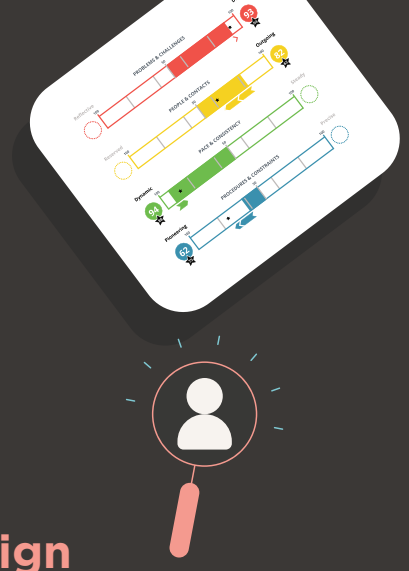
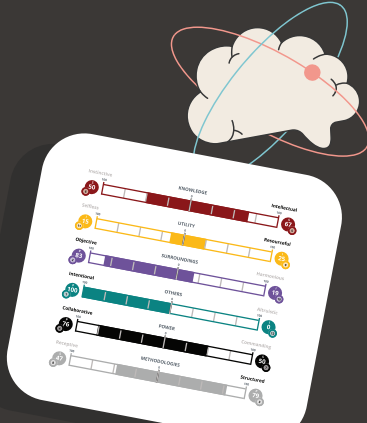




We Have An **Assessment**

For That!

How to Use the Marketing Campaign



We Have An Assessment For That is a marketing campaign that demonstrates how our assessments help provide solutions to everyday workplace challenges.

This campaign will help you address the solutions your clients need with marketing resources for seven different business challenges. **It is designed to create visibility and to help you promote your business and your services.**

On the Partner Resource page, you'll find a variety of resources for your use, including digital advertisements, video, audio commercials, and print advertising.

How to Use the Campaign Resources

Incorporate these campaign resources into your current marketing strategy to educate current customers and attract new clients.

Video (long-form and short-form)

- Share the long and short videos on your social media, over the course of several weeks, and/or invest in a paid social media advertising campaign.
 - Post the videos with your own custom caption, talking about how you can help with the solution.
 - Tag @TTI Success Insights on LinkedIn, Instagram, and Facebook to reach a larger audience! The TTI HQ accounts will engage with these posts.
 - Use the hashtags #TTISuccessInsights #AssessmentProvider #BusinessConsultant #BusinessCoach and any others relevant to your audience.
 - Update hashtags based on the solution topic. For example, for Hiring & Selection: #Hiring #HiringSolutions #HiringPractices #HR #Recruitment.

We Have A Campaign For:

- Hiring & Selection
- Team Building
- Communication
- Workplace Culture
- Professional Development
- Succession Planning
- Emotional Intelligence

We Have An Assessment For That!

How to Use the Marketing Campaign

- Share the videos in your marketing emails to current or potential clients, and include details on how your services can help them solve their workplace challenges.
- Use the videos in training sessions to demonstrate the benefits of using TTI tools.
- Embed the videos in your sales presentations to highlight different solutions.

Audio commercial

- Add the audio commercial to your podcast to bring in client leads.
- Add the audio commercial to your presentation decks for training sessions or pitches.

Social media ads (static and animated)

- Share the ads on your social media, and/or invest in a paid social media advertising campaign.
 - Post the ad with your own custom caption, talking about how you can help with the solution.
 - Tag @TTI Success Insights on LinkedIn, Instagram, and Facebook to reach a larger audience! The TTI HQ accounts will engage with these posts.
 - Use the hashtags #TTI #TTISuccessInsights #AssessmentProvider #BusinessConsultant #BusinessCoach and any others relevant to your audience.
 - Update hashtags based on the solution topic. For example, for Hiring & Selection: #Hiring #HiringSolutions #HiringPractices #HR #Recruitment.
- Share the ads in your marketing emails to current or potential clients, and include how your services can help them solve their workplace challenges.
- Add the ads to your sales presentations as images.

Print ad

- Purchase an ad in your local business magazine or newspaper.
- Purchase an ad in your local Chamber Directory.
- Purchase an ad for a networking event or conference.

Banner

- Use the campaign banner in your email signature, social media profile, and/or sales presentations to pique interest and start conversations.

