

CREDENTIALING GROWTH UNLOCKED:

FIVE STRATEGIES TO DRIVE SUCCESS

ROC-P

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Introduction

For credentialing leaders like you, the challenge isn't just staying relevant —it's finding new ways to grow in an industry that's evolving faster than ever.

Students and professionals today have more ways than ever to demonstrate their expertise, with microcredentials and industry-specific badges increasingly competing with traditional certifications. At the same time, expectations around speed and convenience have skyrocketed. Some potential candidates opt out of credentialing altogether, perceiving it as too time-consuming or costly compared to faster, alternative pathways.

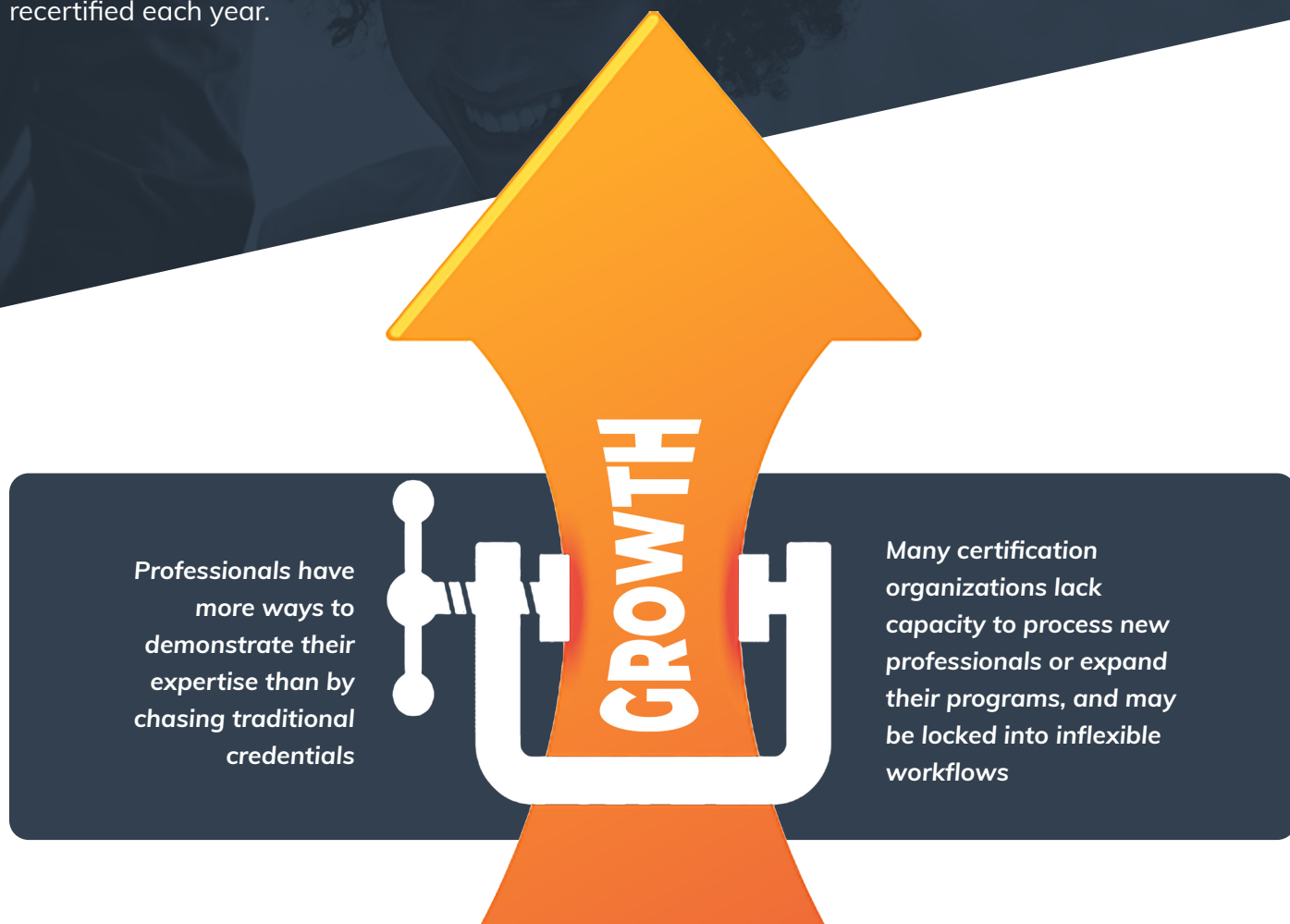


For credentialing organizations, those changing attitudes are colliding with two persistent challenges: **capacity constraints and rigid workflows**.

- **Capacity:** Many certifying bodies are operating at their practical limits, hindered by **outdated systems, manual processes, and stretched-thin teams**. Without modern automation and workflow optimization, even small increases in applicant volume can overwhelm staff, slowing down response times and potentially deterring qualified candidates from completing their certification.
- **Rigidity:** Many organizations struggle to adapt to the evolving credentialing landscape due to **inflexible workflows and legacy structures**. Traditional models, such as requiring applications before exams, may no longer align with the way today's candidates want to engage. Similarly, rigid processes and structures can make it harder for your organization to keep up with industry standards, reducing the relevancy of your credentials.

When the certification process is slow, cumbersome, or irrelevant, it not only risks losing candidates midstream but also limits how many individuals can be certified and recertified each year.

