

Checklist For Promoting Your Certification

	Checklist	
	Tell your story Celebrate and share your achievement with staff, stakeholders, and clients.	
	Showcase your certification Add our certification badge to your website, email signature, newsletters, and marketing materials.	
	Post a news story Highlight your certification on your website using our ready-made template.	
	Social media announcement Announce your certification on your social media channels. Make sure you tag us when you post on LinkedIn, to reach a wider audience! @AmtivoGroup	
	Showcase your certificate(s) in your customer newsletter Share the benefits your certification brings to your customers and link back to your news story.	
	Issue a press release Use our template and share your great news far and wide through local and national media outlets.	
	Share testimonials and case studies Share a testimonial or participate in a case study with Amtivo to shine a spotlight on your business and the certifications you've achieved, for additional exposure.	
	Update your sales messages Highlight your certifications and the benefits these bring to your clients across key customer touch-points, and ensure your customer-facing staff promote this.	
	Explore special activities Enter awards, speak at events, and leverage networking opportunities to drive further awareness of your business and certifications.	