



# TEN WAYS

## TO BLOW YOUR COMPLIANCE TRUMPET

### 1 Striking Footers Make it **hard to miss**

Add your certification logo to your website and email footers. This will ensure that it doesn't go unnoticed by current and potential clients.

### 2 Get Social Post and **tweet**

There's lots of scope for promotion on social media. As well as posting about your new certification, you can thank your team for making it possible.

Don't forget to use the relevant hashtags for your certification, e.g. #ISO9001

### 3 Tell The Press **Send** a release

If you have an industry magazine, or are a member of a Chamber of Commerce/local business group, you should consider issuing a press release.

Ask your marketing/ PR team to ensure that future releases reference your certification, when appropriate.

### 4 Blog **Shout** about it

Write a blog about your successful certification. If this feels too boastful, try blogging about your certification journey and include hints and tips for other businesses who are considering certification.

### 5 Certifications / Awards A **dedicated** webpage

Consider creating a dedicated webpage for certifications. If you already have an awards page, you could combine the two! You can also mention your new certification on your 'About Us' and 'Meet the Team' pages.

### 6 Sales / Bus Dev **Sing** from the same hymnsheet

Ensure that anyone working in sales, business development, marketing and customer service can clearly communicate the benefits your new certification offers to clients.

### 7 Proposals Use the **lingo**

Update proposal templates with details of your certification. Make sure that those working on proposals and tenders reference your certification and understand how to incorporate key terms into future proposals.

### 8 PowerPoints Put it on the **big screen**

Make sure your PowerPoint decks are up to date. For example, if you've achieved ISO9001, you should reference this on slides about customer service. If room allows, you can even add your certification logos to your final slide.

### 9 Go Postal Send **personalised** letters

Tell clients, recent leads and prospects that you've been certified, but remember... they're only going to be interested in what it means to them!

### 10 Case Studies **Inspire** other businesses

We're always keen to share our clients' success stories so please contact us if you'd like to be considered for a case study or would like to provide a testimonial.