In short, growth is under pressure from all sides. The good news is, there is a path forward for those able to adapt.



The most innovative credentialing organizations today aren't just working harder—**they're working smarter, too.** By leveraging new credentialing technology, reimagining their workflows, and strengthening candidate engagement, they're not only keeping pace with the evolving certification landscape, but positioning themselves for long-term success.

In this whitepaper, we'll explore **five key strategies that leading credentialing bodies are using to unlock growth.** These insights, drawn from industry best practices and the expertise of ROC-P, can help your organization streamline its operations, engage more candidates, and ultimately deliver on its mission.

5 Strategies to Unlock Credentialing Growth

- 01** Implement a consistent, easy-to-complete user journey
- 02** Collaborate with partner organizations to build pipelines
- 03** Communicate frequently and consistently with users
- 04** Improve your data handling & analysis
- 05** Share your credential's value proposition everywhere

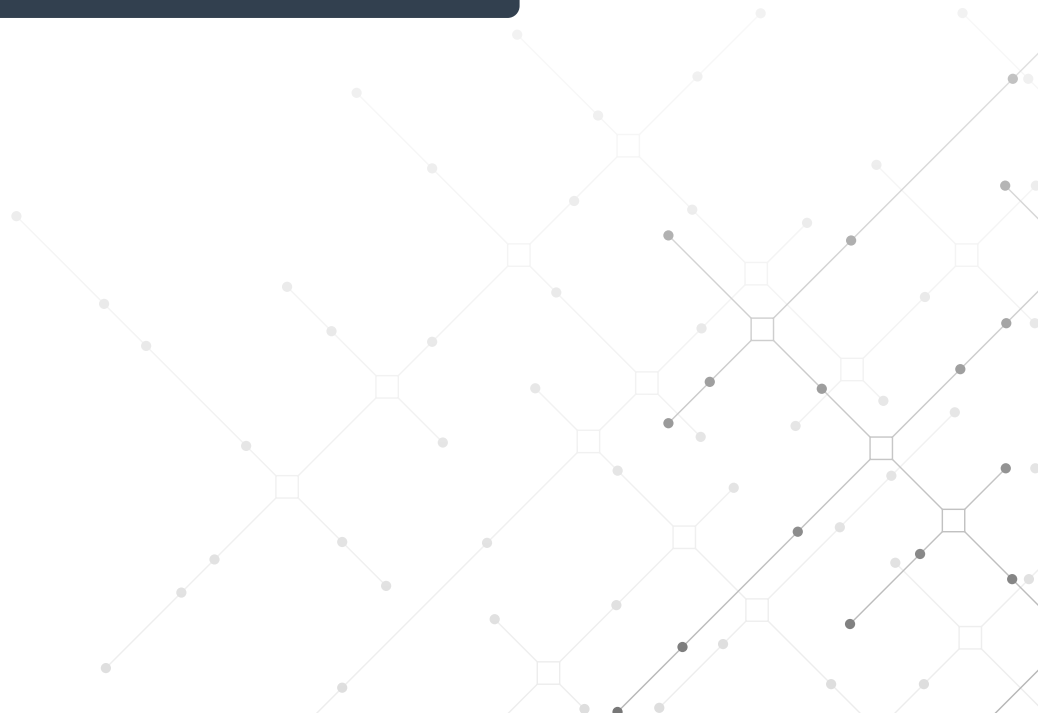


01

Implement a Consistent, Easy-to-Complete User Journey

Credentialing is rarely a straightforward process.

Different pathways, varying requirements, and complex renewal cycles can make it difficult for candidates to navigate—even for those who are highly motivated to earn or maintain their certification. You must make sure that the user journey is as smooth and efficient to keep users moving.



The complexity of the credentialing cycle is captured in the charts that follow, which show sample certifications and all of their components. **In the medical example shown below**, there are three distinct cycles available to certified individuals, with each one requiring different requirements, exams, and documentation.

Cycle	2 Year Cycle		3 Year Cycle	10 Year Cycle				
Status	Applicant		Candidate	Certified				
Requirements	Complete an Application	Pass a Written Exam	Pass a Certification Exam	Complete a Renewal Per Year	15 CE Hours	Complete 5 LMS Type 1	Complete 3 LMS Type 2	Take 1 Exam
Requirement Type	Cycle	Cycle	Cycle	Annual	Annual	Year Specific IE: Yr 5	Year Specific IE: Yrs, 3, 6, 9	Year Specific IE: Yrs 8, 9, 10

In this sample credential from the technology industry, you can see that the stages are more **exam- and experience-based**:

Cycle	Unlimited	3 Year Cycle	
Status	Candidate	Certified	
Requirements	Pass a Certification Exam	CE Hours	Take 1 Exam
Requirement Type	Cycle	Cycle	6 months prior to expiration date

Without a clear and intuitive user journey, candidates can easily become confused, frustrated, or overwhelmed. **And when that happens:**

- They are less likely to complete needed actions on time
- They are more likely to make mistakes or errors in their paperwork or submissions
- They are more likely to abandon the certification process altogether—either now or in the future when asked to recertify.

For credentialing programs working to grow, **it's critical to provide a seamless, step-by-step experience** that eliminates guesswork and keeps candidates moving forward. Every touchpoint—whether it's an online portal, exam registration, or renewal reminder—should give candidates clarity on the journey ahead.

