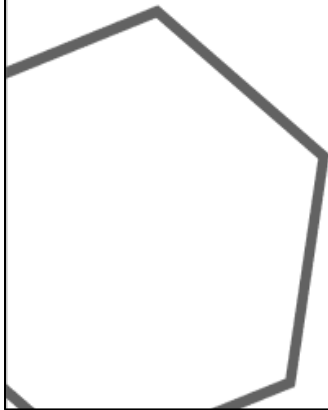
Section 1: Craft Your Story to Engage Your Audience

Apply your story in your marketing efforts

Your story should be able to be shared in any marketing efforts that highlight your courses. Keep your language clear and simple to understand. And always be the guide to help solve your hero’s problem.

Website Ideas	Email Ideas

YOUR  
ASSIGNMENT



3-5 IDEAS I WILL TRY FOR MY  
FALL SEMESTER

1.

2.

3.

4.

5.

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## Section 2: Power Up Your Social & Digital Strategy

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### Learn From Your Peers About Social & Digital Strategy

Join two expert Education Partners who dive into all things digital and social media. Walk away with fresh ideas to try in your own marketing, as well as best practices for creating a successful digital media strategy to help build your program and drive enrollments.

#### Social Stats

Which social platform has the most monthly users? \_\_\_\_\_

Which social platform do marketers say is the most important for their business? \_\_\_\_\_

Which social platform is the most important for your outreach? \_\_\_\_\_

#### Types of Videos

What are the types of videos that might benefit your courses?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

#### What's New in Social Media?

- New Platforms. \_\_\_\_\_
- Visuals. \_\_\_\_\_
- Community. \_\_\_\_\_

#### How Can I Create a Social Media Strategy (5 steps)?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Section 2: Power Up Your Social & Digital Strategy

### Best Practices Discussed by Panelists

Fill in ideas for each topic as the panelists discuss them to try in your local efforts.



#### Best Practice #1: Branding & Strategy

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#### Best Practice #2: Visuals (Photos and Graphics)

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#### Best Practice #3: Video

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## Section 2: Power Up Your Social & Digital Strategy



### Best Practice #4: Build Community

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### Best Practice #5: Keep it Simple

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**YOUR  
ASSIGNMENT**

**3-5 IDEAS I WILL TRY FOR MY  
FALL SEMESTER**

- 1.
- 2.
- 3.
- 4.
- 5.

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## Section 3: Apply Local Marketing Ideas

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### Learn From Your Peers About Local Marketing Ideas

An expert panel of Education Partners share their most successful tactics and ideas to help drive enrollments in their local markets. And almost all these ideas are FREE or low cost!



**What are the top ways students learn about the SHRM Learning System course?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Marketing Topics Discussed by Panelists

Fill in ideas for each topic as the panelists discuss them to try in your local marketing.



#### Ideas for Info Sessions

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### Section 3: Apply Local Marketing



#### Ideas for Instructors as a resource

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#### Ideas for partnerships

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#### Ideas for using tools to customize

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### Section 3: Apply Local Marketing



**Ideas for low budget tactics**

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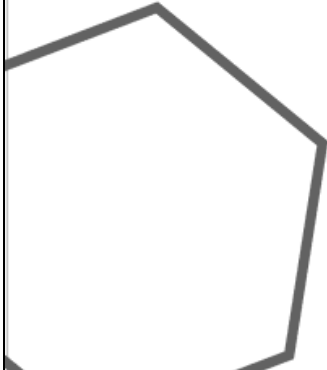
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<b>YOUR ASSIGNMENT</b>	<b>3-5 IDEAS I WILL TRY FOR MY FALL SEMESTER</b>
	1.
	2.
	3.
	4.
	5.

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