CompTIA

Academy Educator & Learning Partner Conference

July 31 - August 2, 2015 | Hilton Chicago

CompTIA Certifications: Marketing Best Practices & Success Stories

Agenda

1.
2015 CompTIA Marketing Priorities

2.
Success Stories

3.
Resources

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2015 CompTIA Marketing Priorities

Buyer Personas

Buyer Persona Profile | Priority Initiative | Success Factors | Perceived Barriers | Decision Criteria | Buyer's Journey

CERTIFICATIONS MARKETING BUYER PERSONAS

CompTIA.

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Buyer Persona Profile | Priority Initiative | Success Factors | Perceived Barriers | Decision Criteria | Buyer's Journey

Name	Frederick	**Segment**	Consumer; Career Starter
Roles	Entry Level - Desktop Support Specialist, Technical Support Rep	**Reports To**	IT Manager
Education	High school, Associates degree, vocational training	**Age**	18-28

MY RESPONSIBILITIES

- Understand basic hardware and network configuration as it relates to PCs, mobile devices and printers
- Understand cloud computing at a technical level

HOW I AM EVALUATED

- Reliable
- Hard Working
- Soft skills/Helpful
- Self directed

RESOURCES I TRUST

- Word of mouth (other co workers- boss)
- Industry resources (dice.com, ect)
- Training centers

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Buyer Persona Profile | **Priority Initiative** | Success Factors | Perceived Barriers | Decision Criteria | Buyer's Journey

What business conditions trigger this buyer's decision to look for certifications?

Am I on track for what I want to achieve?

I like working in IT and I like my job. I want to earn more money and be the boss one day. What do I need to do to get to my dream job?

My employer requires additional education to move up the next level.

My employer wants to see my expand my technical knowledge and skills to get the next level. I need a solution that will satisfy this requirement.

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What results or outcomes does this buyer expect from our certifications?

I need a solution that will make my resume stand out

I'm hoping to find a solution that will grab the attention of the hiring manager when they see my resume.

I need a solution that will help me learn new skills

I want to learn new skills and increase my knowledge so I can open the door to more opportunities for my career.

I need a solution that will provide a good ROI

I need a solution that can be completed in less time than it takes to earn a degree that doesn't cost too much money.

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What attitudes or concerns prevent this buyer from investing in our certifications?

What if I fail?

What if the subject is too hard for me? Does that mean I will never grow in my career?

Time Constraints

Who has time for school and work?

- I'm I going to be overwhelmed trying to train for a certification while working
- Will my employer be understanding and support my career goal?

Financial Implications

Is it worth the money?

- Can I afford the training and cost?
- What if the certification doesn't get me a new job or a raise? Will I have wasted my money?

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Buyer Persona Profile | Priority Initiative | Success Factors | Perceived Barriers | **Decision Criteria** | Buyer's Journey

Which features or benefits does this buyer evaluate?

If needed, how do I get education and training?

What are my training options?

How much does training cost?

How long does training take?

Is this affordable for me?

How much does the certification cost?

How much will it cost to take my certification current?

What is the total investment?

Does the certification cover the topics I want to learn about?

Which certification covers topics I'm interested in?

Are multiple certifications needed to achieve my end goal?

Are CompTIA certifications creditable?

Do employers care about this certification?

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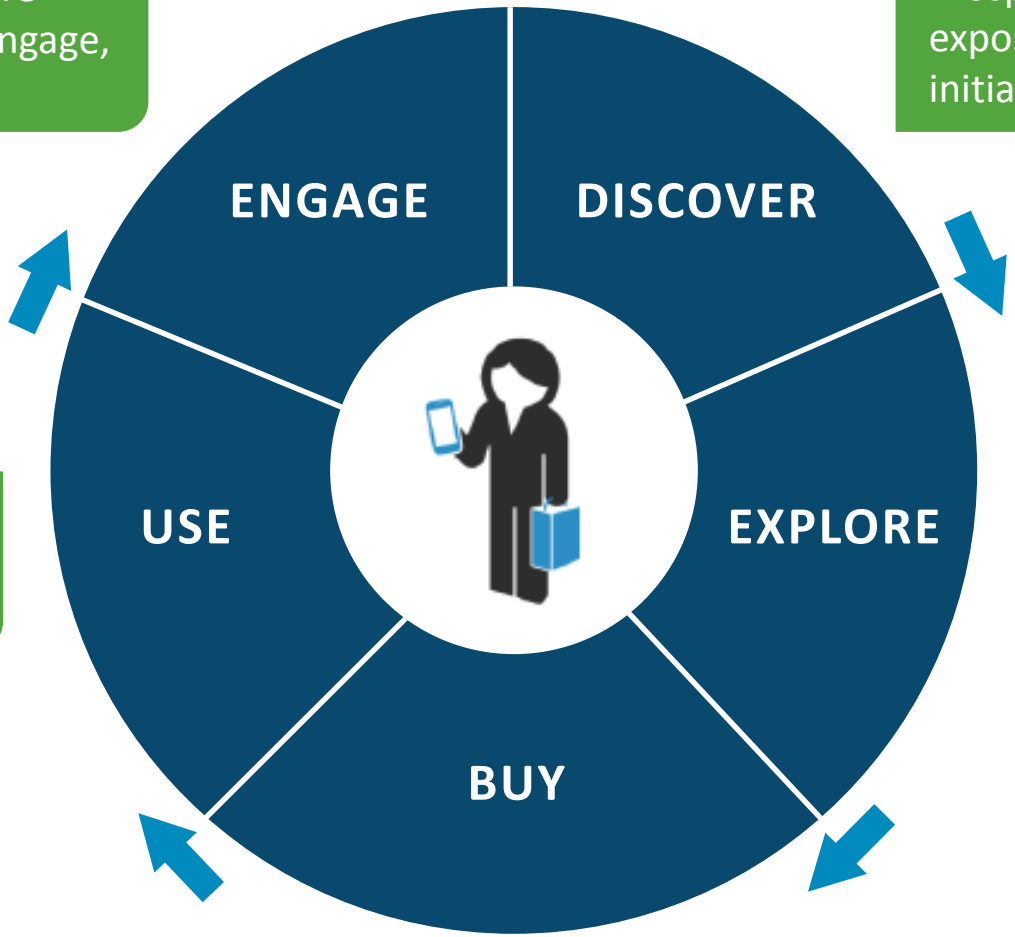
Dynamic Customer Journey