Note that this doesn't mean simplifying your certification process. Your process is complex because your work is complex—there's no way around that. The challenge for credentialing organization is translating those complexities and finer points into a smooth, efficient digital journey, no matter what cycle you find yourself in.



This translation process occurs primarily through two channels: your software interface, and your communications and documentation.

THE ROLE OF YOUR SOFTWARE INTERFACE

Your credentialing management system is often the **first—and sometimes only—touchpoint** candidates and certified individuals have with your organization. Their experience with your software determines whether they see it as a seamless, well-organized system or a frustrating, bureaucratic hurdle.

A poorly designed interface can increase drop-off rates, errors, and support requests, while an intuitive and user-friendly system keeps candidates engaged and moving forward with confidence.

At its core, your software interface should be built around **clarity, automation, and ease of use**. Consider the following:

- **Does your system allow candidates to track their progress visually?** A clear dashboard with progress indicators helps users understand what they've completed and what remains.
- **Does your system have safeguards against errors?** Your platform should require complete and correctly formatted submissions before moving to the next step to avoid confusing rejections later.
- **Can your current solution automate and remind applicants and credential holders of their next steps?** Timely reminders reduce confusion and help candidates stay on track.
- **Can candidates quickly find the information they need?** A well-structured interface should make it easy to locate application forms, deadlines, eligibility criteria, and support resources.
- **Is your portal mobile-friendly?** Many busy professionals are engaging with certification programs on the go. A responsive, mobile-friendly design ensures accessibility anytime, anywhere.

Your team should also be able to **update credentialing requirements easily within your software**, so that your organization can evolve and adapt to new research and industry trends. Whether you have a simple or a complex process, or both, the right credentialing platform should accommodate both.



THE ROLE OF YOUR COMMUNICATIONS & DOCUMENTATION

Even the most sophisticated credentialing software **can't replace clear, well-structured communication**. A candidate's journey is shaped and influenced by the emails, instructions, and support materials that guide them through the process.

Every touchpoint with candidates and certified individuals should be evaluated through the lens of **clarity and usability**. Does each message, document, or webpage help users understand where they are in the process and what comes next? If not, how can it be improved?

A strong communications and documentation strategy should include:

- **A clear and well-structured credentialing application** – This is often the first handshake between candidates and your organization. Ensure it is straightforward, well-organized, and easy to navigate.
- **Transparent expectations** – Candidates should immediately understand what's required of them, including the documents they need to submit, how long each step of the process takes, and how and when they will receive updates.
- **Regularly updated FAQs & support materials** – Outdated or contradictory instructions are a leading cause of frustration among candidates. Ensure that help documents, guidelines, and FAQs are kept up to date with evolving credentialing requirements.
- **Supplementary resources for different learning styles** – Not everyone consumes information the same way. Consider providing a downloadable PDF guide, short explainer videos, or even the option to book a personal Q&A session.



Want more examples and tips for optimizing your credential or certification application?

Download our [**free Application Checklist**](#) for Professional Excellence and make a better first impression.

Together, a well-designed credentialing system and strong communication strategy ensure that your program isn't just rigorous—it's accessible, clear, and easy to navigate. By prioritizing user experience at every touchpoint, you can increase application rates, improve completion rates, and enhance engagement throughout the entire credentialing lifecycle.

02

Collaborate With Partners To Build Pipelines

Credentialing isn't just a one-time event—it's the foundation of a lifelong professional journey. The most successful credentialing organizations don't just certify individuals; they **cultivate long-term relationships** with future candidates, starting well before the application process even begins.

That relationship begins when students, early-career professionals, and industry employees first explore their options. By engaging them early, providing guidance, and demystifying the credentialing process, **you create a pipeline of future** candidates who understand the value of certification and see it as an essential step in their professional path.

So how do you do it? By building sustainable partnerships in education and the workplace.

PARTNERING WITH EDUCATIONAL INSTITUTIONS

Educational institutions serve as **key entry points** for introducing students to professional certification. By integrating credentialing into coursework, career counseling, and industry mentorship programs, credentialing bodies can engage students early and position certification as a natural part of their career development. **Some ways to do this include:**

- Embedding certification discussions and requirements into academic programs and curricula.
- Providing guest lectures, case studies, or mentorship programs where credentialed professionals share their experiences.
- Creating new assessment models, such as offering students microcredentials or competency-based evaluations that align with your certification process.

The goal is to ensure that students **see credentialing as part of their professional identity** from the start. The earlier they engage, the more likely they are to pursue certification and maintain it throughout their career.



PARTNERING WITH EMPLOYERS

Employers play a critical role in driving certification adoption by directly sponsoring, incentivizing, or requiring credentialing for their workforce. Credentialing organizations that build strong **employer partnerships can create structured pathways** for employees to earn and maintain their certifications.

There are multiple ways this can work:

- **Employer-sponsored credentialing:** Certifying bodies can allow employers to enroll multiple employees in a certification program, offering discounted group pricing, promo codes, or vouchers. Employers may cover full or partial costs, ensuring their workforce meets industry standards while making certification more accessible for employees.
- **Employer tracking & support:** Some credentialing platforms allow employers to monitor employee progress, ensuring their workforce is meeting certification requirements while giving employees the flexibility to maintain their credentials even if they change jobs.
- **Hiring preferences & credential-backed career development:** Employers who recognize and prioritize certification in their hiring, promotion, and salary structures strengthen the value of your credential in the market—making it a must-have for job seekers.

