PRI Certification



HOW TO PROMOTE YOUR CERTIFICATION

01.

INFORM YOUR CUSTOMERS

Send a letter or email from your CEO to all customers and contacts to share the news. Include the standard you're certified to, your certification date, and a copy of the certificate or the mark of conformity.

02.

ISSUE A PRESS RELEASE

Write a press release and distribute it to industry magazines, local newspapers, and trade organizations. PRI Certification has developed a press release template to help — you'll find it in the Media Kit.

03.

UPDATE YOUR WEBSITE

As an online reminder of your certification, feature the mark of conformity in a prominent spot on your website. The home page and "About Us" page are usually good places to start.

If your site has a News section, be sure to update it with your press release. You might also add "(Insert Standard) Certified Company by PRI Certification" in a few other places on the site. Just be sure to follow the guidelines for using the PRI Certification mark of conformity — and post your certificate too!

04.

RECOGNIZE YOUR STAFF

Achieving certification is a great opportunity to recognize your team's hard work. This can be as simple as a "Thank You" note on the staffroom board, a letter of congratulations to the departments involved, or a signed "(Insert Standard) Certified by PRI Certification" banner. In larger companies, letting even uninvolved staff know is a good way to spread the news internally as well as externally.





05.

USE SOCIAL MEDIA TO NOTIFY CONTACTS

Social media is a great way to share your certified status. Add the mark of conformity to your company's Facebook, LinkedIn, or X profile.

06.

CONTRIBUTE TO YOUR COMPANY NEWSLETTER

Write an article for your company newsletter. Consider including relevant images — photos of the employees or teams involved in the audit, or the PRI Certification mark of conformity.

07.

ATTEND LOCAL EVENTS

Trade shows and conferences are a great way to share the news with a wider audience. Consider volunteering to speak at a conference about your certification experience, and use the mark of conformity or a copy of your certificate to promote it.

08.

UPDATE YOUR STATIONERY AND MARKETING MATERIALS

Feature the PRI Certification mark of conformity on your outgoing materials to maximize exposure. It can appear in your email signature, brochures, newsletters, job postings, publications, and stationery such as letterhead and business cards. Be sure to check PRI Certification's Logo Guidelines in the Media Kit for the rules on displaying the mark.

? Questions?

Contact us at marketing@p-r-i.org.