Seek Adventure

Diver Marketing Toolkit

PADI | SEEK ADVENTURE. SAVE THE OCEAN.℠

Contents

- How to use the toolkit
- Seek Adventure overview
- Brand guidelines
- Seek Adventure assets
  - Social media posts
  - Social media stories
  - Video resources
  - Email headers and templates
  - Web banners
  - Print flyers
- Download summary
- Resources

How to Use this Toolkit

The marketing assets in this toolkit are templates for PADI Dive Centers and Resorts to edit with your business information and local language within Canva and Mailchimp. To use this toolkit effectively, you'll need a Canva and a Mailchimp account.

1. Create or login to your Canva or Mailchimp account
2. Click on any asset links within this toolkit
3. Assets will automatically import into your Canva or Mailchimp account
4. Customize the assets to fit your Dive Store or Resort needs
5. Download your final creative assets and integrate into your marketing

The links to all the assets shown in the Toolkit can be found on the final summary page.

Canva is a free graphic design platform that allows users to create social media graphics, posters and other visual content.

Set up a Canva account now

Mailchimp is a free CRM management software which allows you to design and send marketing emails to your contacts.

Set up a Mailchimp account now

Campaign Overview

Inspire - Build Your Community

The world looks different right now, but we can still plan and dream. Use the Seek Adventure Toolkit to increase your followers, engage them in your diving adventures and courses, and get them dreaming about learning and diving with you. Ensure you collect any prospective customer data to use in your future marketing efforts.

- Dreaming of Your Next Dive? Learn More

Engage - Drive Opportunities

Engage your audience in the different courses and adventures available now and in the future, and showcase your flexible booking and payment options. Build consumer confidence by being upfront about the COVID-19 safety precautions your dive center or resort has in place, and share experiences on your blog or social media about learning to dive during a pandemic or discovering local dive adventures.

- Discover Local Dive Adventures. Book Now

Convert - Acquire and Retain Divers

Make it as easy as possible for new and existing divers to start or continue their dive adventure with you and drive immediate and future business, in store or online. Use the email templates in this toolkit to inform your database about your schedule, pricing and any promotions.

- Learn Now. Dive Later.
- Adventure Doesn't Have to Wait. Buy Now

PADI Brand Guidelines

Everything we do shapes the image people have of our company, culture, products and services. Each touchpoint conveys a message that stems from our identity. This is who we are.

Logo

Be sure to use the current PADI® logo and tagline. Access PADI® logo options here

Color

Only use approved brand colors in design elements. White should be the primary color, with blue secondary:

PADI Blue	HEX #0070D3	RGB 0, 112, 211
PADI Red	HEX #F23D4E	RGB 242, 61, 78
White	HEX #FFFFFF	RGB 255, 255, 255
Black	HEX #000000	RGB 0, 0, 0

Typography

Use PADI a brand fonts called Noto Sans. Try not to use bold type treatments. Copy should be black or white.

Imagery

Less is more – let the image do the talking. If an element doesn't add value, don't use it (borders, graphics and clip art are rarely needed). White space is good space. If you feel overwhelmed by the design, your audience will too.

Style

All content should support PADI's brand mission and vision, and inspire audiences to Seek Adventure. Save the Ocean. Our style is authentic, inspired, hopeful, inclusive and environmentally driven.

Social Media Posts

DREAMING OF YOUR NEXT DIVE?

LEARN MORE

Insert your logo here

PADI

PADI

Insert your logo here

DISCOVER LOCAL DIVE ADVENTURES

BOOK NOW

ADVENTURE DOESN'T HAVE TO WAIT

BUY NOW

STEP HERE

PADI Learning

DREAMING OF YOUR NEXT DIVE?

LEARN MORE

Insert your logo here

PADI

DISCOVER LOCAL DIVE ADVENTURES

BOOK NOW

PADI

Insert your logo here

LEARN NOW. DIVE LATER.