Beyond direct employer partnerships, credentialing bodies can also collaborate with businesses that provide continuing education (CE), training, or professional development. opportunities These partnerships create structured, easily accessible pathways for credential holders to maintain their certification while ensuring that high-quality training options align with credentialing standards.

This model typically works as follows:

- A business applies to become an **official training or CE provider** for your credentialing body.
- The business **pays a fee** to establish the partnership, ensuring alignment with certification requirements.
- The business then **offers approved training or courses**, allowing credential holders to fulfill their credential CE requirements in a streamlined, accessible way.

Win, win, win.

This kind of partnership benefits all parties. Businesses expand their audience by reaching credentialing professionals seeking CE opportunities, credential holders get easier access to high-quality training, and credentialing organizations gain an additional revenue stream while ensuring CE opportunities meet industry standards.

CASE STUDY: ABOMS & OMSITE

The American Board of Oral and Maxillofacial Surgery (ABOMS) has built a robust early-career pipeline through its Oral and Maxillofacial Surgery In-service Training Examination (OMSITE). This 250-question, computer-based examination is meticulously designed to assess the knowledge base and competencies of residents in the surgical field.

Administered annually to residents enrolled in Commission on Dental Accreditation (CODA)-accredited programs across the United States and Canada, the OMSITE exam generates valuable insights for all stakeholders **in the process**:

- **Residency Programs:** Program directors receive detailed performance data for each resident, including comparisons to peers at similar training levels. This information can be used to identifying strengths and weaknesses, and implement targeted remediation strategies when necessary. Additionally, programs can assess their overall performance relative to other institutions to aid in continuous improvement.

Hear more about their experience with ROC-P!

[Watch the video here.](#)



- **Residents:** The OMSITE offers a structured opportunity to gauge their knowledge and readiness for board certification. It highlights specific areas requiring further study, thereby guiding their preparation and enhancing their confidence for the certification process.
- **ABOMS:** By administering the OMSITE, ABOMS cultivates early engagement with residents, establishing a foundation for ongoing professional relationships, and building a pipeline of well-prepared candidates poised for successful certification.

NOTE:

One of the most critical elements of this strategy is the automation of your pipeline, so that your organization doesn't have to add staff to handle the increased administrative load with more people coming through. Partner programs can use ABOMS' credentialing platform, for example, to bulk register residents and pay exam fees, all in one integrated step, minimizing the manual time needed to keep the pipeline flowing as it grows.

CLOSING TIPS ON BUILDING A SUSTAINABLE PIPELINE

Whether you're working with educational institutions, businesses, or employers, strong partnerships require **ongoing engagement, collaboration, and value-driven initiatives**. Here are some ways to build lasting, mutually beneficial relationships with your partners:

- **Get to know their people, processes, and challenges.** Take time to understand how your partners operate, whether it's a credentialing program, an employer's HR department, or a business's training division. Visit their environment if possible and look for opportunities to streamline workflows or enhance value that they may not see themselves.
- **Offer expert-driven content and networking opportunities.** Provide guest lectures, case studies, industry panels, or mentorship programs featuring credentialed professionals. By positioning your credentialing body as a resource for knowledge and career development, you make it easy for partners to say yes to collaboration.
- **Develop clear, accessible educational materials.** Whether engaging students, employees, or training providers, ensure that your credentialing process is transparent. Offer step-by-step guides, breakdowns of costs and benefits, and easy-to-navigate resources that answer the real questions potential candidates or partner organizations may have.

Remember, strong pipelines don't just **benefit your organization—they create shared value**. Educational partners gain structured pathways to guide their students toward meaningful career outcomes and employers can hire better-prepared professionals.

03

Communicate Frequently And Consistently With Your Users

Creating a **seamless credentialing experience** and **building strong pipelines** are crucial steps, but the way you communicate with candidates throughout their journey is just as important.

Organizations that consistently provide valuable and timely messages, personalized content, and a consistent voice will stand apart from the competition and ultimately grow faster than those that do not.

Timeliness

Delivers messages promptly and efficiently

Consistent Voice

Maintains uniformity in communication style

Personalization

Tailors messages to individual recipient needs

Value

Ensures communication is meaningful and beneficial

THE VALUE EQUATION

A common concern among credentialing bodies is over-communicating and potentially overwhelming candidates. However, research shows that **users don't mind frequent messaging, as long as it delivers value**. Every dispatch from your organization needs to provide relevant information, actionable insights, or useful opportunities. If successful, your messaging won't feel like noise—it will feel like a **helpful guide through the certification process**.

Looking for places to start? **Here are key types of messaging that credentialing organizations should consider adding to their rotation:**

- **Application & Progress Updates** – Regular reminders about where candidates are in the process, what they've completed, and what's next.
- **Key Deadlines & Renewal Notices** – Avoid last-minute scrambles by sending proactive reminders well in advance of application, testing, and renewal deadlines.
- **Exam & Study Resources** – Curate and share helpful study guides, sample test questions, and insights from past candidates.
- **Industry News & Professional Development Opportunities** – Keep candidates engaged beyond certification with relevant industry updates, training sessions, and networking events.
- **Mentorship & Networking Opportunities** – Provide access to professional communities, mentorship programs, or alumni groups for continued growth.
- **Career Support & Job Opportunities** – Highlight job postings that require or prefer credentialed professionals, reinforcing the value of certification.
- **Success Stories & Testimonials** – Showcase the impact of your certification by sharing real stories of professionals who have benefited from earning their credentials.