Customers share experiences, engage, and advocate.

Prospects are exposed to an initial trigger.



Customers use our training and exams.

Research our brand, products, and offers.

Customers complete purchase.

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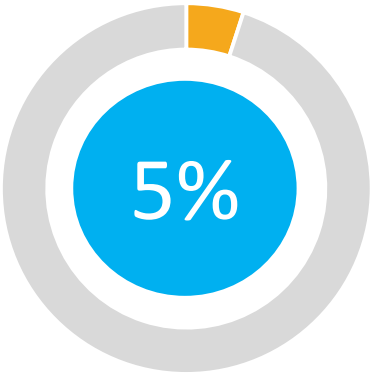
2015 Marketing Priorities

Most companies say improving the customer journey is a top priority for 2015

of companies are attempting to differentiate through customer journey

ONLY



Of companies will attempt to differentiate on price

**Source: Adobe Digital Trends Report*

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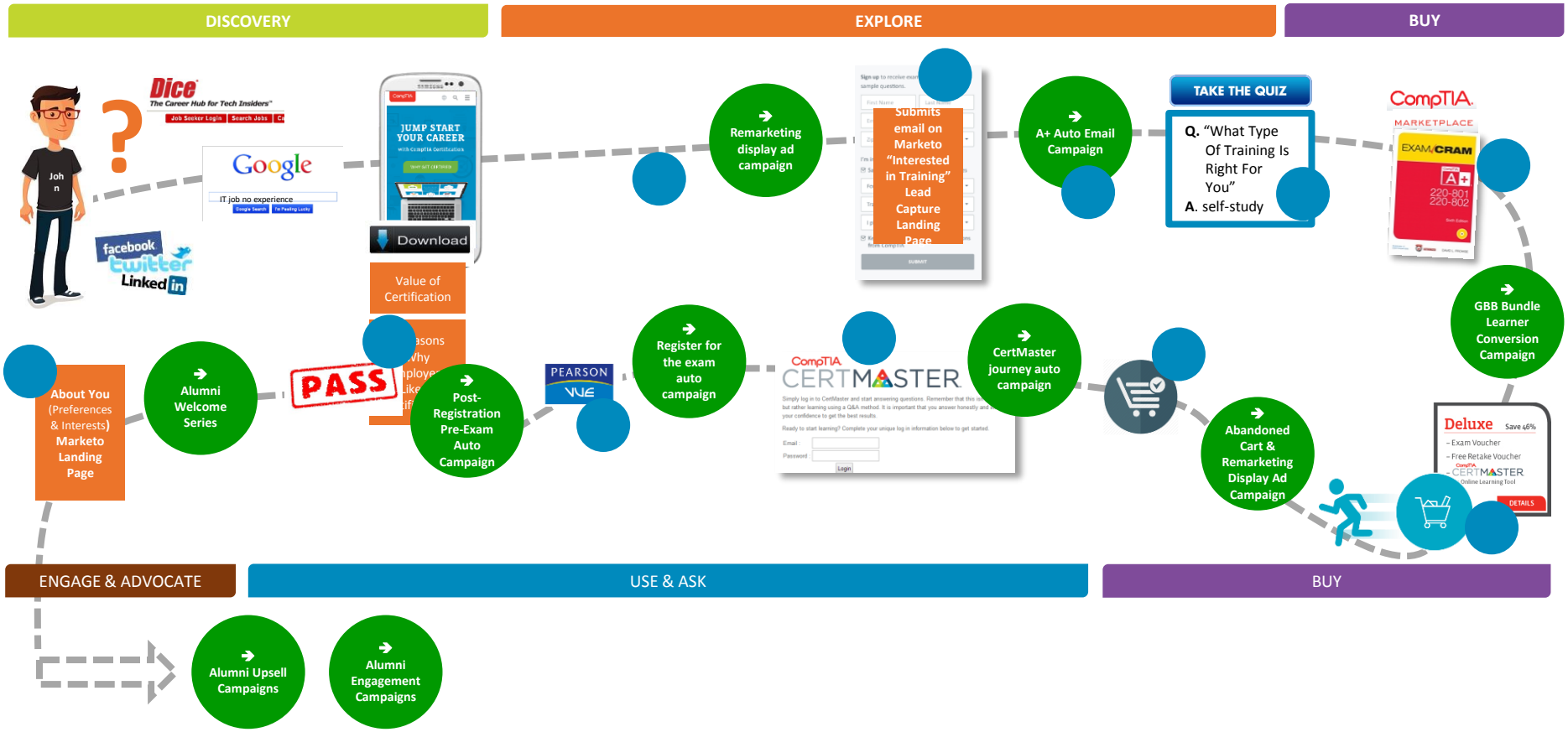
Omnichannel User Experience

