

EMPLOYER PARTNER ROLLOUT PLAN



WEBPAGE

- For our train-and-hire employer partners, we build leadgenerating pages on our website. These are also utilized in our ads targeted within areas where our partners have healthcare vacancies.
- For partners that have partnered with us to upskill their employees or hire on our graduates, we build a more basic page.



2

ADVERTISING

We can run paid advertising on Facebook and SEM targeting locations where the employer partner has open positions.





3

PR

We work with our partner's communications or marketing team to create a press release announcement for the partner launch, as well as utilize our PR agency to develop stories as we see successes with the partnership and thought leadership pieces.



4

EMAIL ANNOUNCEMENTS

Once the partner page is up, ads are running and we've announced it in the media, we will announce the partnership to our students, workforce and other B2B partners.

