



MARKETING REQUEST CHECKLIST

The information below contains some of the ways in which the ICRM and the Academic Partner can market this Partnership. Please use this form to request from the following services from the Marketing Committee related to an Academic Partnership.

Website Partner Page

The ICRM Partner Page can contain a specific page for the Partner's information.

The contents on this page should:

- Explain the ICRM / Partner Academic relationship.
- Expand upon the strengths and uniqueness of the Partner.
- Advocate why potential ICRM Candidates would choose that particular academic Partner.
- May include a video from the Partner.

Website Banner(s)

A Partner-specific Banner will run regularly on the ICRM website.

- Banners contain both the Partner logo and the ICRM logo.
- Banners will link back to the ICRM website (Partners Page).
<https://www.icrm.org/partner-page>
- From our Partner page, there can be a link to the Partner-specified website.

ICRM Specific Page on the Partner's Website

As we provide for the Partner, they should be ICRM specific information on their website, to include our logo, information about the ICRM and our relationship with the Partner, etc.

Newsletter Article

The ICRM Newsletter, Inside ICRM, will focus on the Academic Partnership with an article specific to the Partnership.

- The article will appear in the closest possible edition of the Inside ICRM after the launch of the Academic Partnership.
- The Partner is encouraged to provide information for the article.
- The article may feature unique or recycled information from the Partner's page on the ICRM website.
- The ICRM may ask to be included in a Newsletter originating from the Partner.

Targeted Marketing URL

From the Partners webpage, or other marketing options, the ICRM can create a unique URL that links back to the ICRM and provides information on where the user original location. This provides the ICRM with metrics on clicks to our website.



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Video (Partner Provided)

We welcome video provided by the Partner that is specific to the Academic Partnership, or more generally of the Partner.

- This video may be linked to the ICRM website, Newsletter, social media posts, etc.
- The ICRM may ask to have one of their videos linked to the Partners website, newsletter, social media posts, etc.

ICRM LinkedIn Site

The Partner may decide to have marketing provided on the ICRM LinkedIn site, and the content may be unique (provided by the Partner and/or the ICRM) or recycled from other sources.

- This provides yet another avenue to market the unique Academic Partnership.
- The ICRM may ask to be included on the Partner's LinkedIn site.

Social Media Posts

The ICRM regularly posts to several popular social media sites, including Facebook, Twitter, and LinkedIn.

- The Partner may decide to be included on these postings, with content that focuses on the unique Academic Partnership.
- The ICRM may ask to be include in the Academic Partners social media posts.

Reciprocal Email Marketing

The ICRM and the Academic Partner may decide to send out targeted emails, detailing the unique partnership, or other aspects, to their members / email lists.

- This allows for each to be highlighter to the others email list recipients.

Tracking Metrics

The ICRM would like to create specific metrics, together with the Partner, that will allow us to track the success and uniqueness of the Academic Partnership.

- These metrics will then be utilized in a variety of ways to enhance our measuring of the Partnership.

Participant Testimonials

The ICRM would like to be provided with, from our Partner, with written or audio/visual testimonials from participants in the relationship activity/ies.

- This will allow the ICRM to demonstrate the success or uniqueness of this Academic Partnership's Program to our Followers, Candidates, and Members.
- This can also be used by the Partner to demonstrate the success of their Program.



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Users Survey

The ICRM would like to be able to create a Survey that will be distributed to the Students of the Academic Partnership's Program.

- Similar to the testimonials, these Surveys will allow the ICRM to market the success of the specific Academic Partnership.

Other Cross-Promotional Opportunities

Other cross-promotion activities may be developed during the course of the Academic Partnership, and we welcome the creativity of our Partner in developing these activities / opportunities with us.