

Certification Online Marketing Guidelines

Hello!

Congratulations on achieving your certification/re-certification from Smithers Quality Assessments.

Your hard work has paid off, and now it's time to let everyone know about it! Show your customers that you implement a business management system that meets the requirements of internationally accepted standards.

For your convenience, included in each of our electronic certificates is an embedded secure digital signature. This will ensure our certificate can be linked to SQA's website for immediate validation.

There are many ways to publicize your quality certification online. These communication methods may vary based on the online channels available to you. The following e-marketing guidelines are intended to help you make the most of your achievement on your company's various online communication channels:

- Website
- Blog
- Email campaign
- Twitter
- Facebook
- LinkedIn

If you have any questions, or need assistance, please don't hesitate to contact me.

Sincerely,



Anna K Blackstone
Sales and Marketing Coordinator
ablackstone@smithers.com
(866) 688-0134 ext. 1110

On Your Website:

1. Locate an appropriate section on your website to link to the .pdf of your official Certificate of Approval. Depending on where your website displays quality-related information, this link may be under the About Us section, or Quality, for example. Some companies opt to put a link directly on their home page.
2. Create a “Quality Certification” text link or a small .jpg image of your certificate and link it to your actual .pdf.
3. Be sure to link to the Smithers Quality Assessments website (www.smithersregistrar.com) so that readers know you have been certified by a legitimate, respected quality and environmental management systems certification body.

On Your Company Blog:

1. Write a brief Blog entry promoting your certification, and link to the .pdf of your Certificate of Approval. Also be sure to link to the Smithers Quality Assessments website (www.smithersregistrar.com) so that readers know you have been certified by a legitimate, respected quality and environmental management systems certification body.

Here is some sample text to use:

As of (date), (company name) has been certified to the (standard name) standard. We are delighted to serve our customers even better through the well-defined and documented procedures this certification requires. While we’ve always been committed to quality in our products and services, this certification ensures a more productive environment through faster identification and resolution of quality issues, among many other benefits.

We partnered with Smithers Quality Assessments, www.smithersregistrar.com, an accredited quality and environmental management systems certification body, to achieve our certification.

2. Publish the Blog entry.

On Email Campaign:

Publish a special email campaign announcing your certification to customers and prospects. Outline why you went through the certification process and what it means to them. Include any interesting stories or key learnings. Link to the certificate and to the SQA site www.smithersregistrar.com

On Twitter:

1. Write an announcement using 140 characters or less. Use a hash tag (#) before each mention of the quality (no space) standard to categorize those Tweets to show more easily in Twitter Search. Don't put a space between the letters and the number in the standard; otherwise, the Tweet will only be categorized for the prefix.

Here is sample text to use:

(ABC Company) certified/re-certified as **(#ISO9001)-certified** organization. See the official announcement! @SmithersQuality

2. Tweet the announcement.

On Facebook:

1. Create an announcement on Facebook using a more casual tone. Consider putting a personal voice on the post. Link to the picture of your certificate!

Here is sample text to use:

We're officially **(ISO 9001)**-certified by Smithers Quality Assessments! Check out our certification and visit our website (link to blog announcement) for more information!

2. Post the announcement.

On LinkedIn:

1. Post the update on your Company page and ask your sales force to post the same message to their profile pages.

Here is some sample text to use:

We are proud to announce that we recently achieved/recertified our (standard) certification! Check out our new/updated certificate on our website (link to certificate)

2. Post the update