Marketing automations tool

= Enters into automated campaign



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Content is king

**Source: Adobe Digital Trends Report*

90% organizations use content as part of their marketing strategy

72% of companies are producing more content than they did a year ago

59% of companies plan to increase content creation budget

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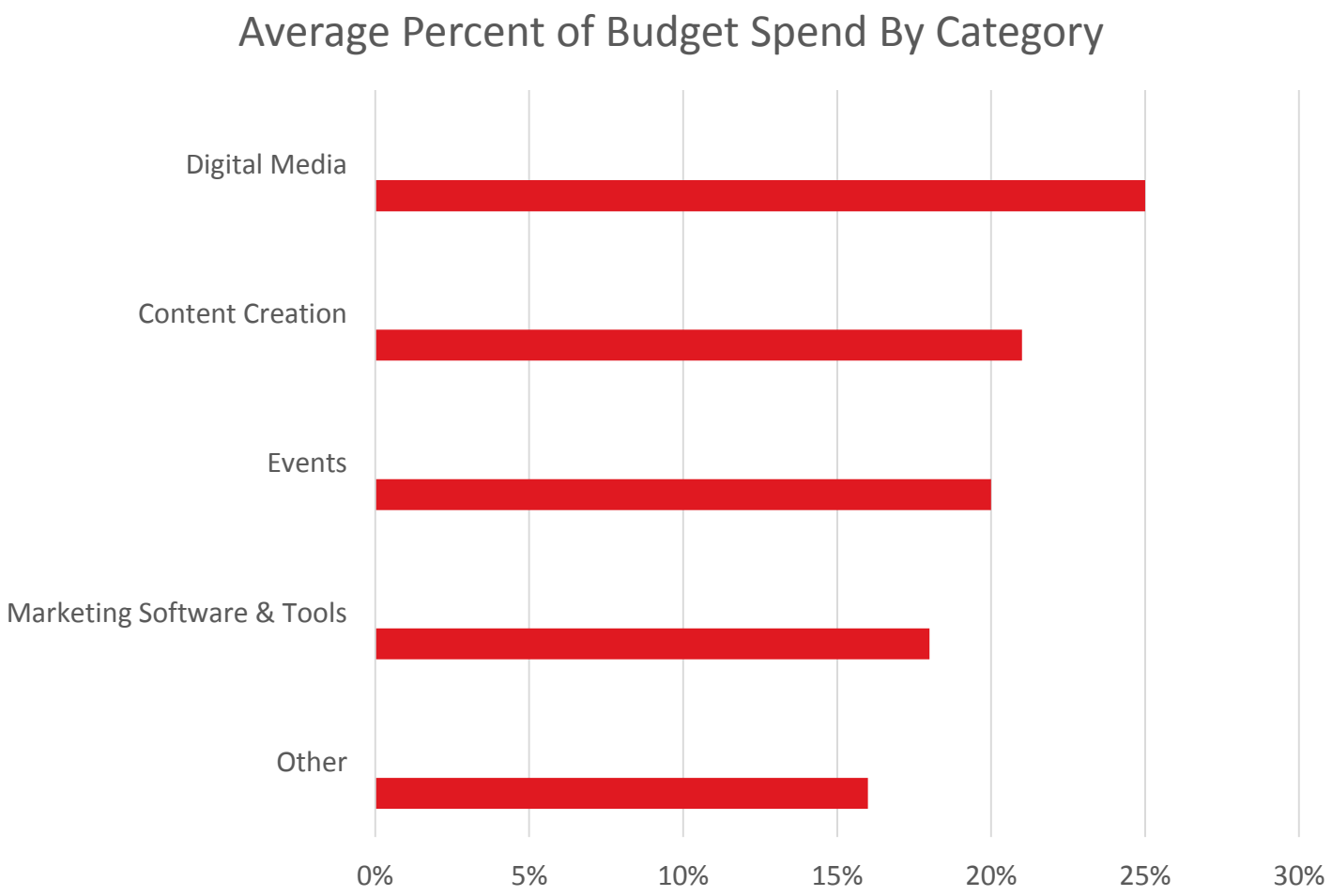
How does your spend compare?

