



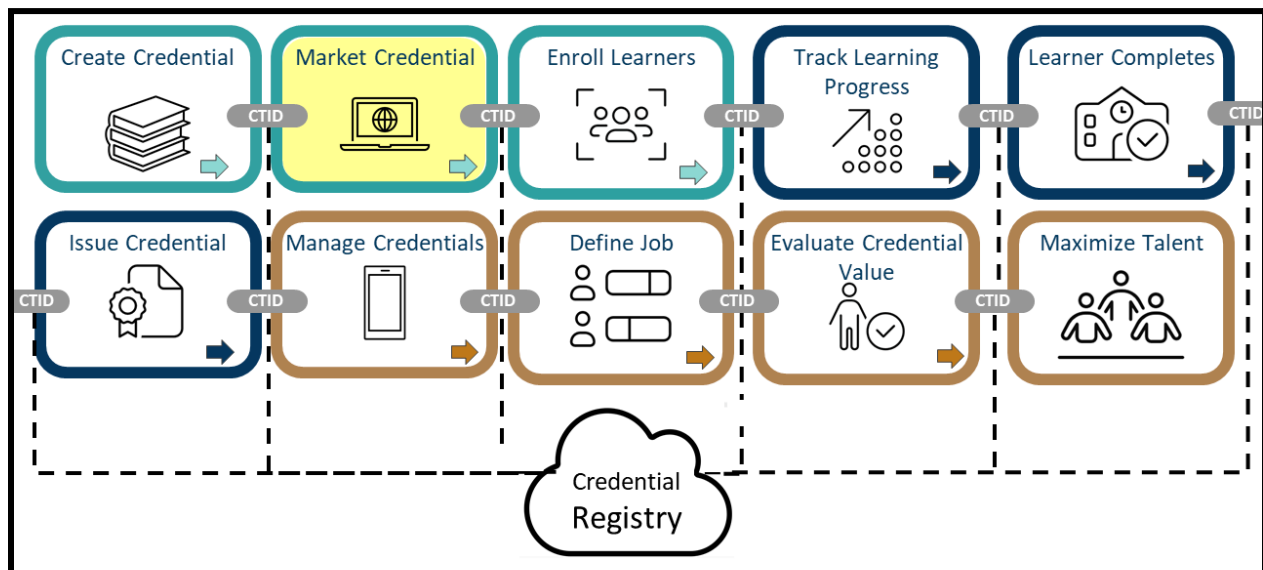
Lifecycle Phase: Market Credential

In a landscape boasting over one million U.S. credential offerings, differentiation is key. That's one reason why providers are leveraging the Credential Transparency Description Language (CTDL) to ensure their programs stand out. CTDL makes crucial information about credential offerings accessible and clear, aiding students, employers, and industry partners in making informed decisions.

Credential providers use CTDL to comprehensively describe their credential offerings. This enriched information seamlessly integrates across internal data systems, the Credential Registry, career-planning applications, and organizational webpages, optimizing clarity and accessibility. Leveraging CTDL means transforming raw data into actionable insights that enhance program visibility and facilitate comparisons that highlight credential offerings.

Specifically, CTDL offers a strategic advantage in marketing credential offerings by enhancing online discoverability and providing data-driven insights for targeted career guidance. CTDL ensures that credential details are precisely indexed and utilized by search engines and AI tools, significantly boosting visibility to potential learners. It also equips counselors with the necessary data to deliver accurate and strategic career planning advice.

Marketing Credentials in the Context of Credential Lifecycle Phases



Credential Transparency Description Language (CTDL): Key Data Examples

- **Quality:** Connect valuable quality assurance actions in CTDL for your organization and credentials, such as accreditation, regulatory approvals, and employer recognitions.
- **Duration:** Provide estimated time durations for programs to help prospective learners plan for credential completion.
- **Cost:** Describe a variety of direct costs associated with pursuing a credential, assessment, learning opportunity, or related items.

Call to Action for Using CTDL in the Market Credentials Phase

- Regularly describe the most critical and important aspects of your credential offerings using CTDL to ensure clarity and differentiation in targeted ecosystems.

Market Credentials: Who, What, and Where

The marketing of credential offerings can be conceptualized as a funnel in which different pieces of information are needed at different moments throughout the credential planning and enrollment process. In this model, the top of the funnel are messages for a broad audience just considering credential offerings, and the bottom of the funnel focuses on those evaluating a select set of options.

Who? (role)	What (CTDL terms)	Where? (Funnel)
Chief Marketing Officer	key messages and differentiators captured with CTDL terms	Define funnel roles and key messages
Leadership and Career Coaches	credential type, occupations, work roles, competencies, pathways	Top of funnel
Academic and Student Affairs	quality, outcomes, support services, cost, duration, schedule	Middle of funnel
Admissions and Enrollment Counselors	requirements, processes, transfer, differentiating terms	Bottom of funnel

Key Questions to Address

1. Are the main value propositions and differentiating properties of your credential offerings fully described using CTDL in the Credential Registry?
2. How can key roles access specific CTDL information so that they can help prospective credential earners answer questions concerning your credential offerings?
3. How is CTDL information integrated with the career exploration applications used by your target audience?
4. When is comparable CTDL information most effectively shared with prospects so that they can make a well-informed evaluation of their credential options?
5. How does your marketing strategy attract learners who will successfully earn credentials? Are specific marketing campaigns associated with learners that will successfully progress and complete?

Important Uses

- **Search Engine and AI Optimization:** Embedding CTDL information in credential offering web pages so that search engines and AI tools can reliably index accurate information for prospective learners.

- **Training Admissions and Enrollment Counselors:** Ensure key staff engaging directly with prospective students are aware of key CTDL information and comparisons between similar credential offerings.
- **Support Services:** Documenting and linking support services using CTDL terms, including counseling, tutoring, technical support, and career services, helps prospective students envision achieving their academic and career goals.
- **Career Pathway Applications:** Enhance career guidance through CTDL pathways with documented component sequences of credentials, assessments, competencies, work experience, and jobs leading to your credential offering destination.