THE POWER OF PERSONALIZATION

Beyond frequency and content, **how** you communicate is just as critical. Personalization can dramatically improve engagement, making candidates feel like they're receiving tailored support rather than generic updates. Recent research from McKinsey shows that **71% of consumers expect companies to deliver personalized interactions, and 76% feel frustrated when this doesn't happen.**

For many credentialing organizations with small teams, achieving personalization at scale can feel daunting. However, **automation tools** within credentialing platforms and marketing software make it easier than ever. **Here are a few simple ways to personalize your outreach:**

- **Merge names and organization details** into subject lines and message copy. A simple “Hi [First Name], here’s your next step” is far more engaging than a generic greeting.
- **Deliver resources based on certification status.** If a candidate just applied, send them exam tips; if they passed their exam, send renewal reminders well before their certification expires.
- **Acknowledge milestone achievements.** A congratulatory message for passing an exam, reaching a renewal period, or completing a required course can reinforce their commitment and keep them moving toward their next one.



MAINTAINING A CONSISTENT VOICE & TONE

Your messaging should **feel like it's coming from the same organization, no matter the channel or type of communication**. For example, your registration confirmation email shouldn't sound completely different from your industry update newsletter.

Consistency in voice and tone builds **brand trust** and reinforces the professionalism of your certification program.

What are some of the best ways to ensure consistency in your communications?

- Define a **messaging style guide** that outlines your tone, preferred terminology, and branding approach.
- Develop **email templates** for different types of outreach (e.g., reminders, newsletters, success stories) so they align in tone and structure.
- Automate **recurring communications** like progress updates, deadline reminders, and renewal notices to maintain frequency without manual effort.

One legal item of note on communications: While many credentialing platforms include built-in messaging capabilities, they often lack an “opt-out” option required by U.S. spam laws for marketing-related communications. To stay compliant, use your credentialing platform for essential program-related communications (e.g., exam scheduling, renewal deadlines, application updates), and a **marketing automation platform** (e.g., Mailchimp, HubSpot) for promotional-style outreach, ensuring recipients have the option to unsubscribe.

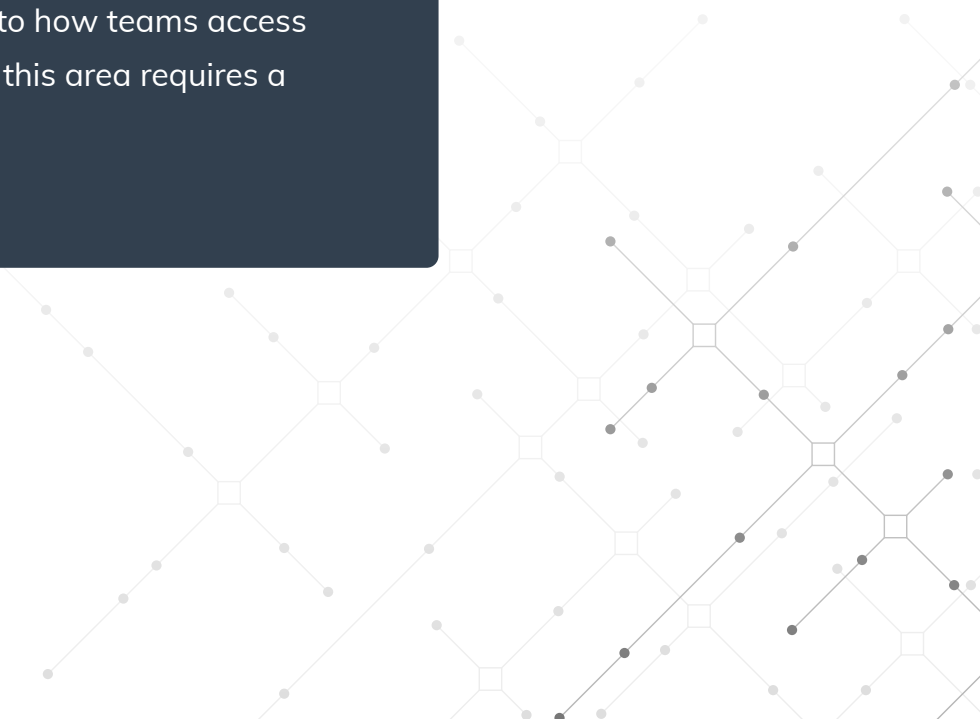
Communication isn't just a tool—it's **the glue that holds the user journey together**. When candidates feel informed, supported, and engaged, they are more likely to complete the credentialing process and remain committed long-term. With the right tools and strategy, your organization can turn communication into one of your most powerful engagement drivers.

04

Improve Your Data Handling & Analysis

You have probably heard it said that “**data is the new oil,**” and it’s true—if there’s anything powering innovation in modern business today, it’s customer and industry data. But much like oil, your data isn’t worth much if it’s just sitting on servers, waiting for refinement—you need to work with it and transform it into higher-value material.

