

# Certification Vital Signs Assessment

ABC Certification | January 31, 2017

## Dimension: Brand & Marketing

### **VITAL SIGN:** **MARKETING MIX**

Do you have the foundation for effective marketing efforts?

**Current Rating:**



**Findings:** Overall the current marketing plan is sound. The current plan addresses various audience types, key strategies and there is a good variety of tactics. The current plan places most of its emphasis on generating leads for future candidates.

**Suggestions:** Consider marketing strategies to build awareness of the certification among industry recruiters and hiring managers. Consider arming certificants with digital tools, such as sharable content on social media and digital badges, to support them as certification brand ambassadors.

## Dimension: Value Equation

### **VITAL SIGN:** **COMMUNICATION OF VALUE**

Is a compelling case of value being communicated to candidates and employers?

**Current Rating:**



**Findings:** Messaging feels too similar to competitors' and lacks supporting facts to make marketing claims believable. Messaging is informative but not engaging, lacks personality.

**Suggestions:** Consider focusing the messaging strategies by key audiences. Consider making the message more readable and compelling by applying best practices for writing website text.

Consider using infographics and animated videos to paint a picture of the scope and breadth of certificants (ex. the number of certificants around the world, most common job titles and average salaries).

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## Dimension: Competitive Position

### VITAL SIGN: STRENGTH OF COMPETITION

How competitive is your situation?

Current Rating:



#### NOTE:

Fewer stars = stronger competition

**Findings:** Over 20 direct competitors worldwide is considered a highly competitive situation.

**Suggestions:** The certification program will require regular updating, innovation and strong marketing. Consider adjusting candidate pipeline expectations downwardly.

## Dimension: Optimization of Pathway to Certification

### VITAL SIGN: OBSTACLES TO CERTIFICATION

Does the program maintain its standards without posing unnecessary obstacles?

Current Rating:



**Findings:** The documentation required to demonstrate eligibility is onerous, while adding no rigor to the certification process. Although professionals enter the field from a variety of educational backgrounds, there is only one pathway to eligibility.

**Suggestions:** Consider reserving the documentation requirements for application audits, rather than applying them to all candidates. Consider creating an alternate pathway for those who lack a related degree, but have work experience in the job role.