BUY NOW

PADI

Welcome, Michael

Continue your journey to a lifetime of underwater exploration.

Open Water Diver

eLearning

Completed 30 July 2020

Open Water Diver

PADI Learning

Guide

These social media posts can be used for organic posts or paid media ads on Facebook and Instagram.

Using for organic? Remove the CTA button and add a link in your post copy.
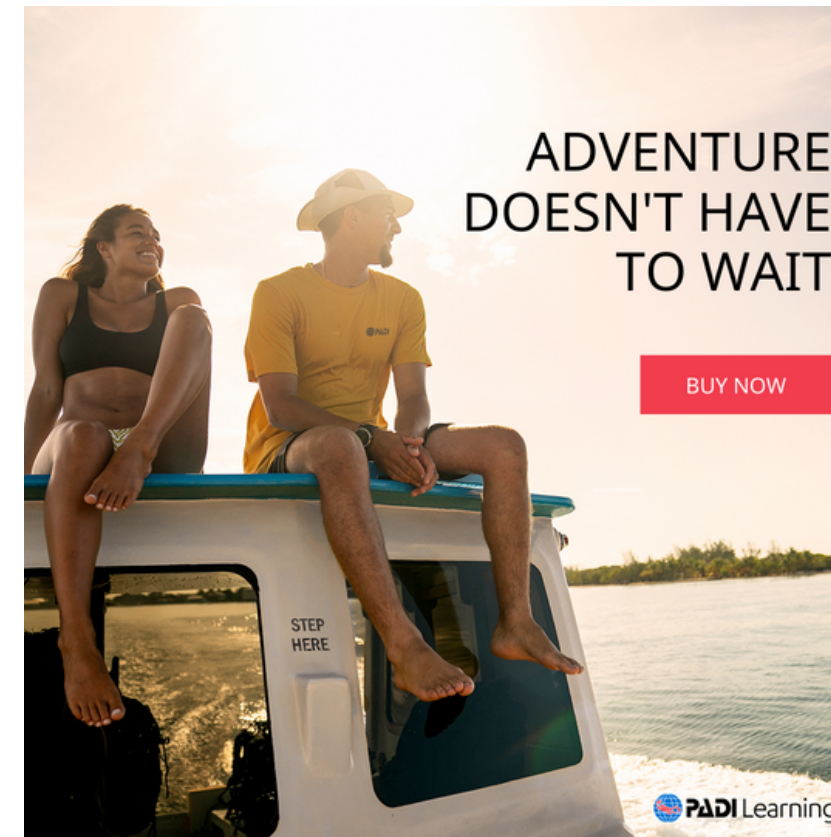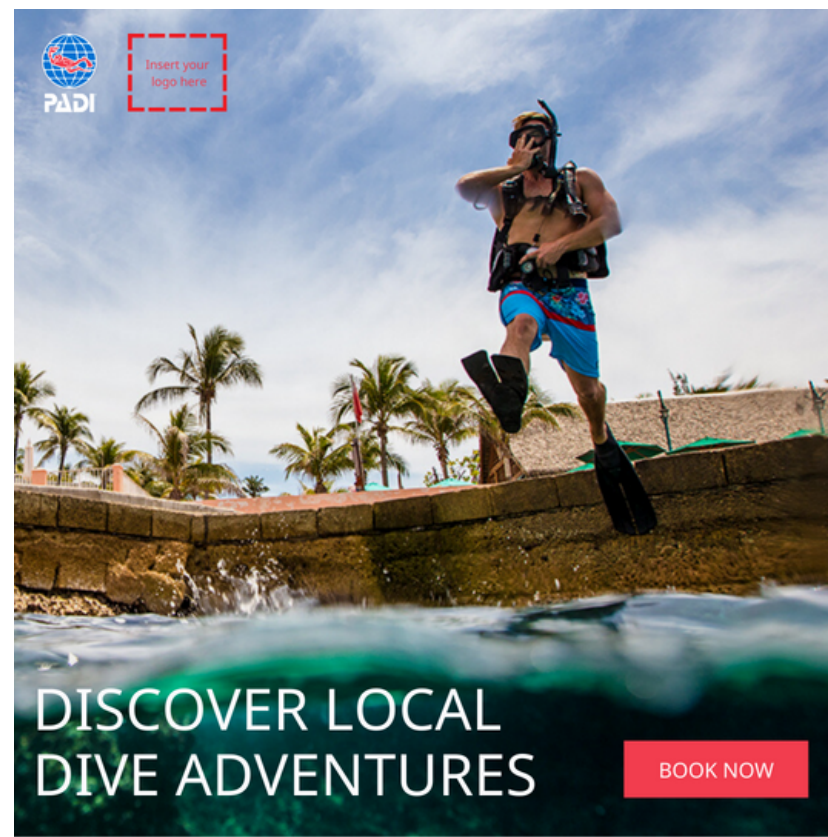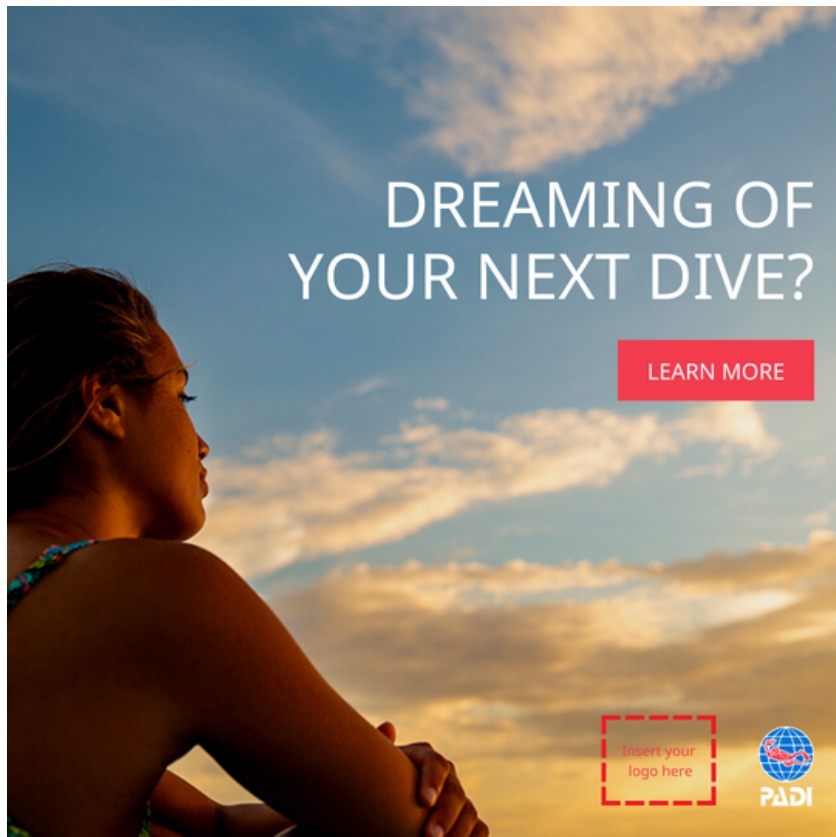
Images

