



# EMPLOYER PARTNER ROLLOUT PLAN

## 1 **WEBPAGE**

- For our train-and-hire employer partners, we build lead-generating 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.

» [Train-and-Hire Page](#)

## 2 **ADVERTISING**

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

» [Paid Ad Example](#)

» [Catalog Ad Example](#)

## 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.

» [Press Release Template](#)

## 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.

» [Email Examples](#)