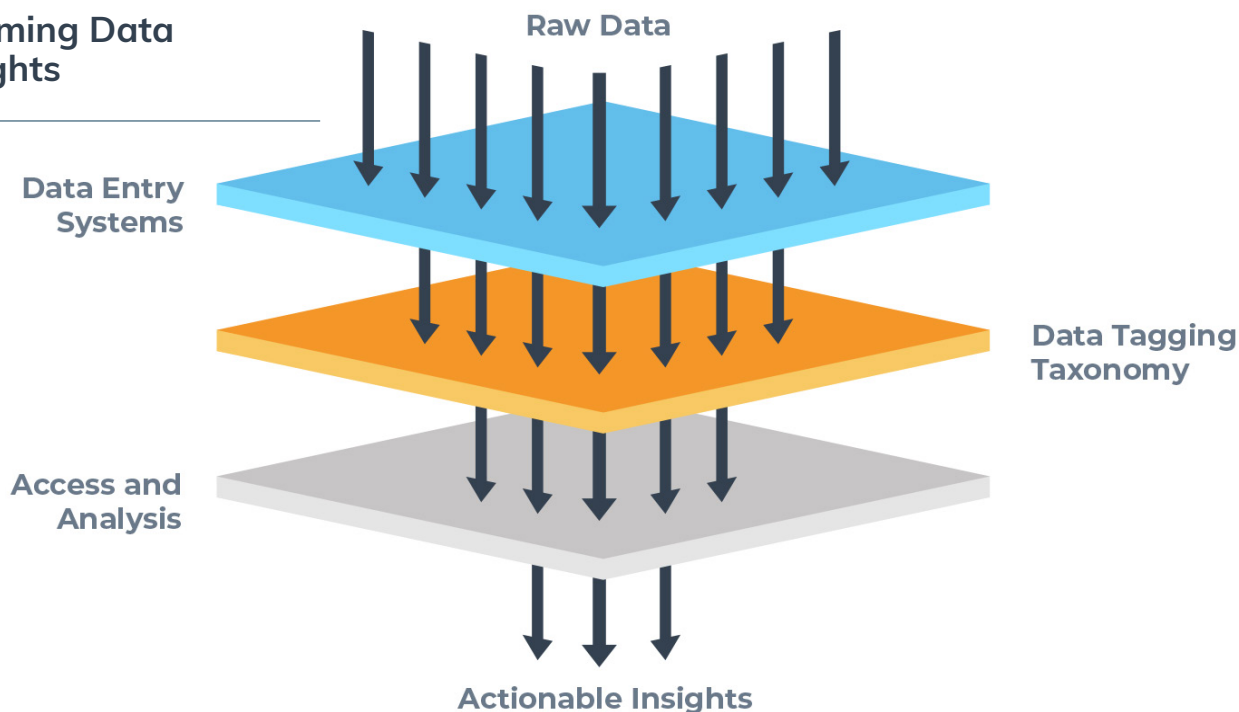
Excellence in data handling and analysis is one of the hardest things for credentialing organizations to get right—because it depends on so many pieces working in harmony. From how data is entered and stored, to how it’s organized, to how teams access and act on it, true progress in this area requires a clear, cohesive approach.



Excellence in this area requires a three-pronged approach:

- The right data entry and storage systems
- The right data taxonomy
- The right processes for accessing, analyzing and acting on that data

Transforming Data into Insights



1. THE RIGHT DATA ENTRY AND STORAGE SYSTEMS

Data isn't worth much to your organization if it's not accurate, and that starts at intake—both in moving from your old credentialing database (if applicable) and while onboarding new applicants and candidates.

If you are moving to a new software or data storage vendor, and transferring data from old systems, make sure they are willing to guide you through the data conversion process. You should expect a **clear explanation of the process emphasizing critical steps and advising on data accuracy**—this will make the process easier and yield better results. Prioritize your essential data versus nice-to-have information. Remember, not all data is necessary, and accuracy is more important than volume. If your data cannot be transferred accurately, starting fresh may be the best option.

If you are setting up your own data intake workflows (such as a new application), make sure you're leveraging your credentialing platform's ability to set guardrails around what users enter. The best software should allow you to create totally configurable forms; set field-level requirements and rules; and automatically validate data at the point of entry, saving your staff from the time and effort of reviewing that data and following up to correct mistakes.

2. THE RIGHT DATA TAXONOMY

Most basic user data includes the same information and is relatively easy to track and manage—name, email, address, etc. But when referencing data across multiple sources or databases, as a credentialing organization often does, your data taxonomy needs to include unique identifiers that can be used to link data in different places.

This identifier acts as a common thread that links related data points together and facilitates efficient data retrieval, analysis, and management. Without a unique identifier, it can be challenging to establish connections between disparate data sets, leading to fragmentation and possible errors in analysis or decision-making.

For example, consider two spreadsheets: one with customer information and another with purchase history. One set uses Unique IDs, and the other does not.