Select an image from our campaign image library or use an inspirational image from your Dive Store or Resort's collection.

Copy

Support the creative with personalized post copy to make it relevant to your Dive Store or Resort and your audience. Be sure to use hashtags and location tags.

Link

Link your social media posts to your website. Be sure to include your PADI eLearning affiliate links if linking to padi.com/courses

Social Media Stories

ADVENTURE DOESN'T HAVE TO WAIT

STEP HERE

BUY NOW

PADI Learning

DREAMING OF YOUR NEXT DIVE?

LEARN MORE

PADI

DISCOVER LOCAL DIVE ADVENTURES

BOOK NOW

PADI

Insert your logo here
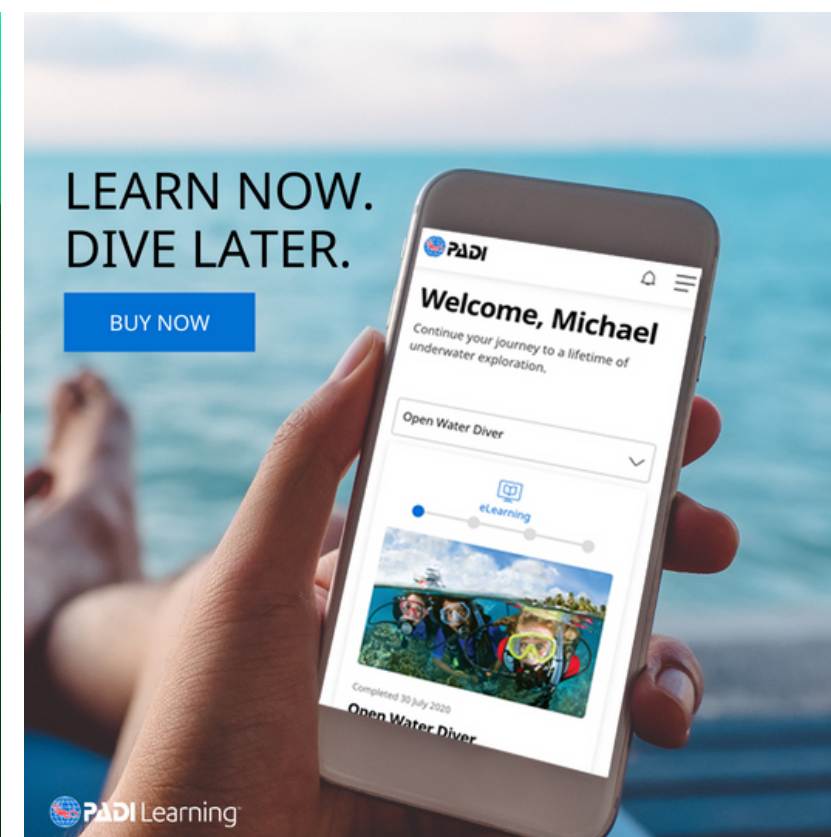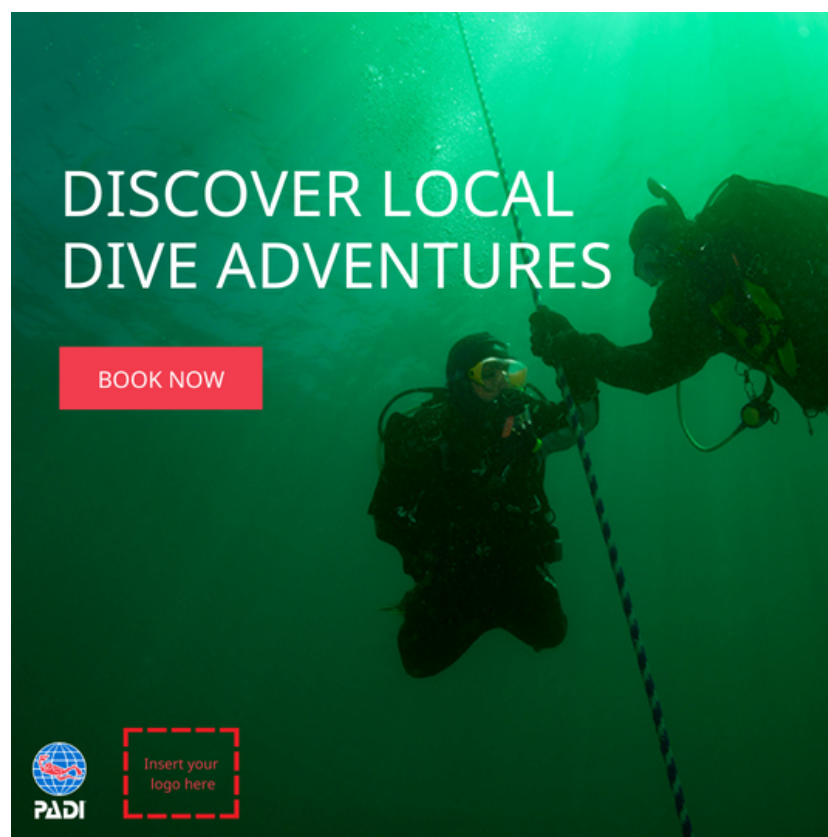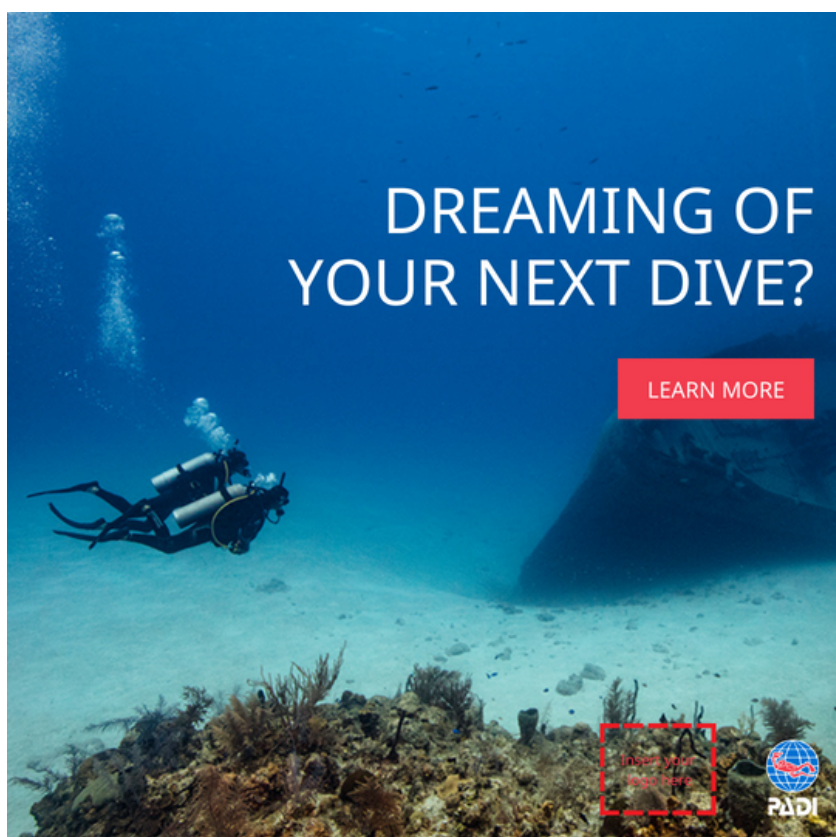
Guide