**Source: Spiceworks: How to win friends and influence IT pros*



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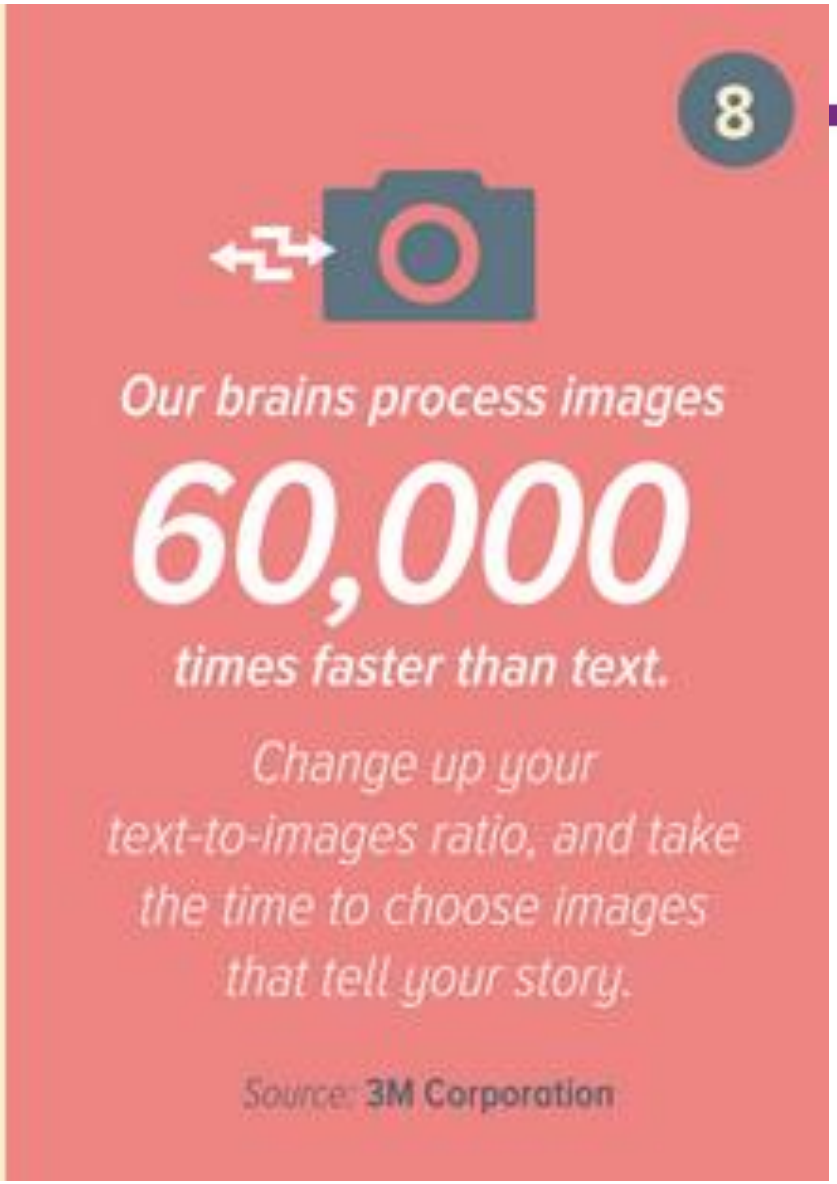
Success Stories

Content Creation

What did we change?

- Increased visual posts
- Incorporated pop culture
- Recycled content into new forms



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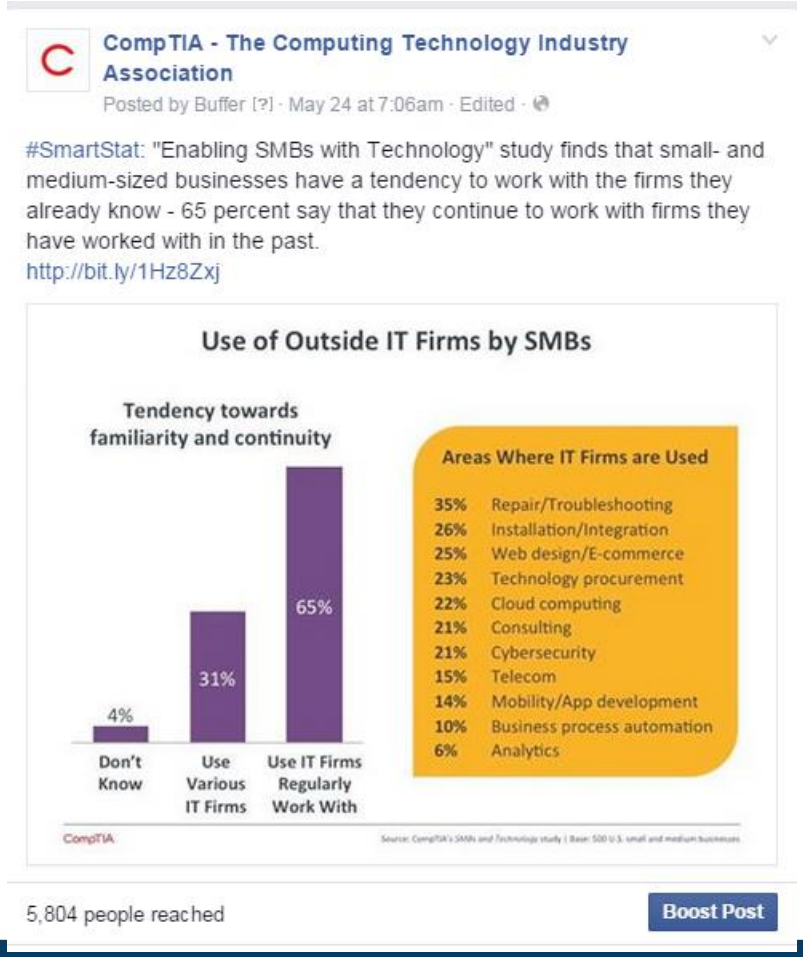
A Case Study

Tell v. Show

174 percent increase



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How we're driving engagement

- Asking for and leveraging user-generated content

47,504 People Reached

922 Likes, Comments & Shares

561 Likes	**314** On Post	**247** On Shares
127 Comments	**18** On Post	**109** On Shares
234 Shares	**230** On Post	**4** On Shares

3,767 Post Clicks

2,371 Photo Views	**0** Link Clicks	**1,396** Other Clicks

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How we're driving engagement

- Creating visuals and seizing opportunities for graphic creativity

Wow! It's Palindrome Week!

