Marketing Initiate

Best practices for integrating Initiate on your company website.

Best Practices:

1. Include the **Initiate Logo** which can be downloaded from the **Knowledge Base**.

2. Embed or link the **Initiate Introduction Video for Learners**.

3. Don't forget to mention that Initiate is available in **Spanish** and **mobile friendly.**

4. Provide an **email signup form** or a **staff member's contact information** so that they can reach out for an invite to Initiate.

5. **Highlight the benefits** Initiate provides to business owners. Feel free to borrow any of the example verbiage below. Examples:

> 1. The Initiate learning platform was created for business owners like you. Initiate's comprehensive learning tools are focused on the subjects that matter most to business owners – money, marketing and management. We know that business owners are busy, which is why Initiate allows you to work on your own time, at your own pace. Contact your advisor to get started!
>
> 2. Initiate is an online learning platform with interactive tools, templates, videos and guides based on the subjects that matter most to entrepreneurs like you–money, marketing and management. Gain access to hundreds of helpful business resources, track your progress and work anytime, anywhere.

initiateprosperity.org