Data with Unique IDs

Table 1: Demographic Information

Unique ID	First Name	Last Name	Email
1337	Jane	Smith	jsmith1@email.com
6525	John	Smith	jsmith2@email.com
9832	Jim	Smith	jsmith3@email.com

Table 2: Purchase History

Unique ID	Order ID	Last Name	Item
1337	8796-00	Smith	Spring Exam
6525	5794-00	Smith	Spring Exam
9832	6512-00	Smith	Spring Exam

Fictitious data, for illustration purposes only

Data Without Unique IDs

Table 1: Demographic Information

First Name	Last Name	Email
Jane	Smith	jsmith1@email.com
John	Smith	jsmith2@email.com
Jim	Smith	jsmith3@email.com

Table 2: Purchase History

Order ID	Last Name	Item
8796-00	Smith	Spring Exam
5794-00	Smith	Spring Exam
6512-00	Smith	Spring Exam

Fictitious data, for illustration purposes only

As you can see, without a unique identifier, like a customer ID number, matching a customer’s purchases with their personal details becomes problematic. **A unique identifier serves as a universal key**, simplifying data management and analysis.

If your current system lacks a unique identifier or you’re unsure how to link data pieces, data integration becomes difficult, although not impossible. It can, however, be something that delays your software implementation. Patience and collaboration with your vendor is essential.

3. PROCESSING, ANALYZING & ACTING ON DATA

Having the right data entry processes and taxonomy in place is essential—but the real value of data lies in your ability to use it. The leading credentialing organizations today are leveraging real-time data reporting and analysis to generate insights on candidate performance, identify gaps in learning, and tailor their certification processes to better meet industry standards and demands.

Real-time reporting refers to an innovative approach to data handling that prioritizes automation and scalability, and is enabled by purpose-built software that brings together various applications and databases into one dynamic platform. Whereas teams may have once waited for days or even weeks when building reports, advanced credentialing systems like ROC-P integrate various data sources for instant access to data, regardless of where it is maintained.

Here are a few ways that credentialing organizations are already using real-time reporting to unlock growth opportunities:

EXAMPLE 1: Recertification

By generating accurate, on-demand information about certified individuals nearing a lapse, teams can focus on building a strategy to reach those individuals and ensure they renew their certification. Without real-time reporting, those teams **may waste days or even weeks** contacting those who have already recertified, or miss those who might have otherwise maintained their certification.

EXAMPLE 2: New Credentials

Fast-moving tech companies have identified microcredentials as useful tools for educating workforces, and credentialing bodies are moving to adjust. Organizations monitoring real-time data on registrations and survey feedback can see emerging trends in candidate interest and demand, allowing them to adapt to the market with new microcredentials, specialized certificates, and more, and gain a first-mover advantage in a new market.

By combining real-time data processing with powerful visualization tools, credentialing bodies can synthesize complex data streams, uncover hidden trends, and take proactive steps to optimize their programs. In an increasingly competitive and fast-moving landscape, organizations that leverage these capabilities will be the ones that lead the credentialing industry into the future.

05

Sharing Your Credential's Value Proposition Everywhere

For too long, many credentialing organizations have relied on the assumption that professionals will automatically recognize the value of their certification and commit to it for life. But those days are long gone. The professional credentialing landscape has changed dramatically: competition is up, barriers are down, and professionals have more options than ever for certifying their expertise.

As we've explored throughout this whitepaper, **delivering value is the foundation of long-term credentialing growth.** But once you're providing a clear, compelling certification experience, you need to make sure people know about it. Competing effectively in today's landscape means taking a proactive approach to marketing your credential, ensuring target audiences not only understand your certification's value, but see it as essential to their career success.

But where does a nonprofit organization like yours get started with marketing?

GET HELP WITH YOUR DIGITAL MARKETING

For many credentialing organizations, marketing feels unfamiliar—historically, their focus has been on maintaining the academic and research rigor of their certifications rather than actively promoting their value. But in today’s competitive environment, even the most respected credentials need consistent marketing efforts to stay visible and relevant. For many, that means working with a partner who understands it.

The right marketing partner can help your organization:

- **Develop a content strategy** that aligns with industry trends and professional needs.
- **Create educational and promotional materials** that reinforce the value of your credential.
- **Implement digital advertising campaigns** to expand your reach and visibility.
- **Optimize SEO and website content** so professionals can easily find and learn about your certification.

Marketing Partner Support Areas

Designing promotional brochures

Reinforces credential value with informative materials



Developing a content calendar

Aligns content with strategic industry trends



Launching social media campaigns

Expands reach through engaging digital platforms



Creating SEO-focused blog posts

Enhances visibility through targeted, optimized content



Look for an agency or consultant with **experience in the credentialing, certification, or education space**—they'll understand your unique challenges and know how to position your credential effectively. These agencies provide full-service digital marketing solutions tailored to credentialing bodies, helping them develop strategies that drive engagement and enrollment.

If hiring an external partner isn't in your budget, start with low-hanging marketing initiatives in-house:

- **Leverage email marketing** by sending out regular insights and updates to candidates.
- **Create short, engaging content** (such as blog posts, LinkedIn articles, or explainer videos) that highlight the benefits of certification.
- **Optimize your website** with clear value statements about your credential, including success stories and industry demand data.

With the right combination of **in-house efforts and expert guidance**, your organization can transform its marketing approach and ensure that professionals know exactly why your credential matters.



Looking for an marketing agency that truly understands the credentialing business model? Learn how [Informatics](#), ROC-P's parent company, can help you reach your credentialing-specific goals.

LEVERAGE YOUR DIGITAL BADGING

Digital badging is one of the most effective ways to amplify your credential's visibility—acting as a built-in marketing tool that professionals carry with them wherever they go online. Instead of relying solely on traditional printed credentials, digital badges allow certified individuals to showcase their achievement instantly across professional and social networks.