Have you added your certifications to your LinkedIn profile yet?
http://bit.ly/1zKjMoA

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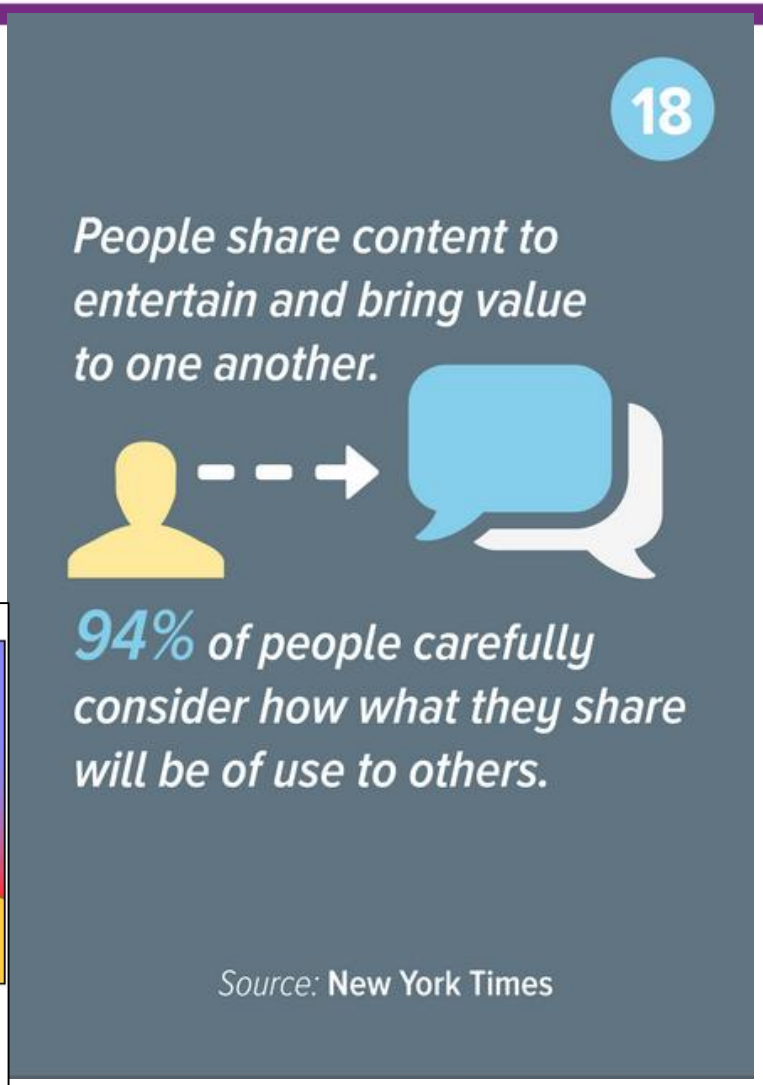
Content Creation

