

# Promotion and Product

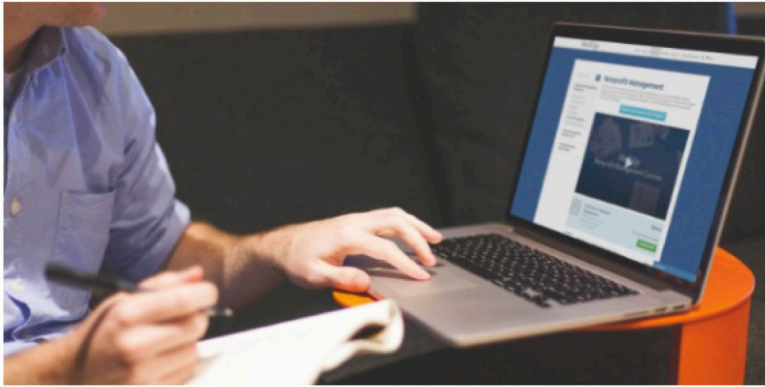
*MindEdge Marketing Resource Center*

## Best Practices

Targeted promotions, positioning and configuration of products, and compelling support materials are frequently used to spark interest, add value, and boost registrations.

See below for examples of best practices in promotional support.

# Targeted and Limited- Time Discount Codes



## Learn new job skills at your own pace, wherever you want, whenever you want.

The Center has partnered with MindEdge Learning to [offer their full suite of Management and Nonprofit Management courses and certificates](#). These are online, self-paced alternatives to the Center's in-person workshops that will provide a more flexible option for nonprofit leaders looking for professional development opportunities for themselves or their team.

Topics covered in Management courses include:

- [A Manager's Guide to Information Technology](#)
- [Handling Workplace Conflict](#)
- [The Manager's Toolbox: Morale and Inspiration](#)
- [Time Management](#)

Topics covered in Nonprofit Management courses include:

- [Budgeting in a Nonprofit Organization](#)
- [Introduction to Grant Writing](#)
- [Nonprofit Board and Volunteer Management](#)

**Discount**  
If your organization is a [member](#) of the Center, you can get a discount code for 10% off the normal price!

### Discount for members of the Center

If your organization is one of the 750+ [nonprofit](#), [corporate](#), and [individual members](#) of the Center, then you can get a discount code for 10% off the normal price! [Find out how on the MindEdge page of the Center's website.](#)

[Learn more and sign up today](#)



Limited-time discounts provide a purchase incentive to support seasonal and special promotions.

The New Hampshire Center of Nonprofits targets their discounts offers to members of the association, while Northern Michigan University offers discounts to their alumni.

**Use code NMUALUM10 for an Alumni Discount on any course or certificate.**

*This discount is good through September 3, 2021.*

# Positioning of Complimentary Courses

Flagler College encourages learners to pay for an additional course to upgrade to a certificate through their program.



**Speak with Confidence** - (CEUs: .2) - Free now!

Public speaking is one of the most common anxiety-inducing experiences. This course is designed to help learners understand the causes and signs of speaking anxiety and learn practical ways to address their speaking fears.

**Personal Branding** - (CEUs: .3) - Free now!

This course discusses the value of personal branding, the way to craft your personal brand statement, and finally, the best methods for communicating your personal brand to clients, employers, and other industry professionals.

**Networking for Success** - (CEUs: .3) - Free now!

Networking has become a significant part of the professional process, altering the way both entrepreneurs and organizations do business. This course will help you to improve your personal and professional networking skills by providing best practices and effective tips and techniques.

Complete all three FREE courses above and pay for one of the following electives to complete a **Certificate in Career Building Skills** from Adult & Continuing Education at Flagler College.

- **Finding Purpose in your Career**
- **Effective Business Writing**
- **Innovation in Teams and Organizations**
- **Networking and Mentorship for Women in Business**

Using another creative approach to positioning complimentary courses, the Association of Fundraising Professionals offers enrollment into a free course as an incentive with the purchase of any course in their catalog.

AFP has partnered with MindEdge, a leading online education provider, to bring you courses in fundraising, nonprofit management, marketing, business ethics and human resources at extremely affordable prices. Some courses offer CFRE credit.

\*For a limited time, when you purchase any MindEdge e-course through AFP, **you'll receive the e-course *Speak With Confidence* for free!** To access *Speak With Confidence*, simply purchase any e-course and follow the link in your confirmation email.\*

SEE WHAT MINDEDGE HAS TO OFFER!

# Blended Learning

This blended learning certificate from the University of Vermont combines the use of MindEdge's Digital Marketing Certificate with mentor support, career coaching, simulations, and a capstone project.

The screenshot shows the website header with the University of Vermont logo and navigation links: SUMMER COURSES, BLOG, UVM.EDU, UVM IS..., MY UVM, SEARCH, PROGRAMS, COURSES, STUDENTS, ONLINE, REGISTRATION, CONTACT. Below the header is a green banner with the text "DIGITAL MARKETING CERTIFICATES" and "Online Certificate in Digital Marketing – Intermediate". Below the banner is a white box with the text: "This certificate in digital marketing is aligned with the Online Marketing Certified Professional (OMCP) standards to ensure that it is comprehensive and relevant." To the right of this text is a yellow button labeled "REGISTER NOW".

These additional features offer enhanced learner value sufficient to support a price of \$1,695.



**ONLINE CERTIFICATE IN DIGITAL MARKETING - INTERMEDIATE**

**Focus Areas:** SEO, PPC, Email, Strategy, Content Marketing, Social Media Marketing, Marketing Automation, Web Analytics, Mobile Marketing and Conversation Rate Optimization

**Simulation:** Mimic Pro (features PPC and Email marketing)

- **Start Date:** Rolling Admissions
- **Price:** \$1,695
- **Learning Format:** Online, Self-paced
- **Program Duration:** 90 Days from date of registration
- **Time Commitment:** 10 hours per week
- **VA Benefits Eligible:** No
- **Discounts:** No
- **CEUs:** Yes

[LEARN MORE ▶](#)

# Promotional Video

This promotion builds awareness and interest in the Leadership for Women in Business program through a live video information session with UTRGV faculty and program manager. The video is archived for ongoing viewing.



To encourage enrollments, follow-up marketing was sent to learners that clicked the video link or the link to the course information page.

Hi Kevin,

Join Instructor Ms. Maria Leonard and AVP Jayshree Bhat live for an information session for our information session on our Leadership for Women in Business program and learn more about our program's curriculum, potential certifications, and career outlooks! An FAQ session with our staff and instructor will also be made available to answer any of your questions.

**This session will be conducted live on our YouTube channel with a chat area to ask any questions you may have on the program.**

## Session Information:



**Date and Time**

**LIVE NOW!**



**Session Link**

<http://bit.ly/WomeninBusinessGetInfo>

*Please make sure that you log into your YouTube account to access the chat feature to ask questions you may have during the session.*