

7 Ways to Market Your Transition to Practice Program

01

Add to Your Website



- Create a dedicated page or landing page
- Include key details & value based messaging
- Add page to main navigation menu so it is easy to find

Job Listings

02

- Include in open role postings on your website & on job boards

i ProTip: Utilize as a recruitment & retention tool



03

External Advertising



- Work with your communications &/or marketing team on a formal press release
- Leverage free platforms like social media

Internal Announcement

04

- Send an internal announcement email to department heads that includes details on who is eligible to participate, the value they will receive & how to apply



05

Formal Onboarding



- Make sure your TTP program is a formal step/ item in your formal onboarding process requiring it to be discussed

Company-Wide Internal Tools

06

- Include on your intranet, app, or newsletter - perfect for high-impact exposure

i ProTip: Post a banner ad, flyer or callout for eye-catching visibility



07

Announce Accomplishments



- As participants make key achievements promote success to entice more engagement
- Gather testimonials throughout progress