Content Created in 2015

- Useful Career Information
- Holidays
- Testimonials
- Movies



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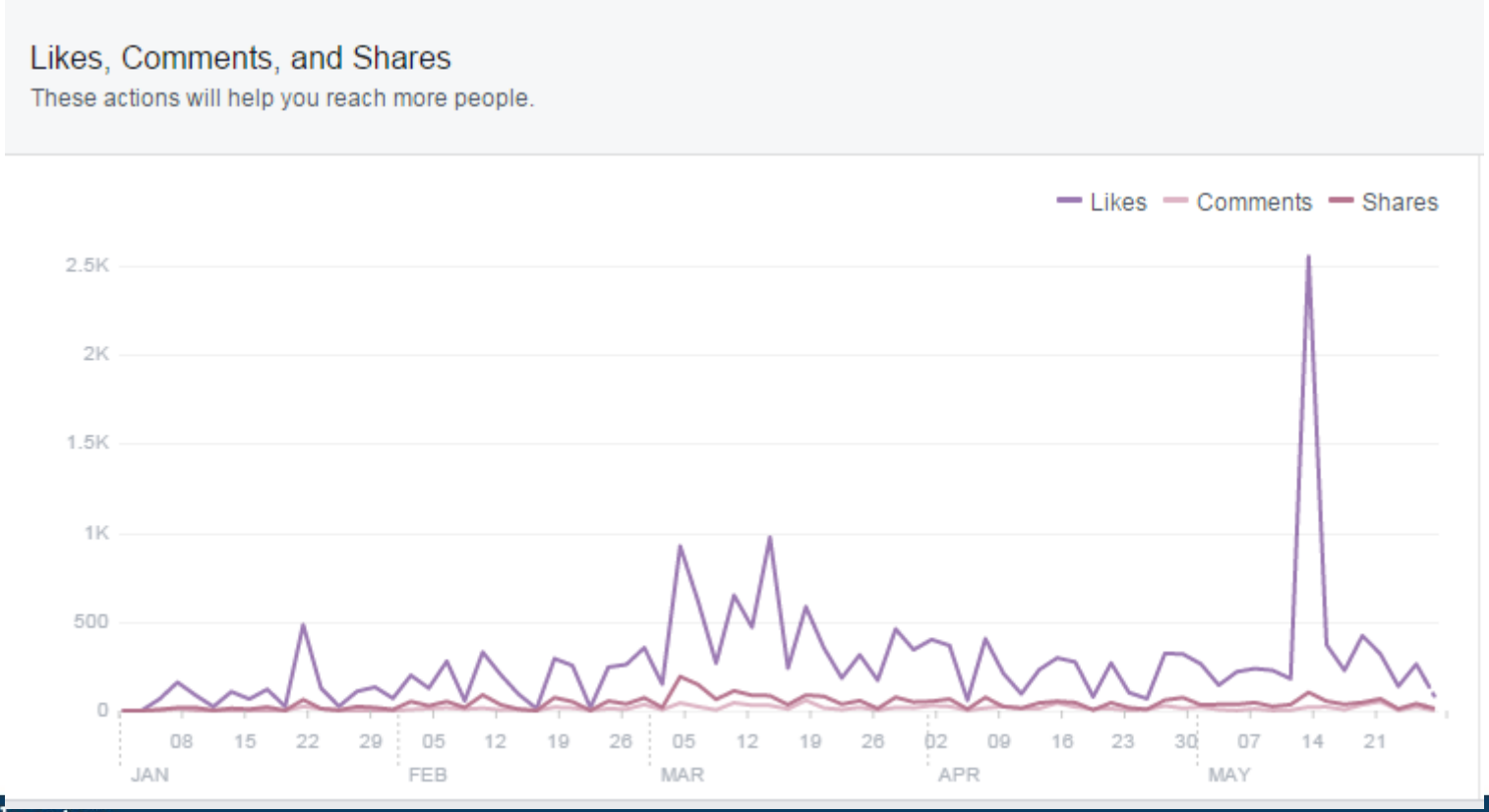
Results: Engagement

- Facebook Likes increased 28 percent
- Total Organic Reach is up 140 percent



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Recycling Content

Dear [Manager]:

Throughout my employment at [company name], I've continua
the company. I've been working here for [amount of time] and
everything [company name] needs from my position. Fortunat
so IT professionals like me can handle whatever the industry
would need is for [company name] to sponsor me in acquiring

It's an investment, but you will see it pay off from day one. By
will have broadened my knowledge base to fit all the latest tec
and gained the confidence and ning to work with
basically have the 3 in 2015.

tifications, just
onsideration in my career i

Recycling Content

Home / Blog Articles

IT Careers Blog

Meet Your New IT Co-Workers: The Avengers

by CompTIA Tuesday, April 28, 2015

Tags: jobs, IT skills

Whether you're answering panicked help desk calls from VPs, connecting a dozen offices int
keeping priceless data away from cyber-terrorists, all you IT professionals are the superhero
we don't flip through comic books or sell out movie theaters to see what you do best, but there is a popular group of people whose adventures and feats mimic those occurring all over the IT industry: The Avengers.

The Avengers is perhaps the most formidable team of superheroes ever assembled. When alien God Loki sought to make himself king of Earth and almost wiped out Manhattan in his quest, the Avengers stepped up to save the day. And so, to celebrate the release of Avengers: Age of Ultron on May 1, we wanted to imagine them filling your shoes. So we wondered; which IT job would suit each member best?

Iron Man – Software Developer

It's not enough for a software developer to be a master engineer – which Tony Stark, aka Iron Ma
know how to inspire; to take an ocean of code and intricate design and turn it into a fully-immersi
billionaire playboy with a personality to match, Stark knows what it takes to capture the imaginati
something brilliant, including the aforementioned Ultron, and has the brains to stay successful fo
you imagine the launch parties he'd hold just for the incremental updates?

Black Widow – Information Security

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Home / Avengers

5 QUESTIONS · TAKEN 1,518 TIMES

If IT pros were Avengers, which one would you be?

Whether you're answering panicked help desk calls for VP's, connecting a dozen offices into a single conference room or keeping priceless data away from cyber terrorists, all you IT professionals are the veritable superheroes of the business world. So don't you want to know? If IT Pros were Avengers, which one would you be?

START

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IT Careers Newsletter

CompTIA IT Careers Newsletter

July 2015

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Four Reasons HR Execs Love Certifications

When hiring for IT, there are readily identifiable resume listings – certifications – that can help HR execs make a selection quickly. Those hiring for IT positions love certifications for a range of reasons. Here are four.

Read More

Five Pieces of Tech from the Terminator Movies That Are Real Today

Since the original Terminator hit the big screen in 1984, the franchise has become a cultural touchstone for sci-fi diehards and mainstream audiences alike. As Terminator: Genisys hits theaters, we took a look at how much technology speculated about in the Terminator movies has become a reality in 2015. Read More.

