



# ACADEMIC PARTNER ROLLOUT PLAN

## 1 WEBPAGE

- For larger academic institutions that include articulated credits, we will create an individualized and branded page on the MedCerts website.
- For smaller academic institutions (community colleges & 2-year colleges), we will create a more standalone lead form landing page.

» [Large Academic](#)

» [Small Academic](#)

## 2 EMAIL ANNOUNCEMENTS

Once we have our webpage up and all lead generation and lead or intake forms are created on both sides, we will announce the partnership to our students and workforce partners.

» [Email Examples](#)

## 3 ADVERTISING

- We can run paid advertising on Facebook and SEM targeting locations and programs for the the MedCerts/Academic partnership that emphasized articulated credits and other benefits.
- We can create catalog ads as necessary to use as ads in publications (digital or print).

» [Paid Ad Example](#)

» [Catalog Ad Example](#)