CEU Now! New Continuing Education Marketing Strategies for Your Brand

Brittnie Wilson
CE Campus Manager

http://theceecampus.com
Agenda

- Overview of continuing education
- What is CE Campus?
- What CEU products can do for you
- Getting involved
Continuing Education

- Educational programming for licensed professionals to maintain their license or credential
  - CEUs – Continuing Education Units
  - PDHs – Professional Development Hours
  - LUs – Learning Units
  - CEH – Continuing Education Hours

- Continuing education products generate high quality leads
Mandatory Continuing Education

- Architects – 80% of states require CEUs
- Surveying – 80% of states require CEUs
- Engineers – 76% of states require CEUs

Other Licensed Professionals that have MCE:

- Electricians
- Landscape Architect
- Commercial Refrigeration Contractor
- HVAC Contractor
- Septic Tank Installers
- Home Inspector
- Code Official
- Food Scientist
- Alarm Contractors
- Building Inspector
- Interior Designer
- Mold Assessors and Remediators
- Water & Wastewater Lab Analyst
- Water Distribution System Operator
- Pump Installer
- Well Driller
- And many more!
What is CE Campus?

CE Campus Website

http://thececampus.com
CE Campus Partnerships

- AIA - American Institute of Architects
- USGBC - U.S. Green Building Council
- NATE - North American Technician Excellence
- IACET - International Association for Continuing Education and Training
Offering CEUs

- You can offer CEUs through a variety of formats:
  - Webinars
  - Articles/White papers
  - Virtual Events
  - Live Events
  - Podcasts

- BNP Media has the staff to produce, market and host continuing education courses for you
CEU Articles

- Articles stay on CE Campus for 3 years collecting leads

- On average a CEU article posted on CE Campus generates **798 leads***

- CEU Article Options:
  - We create the content
  - You provide white paper or PPT and we turn it into CEU
  - Provide existing CEU article

- We send you your leads on a monthly basis

*For AIA and GBCI approved articles
CEU Webinars

- We have a certified award-winning webinar department.

- Each webinar is supported with an aggressive marketing campaign.
  - Multiple dedicated eBlasts
  - Website, eNewsletter and social media marketing
  - Print marketing

- CEU webinars average higher registration and attendance.
  - 164% higher registration
  - 57% higher attendance
Benefits

- CEU products generate leads

- On average a CEU article posted on CE Campus generates 798 leads

- CE Campus has 16,410 members

- Position yourself as a thought leader. Licensed professionals NEED continuing education credits to maintain their license
RPP Study Findings

Need or are interested in obtaining CEUs

Over 40%

Over 50%
RPP Study Findings

Need or are interested in obtaining CEUs

Over 60%

Over 70%
Getting Involved

- Contact your sales rep
- Determine your format
  - Article
  - Webinar
  - Live Event
  - Podcast
- We’ll work with you to implement and deploy
Questions or Comments?

If you are interested in participating in offering CEUs or expanding your continuing education programs, please contact me.

Brittnie Wilson
(248) 244-1290
wilsonb@bnmedia.com
theCECampus.com