U S News Reveals 100 Best Jobs – IT Jobs are Top Contenders

The news is out – IT is one of the hottest career paths on the market today. U.S. News' top 100 jobs list compiles the best jobs in the U.S. based on job growth, salary, hiring demand, employment rate, stress level and work-life balance. While a diverse range of jobs span the list, from dental hygienist to sales representative, three out of the top ten jobs are in IT. Read More.

Vector Technology Institute Helps Jamaican IT Pros Flourish

These days, wireless internet permeates major Jamaican cities and smartphones are a common sight. Jamaica's tech sector is growing. But the IT industry is not immune to the economic realities of life in a country where the rate of exchange with the U.S. dollar is around 100 to 1, and a country that is just now beginning to recover from 2008's worldwide economic downturn. That's where Vector comes in. Read More.

IT-Ready Network to Create 4K New IT Careers by 2018

CompTIA's Creating IT Futures Foundation is expanding its IT-Ready training program through the creation of the IT-Ready Network, a national network of non-profits and employers, and has committed to launching 4,000 more IT careers by 2018. President Clinton mentioned this commitment in his closing remarks at GCI America 2015. Learn about IT-Ready.

CompTIA ChannelCon

Track4Techs August 4-5 7 sessions available for CEU credit!

Registration now open!

Register Now

IT▶READY

JOIN THE IT-READY NETWORK AS WE LAUNCH SUSTAINABLE IT CAREERS

CompTIA's Creating IT Futures *IT-Ready* program provides free IT education, training and career placement.

▶ PAY IT FORWARD Find out how you can help

Not sure which area of IT is right for you?

Watch this video and Take IT for a Test Drive!

Upcoming Webinar

CompTIA Network+ for Career Growth: An Inside Perspective

Tuesday, August 18, 2015 | 11:00 am CT

Attend this upcoming webinar to find out how and why CompTIA Network+ can benefit your IT career.

Certification Corner

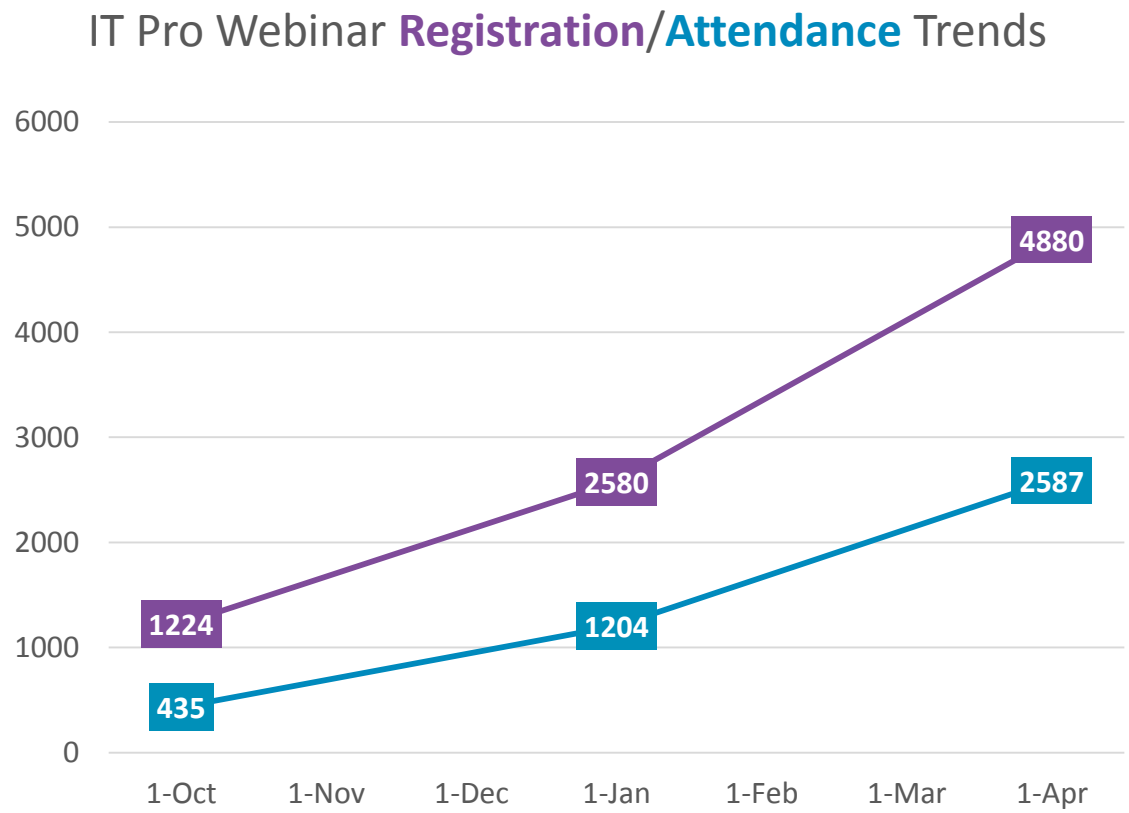
CompTIA is proud to announce Skillsboost, a new, free IT career resource for students, parents and educators.

