BadgeCert's guide: Promoting your digital badging program outside your organization

Welcome to the BadgeCert family!

Here's our latest guide to help you promote your digital badging initiatives and our partnership. The purpose of this document is to provide you with the tools and documents needed to successfully announce your digital badging initiative to your earners and your wider ecosystem via social media, on your website, in your email newsletters, at a conference etc.

At BadgeCert we're always looking for ways to cross-promote and get the word out about our partnerships, and this guide features ways to launch a joint marketing campaign between your organization and BadgeCert.

For any questions or to discuss this further don't hesitate to contact us!

Regards,

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Quick overview of BadgeCert

BadgeCert is an enterprise-class platform for creating, issuing, storing and sharing digital badges that verify earners' skills, credentials and continuing education experiences. With its enhanced functionality ensuring 100% real-time authentication for viewers, BadgeCert is the proven credentialing solution for associations, trainers, regulatory agencies and educational institutions.

BadgeCert benefits include:
- 100% verified – Insure the authenticity of credentials being delivered and shared.
- Branding – Increase exposure of the organization's brand across social platforms.
- Analytics – Analyze market impact by reviewing badge sharing and views.
- Cost mitigation – Reduce mailing expenses and certificate processing labor.
- Always available – BadgeCerts are delivered from the cloud for 24x7 online access.
- Global – Badges can be rendered in multiple languages.
- Skills – Capture and analyze skills supplied by earners, especially for CE and expertise tracking.

How BadgeCert works

For Issuers

Say goodbye to paper certificates! You can now facilitate the creating, issuing, storing, and sharing of BadgeCerts – portable digital badges that verify an earner's accomplishments, skills, credentials, contributions and experiences.

Thousands of organizations use BadgeCert's platform every day.
- 100% verifiable and secure
- Full control over badge expiration rules and micro-credential pathways towards skills mastery
- Ability to record digital badges on a Blockchain to add another layer of verification and security
- 24/7 analytics tool with real-time data
- Language customization for international markets
- LMS & CRM integration through BadgeCert API's

For Earners

Join a global community of millions of professionals making the most of their learning and development with BadgeCert.

- Maintain a detailed digital record of your achievements and professional activities
- 24/7 access to your cloud-based portfolio
- Upload your own badge artwork to create unique, on brand, digital credentials
- Easily share them on social networks, career sites, employer databases, online resumes and email signatures

Industries BadgeCert operates in

BadgeCert issues certificates and badges for associations, training providers, universities, corporations and nonprofits. Take a look at our Industries page ([link](#)).

Associations

Reduce costs, market programs and recognize hard-earned credentials with meaningful, secure and portable digital badges.

Training providers

Promote programs and design learner pathways and micro-credentials while increasing student engagement.

Universities

Reward student achievement, demonstrated competencies and participation in certificate programs.

Corporations

Recognize skills and awards and search across your employee network for specific competencies and credentials.

Non-profits

Show your appreciation for participation in programs and generous donations with a sharable digital badge.

BageCert on social media

Follow our pages, share our content, and tag us in your own posts about digital badging and micro-credentialing.
- LinkedIn: https://www.linkedin.com/company/badgecert/
- Twitter: https://twitter.com/BadgeCert

- Dr. Ginger Malin on LinkedIn: https://www.linkedin.com/in/gingermalin/

On-demand webinars

BadgeCert regularly hosts and participates in webinars. For a complete overview, visit our webinars page (link), whilst below you have direct access to each webinar.
- Digital Badging, Micro-credentials, and the Future of Work (link)
- Innovations in Learning: The Small but Mighty Micro-Credential (link)
- How to Get Started with Digital Badges and Micro-credentials (link)
- Are Your Credentials Future Ready? Making the Case for Digital Badges and Micro-Credentials (link)
- Credentials & Micro-Credentials: Taking the Next Step (A Q&A session) (link)
- CommPartners Conversations – Badging and Certifications with Ginger Malin from BadgeCert (link)

Podcasts

Landing page with all podcasts (link), and links to each episode below.
- Changing the Future of Exams: A Chat with Ruben Garcia (link)
- Modernizing Education by Building Engaging and Relevant Experiences: A Chat with Aman Nabi (link)
- Technology and Professional Assessment: Making the Impossible Possible – A Chat with Jay Foster (link)
- Creating Successful Gamified Learning Programs – A chat with Monica Cornetti (link)
- BadgeCert & Learn to Win – Building Interactive Learning Experiences through Advanced Micro-learning (link)
- Skills and Competencies in Corporate Learning & Higher Education: A Chat with Sam Palazzolo (link)

Articles

Landing page with all articles (link), and links to our latest pieces below.
- Digital Badges: What They Are, How They Work, And Why You Should Use Them (link)
- Brand engagement via digital badges (link)
- BadgeCert: The story behind our company's inception (link)

Launch kit documents

Your organization also has access to a variety of resources and documents to help build a successful digital badging program. We call this our Knowledgebase page and it can be found here: BadgeCert Knowledgebase

We are always adding new documents and videos, so please refer back to this page regularly. If you are looking for a resource and are not able to find it, please reach out to us so that we can create a new one to help our whole digital badging community.

Co-marketing opportunities

Your organization can independently use the content in this document to market our partnership. In addition, we're open to discuss co-marketing opportunities with you. These can include:

- Sponsoring / speaking at a trade show (virtual or in person)
- Press releases
- Webinars
- Podcasts
- Video interviews
- Blog posts and articles
- White papers
- Surveys