A Wonderlic survey found that **83% of employers prefer digital badges over academic transcripts when assessing recent graduates**, highlighting the increasing importance of easily verifiable, digital credentials. But not all digital badging systems are equal—ROC-P's badging solution is built on the Open Badges 2.0 standard, ensuring badges are verifiable, secure, and shareable.

Key benefits of digital badging:

- **Built-in security:** Digital badges use cryptographic technology for tamper resistance and instant machine verification, making authentication faster and more reliable than traditional certificates.
- **Comprehensive data:** Each badge contains secure, embedded information on issuing organizations, certification criteria, expiration dates, and more.
- **Easy sharing & visibility:** Digital badges can be shared seamlessly across LinkedIn, digital portfolios, and business websites, helping promote both the individual and the certification.

Key Benefits of Digital Badging

Built-In Security

Digital badges ensure tamper resistance and quick verification.



Easy Sharing

Badges can be shared across various platforms for visibility.



Comprehensive Data

Badges include secure information about certification and organizations.

While some industries still require physical certification, **digital badges offer an easy way to expand visibility and credibility in online spaces**. Organizations using Open Badges can customize their approach to suit their industry while taking advantage of this modern, scalable credentialing format.

To make the most of your digital badge strategy, ensure badges are:

- **Visually appealing and easily recognizable** to strengthen your brand identity.
- **Linked to a detailed credential description** so viewers understand the certification's value and requirements.
- **Promoted consistently**, with clear instructions for how certified individuals should share them online.

When credentialed professionals showcase their badges on LinkedIn, company websites, and industry forums, they provide **free, organic marketing** for your credential—extending your reach and reinforcing the **value of certification**.

TURNING CERTIFIED INDIVIDUALS INTO BRAND AMBASSADORS

Behavioral research shows that people are more likely to envision themselves in a role when they see others like them already succeeding in it—a phenomenon known as social modeling, or the “identifiable victim effect.” By highlighting real professionals who have earned your credential and demonstrating how it has advanced their careers, **you help potential candidates see themselves in the same position**, increasing the likelihood that they will pursue certification.

Building an engaged network of certified ambassadors fosters community, credibility, and advocacy. Consider these:

- **Creating platforms for connection and best practice sharing** – While your organization likely has primary social media accounts, creating smaller, focused micro-communities allows professionals within specific demographics or specialties to engage with one another and share experiences.
- **Establishing alumni networks** – Certification isn’t just a one-time event—it’s an ongoing career asset. Develop alumni programs that engage long-time credential holders, allowing them to mentor new candidates, share career insights, and serve as testimonials for the ongoing value of your certification.
- **Encouraging user-generated content** – Actively solicit testimonials, blog posts, and success stories for your website, marketing materials, and social media. A single, authentic success story adds credibility and inspires new candidates.

When your certification is **consistently visible, easily shareable, and actively promoted by the professionals who hold it**, you create a powerful cycle of engagement and credibility. The more your credential is seen in action, the more professionals will recognize its value, pursue certification, and contribute to its ongoing success.

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Conclusion & Next Steps

The credentialing landscape is evolving faster than ever, and organizations that want to unlock growth must take a proactive approach to how they engage, support, and retain candidates. **As we've explored in this whitepaper, the most forward-thinking credentialing bodies are those that:**

- **Streamline the user journey** to remove barriers, improve clarity, and keep candidates moving forward.
- **Build strong pipelines** by forging partnerships with educational institutions and industry leaders to introduce credentialing early.
- **Communicate frequently and consistently** with candidates, providing personalized, value-driven messaging that fosters engagement.
- **Leverage real-time data and reporting** to optimize processes, reduce recertification lapses, and detect emerging trends and risks.
- **Expand brand awareness** through digital badging, targeted marketing, and a network of credentialed professionals who serve as ambassadors.

Each of these strategies plays a critical role in driving credentialing success—but none of them can be executed effectively without the right technology in place.

YOUR CREDENTIALING PLATFORM IS THE KEY TO UNLOCKING GROWTH

To truly scale and optimize credentialing operations, your organization needs a modern, flexible credentialing platform that supports seamless user experiences, real-time insights, and automated processes. ROC-P provides the tools and technology to help credentialing bodies like yours implement these strategies at scale—without adding administrative burden to your team.

With ROC-P, you can:

- **Consolidate Administrative Tasks:** Centralize all credentialing activities, streamlining operations and reducing complexity.
- **Automate Repetitive Processes:** Save significant time by automating routine tasks, allowing your team to focus on strategic initiatives.
- **Enhance Tracking and Reporting:** Monitor candidate progress and certification statuses with ease, facilitating informed decision-making.
- **Seamlessly Integrate Systems:** Connect with third-party services, platforms, or data sources without the need for custom development.

By combining the right strategies with the right technology, your credentialing organization can stay ahead of industry shifts, improve efficiency, and achieve sustainable growth.



If you're ready to take the next step in optimizing and growing your credentialing program, let ROC-P help you get there. Scan the QR code to set up your personalized demo of our powerful, industry-leading platform.

[Learn more about ROC-P's credentialing solutions today.](#)



ROC-P

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Unlocking Credentialing Growth:
FIVE STRATEGIES TO DRIVE SUCCESS