CompTIA Announcing Skillsboost

Almost 15% of total email campaign traffic

IT Pro Webinar Series

- ***October 23rd, 2014:*** *Mission Possible: The Future of IT Support*
- ***January 22, 2015:*** *Building a Secure Framework*
- ***April 29, 2015:*** *The Internet of Things and the IT Pro*



	23-Oct	22-Jan	29-Apr
Registered	1224	2580	4880
Attended	435	1204	2587

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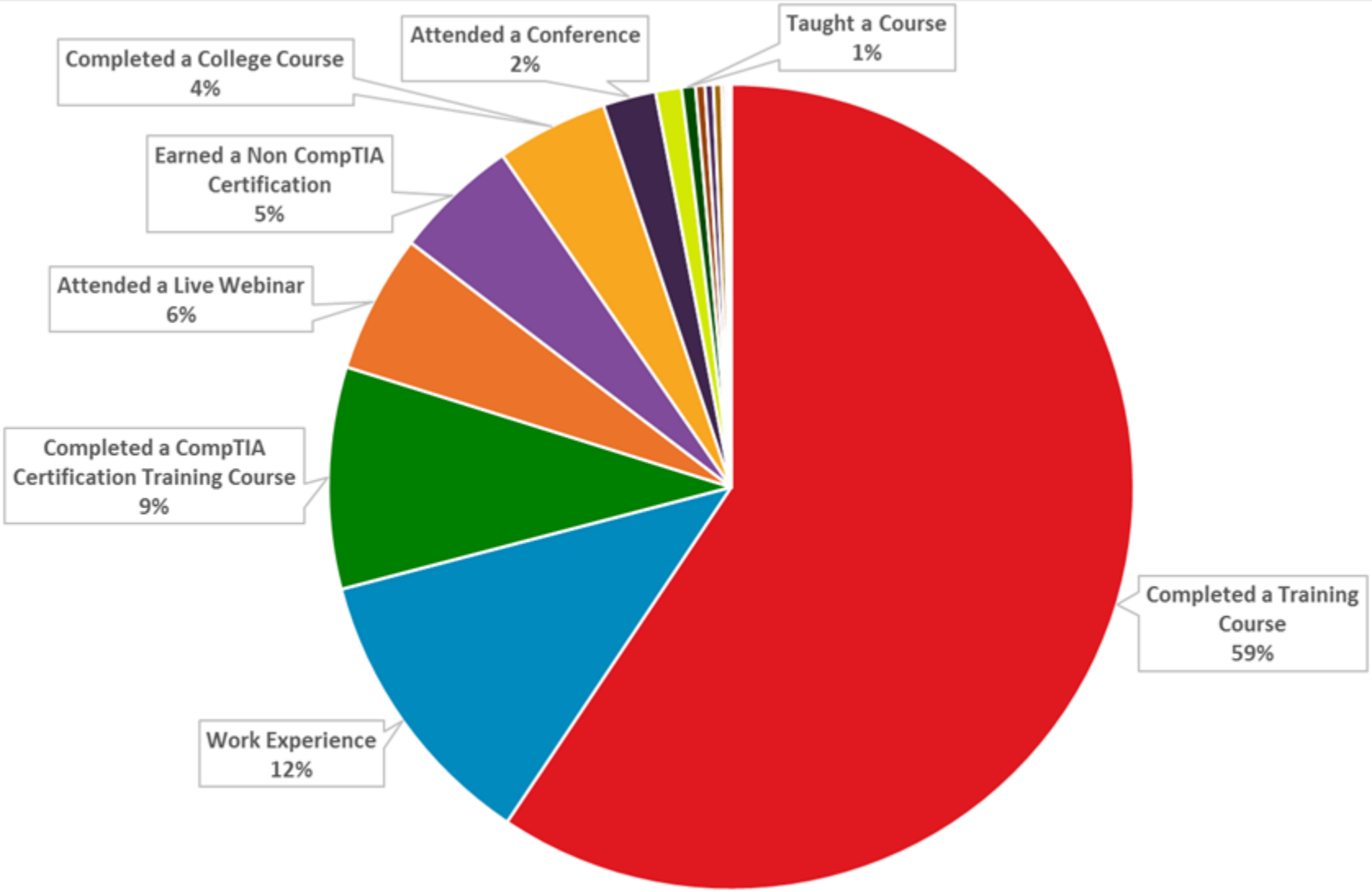
Resources

Continuing Education Credits Earned



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Explore Careers / Employ Certified Pros / CompTIA Certified Team

Show Your IT Staff is Certified with the new CompTIA Certified Team Award

Do you manage a team of CompTIA Certified Professionals? *Are at least 80% of them CompTIA certified?

The new CompTIA Certified Team Award recognizes IT teams that have taken the extra step to show they have the skills and dedication to provide superior service to their customers (internal and external) by getting certified. This is a great way to recognize your workforce and their accomplishments in certification.

What do you need to do?
Submit the attached application to the CompTIA website. Include the names and certification of all certified technicians on your staff.

What happens next?
CompTIA will contact you with any questions. After review of your application, we will confirm

http://certification.comptia.org/ExploreCareers/EmployCertifiedPros/comptia-certified-team

Up Next

- 4:15 pm – Lightning Round Tech Update
- 5:15 pm – Welcome Reception

Saturday, August 1

- 8:00 am – Conference Breakfast and Partner Expo
- 9:00 am – Building Successful Training Solutions

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Thank you!