These social media posts can be used for organic posts or paid media ads on Facebook and Instagram. Simply customize with relevant images for your region and your Dive Store or Resort.

Images

Select an image from our campaign image library or use an inspirational images and video from your Dive Store or Resort's collection.

Copy

Support the creative with personalized post copy to make it relevant to your Dive Store or Resort and your audience. Be sure to use hashtags and location tags.

Link

Link your social media posts to your website. Be sure to include your PADI eLearning affiliate links if linking to padi.com/courses

Video Resources

Seek Adventure

https://youtu.be/0dwgF8Rou8A
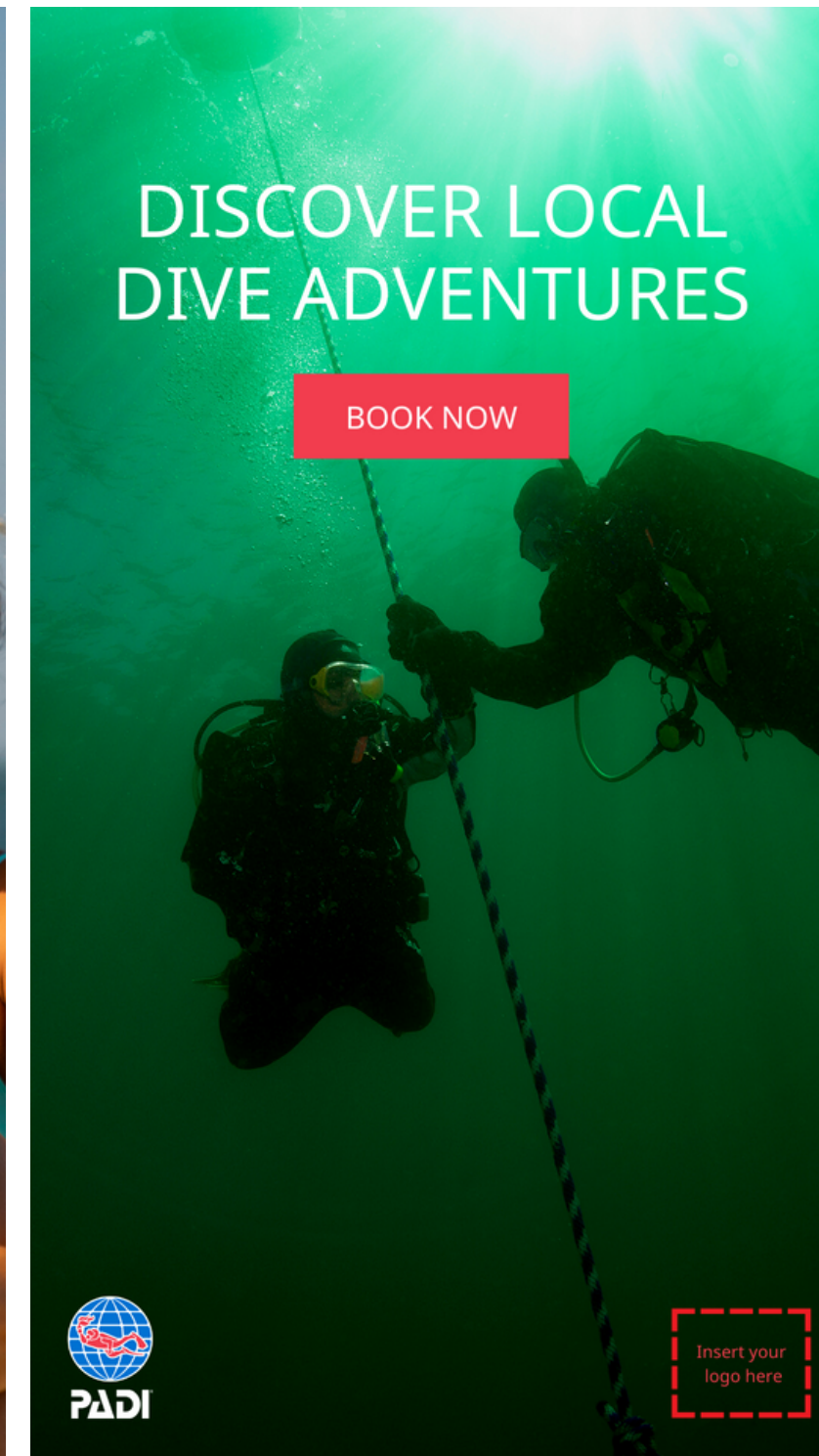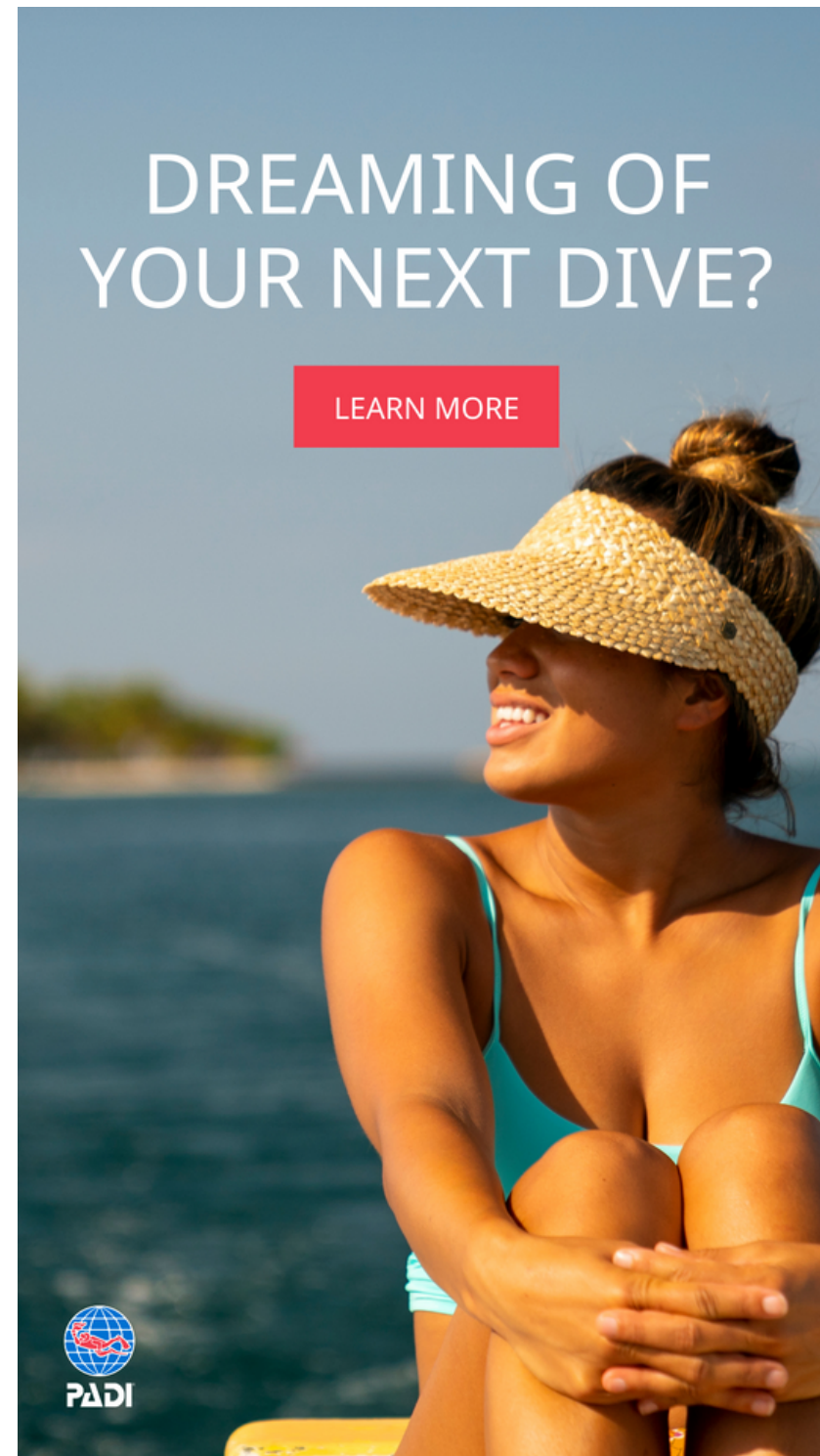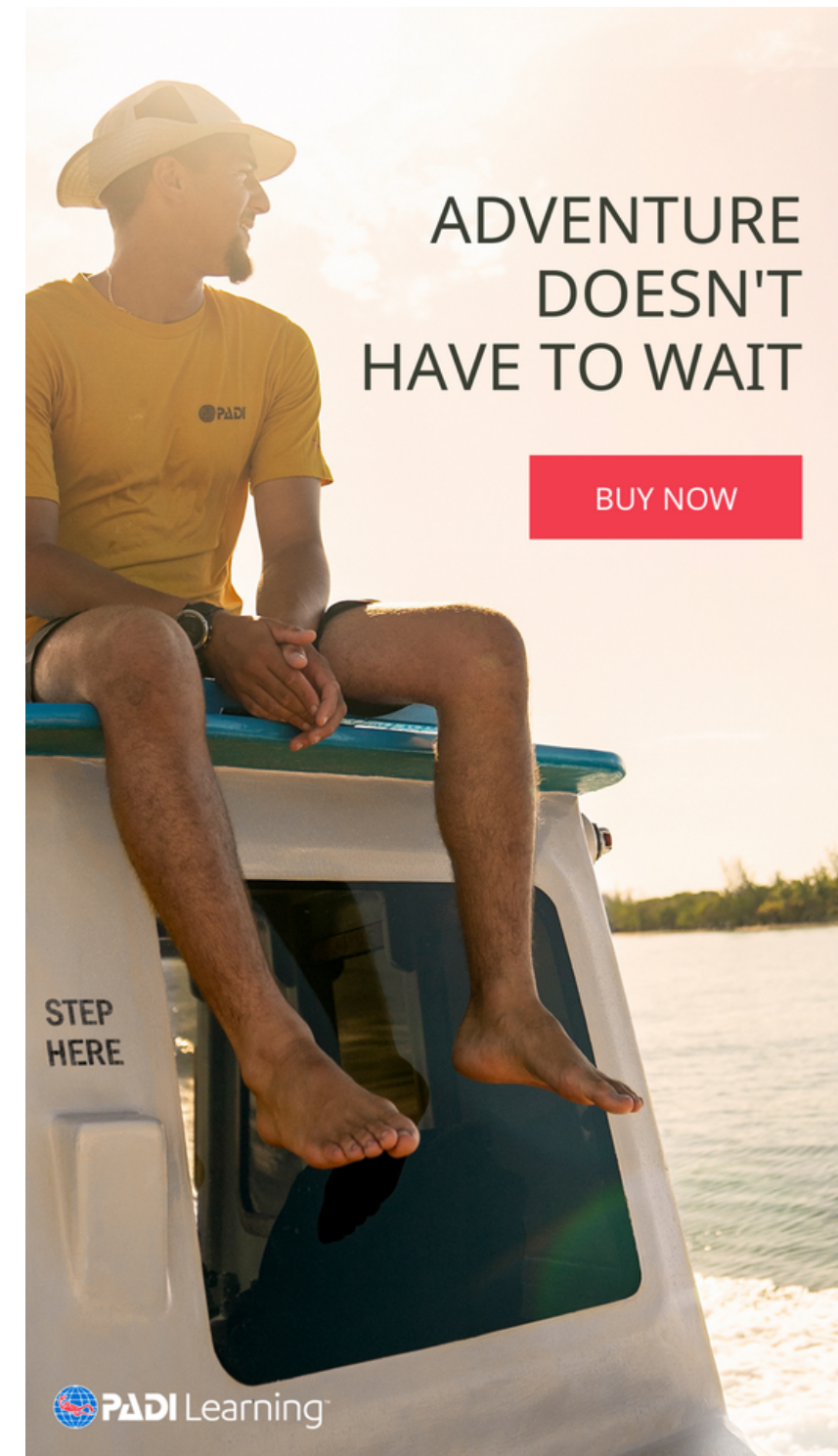
Suggested post copy

Diving looks different for everyone around the world. Seek (your) adventure. Discover PADI courses to take your diving to the next level: https://www.padi.com/courses

Video Resources

Love, Your Local Dive Shop

https://youtu.be/V5hxPq4vq5g

Love, The Ocean

https://youtu.be/I_prZfZUXYs

Love, Your Dive Resort
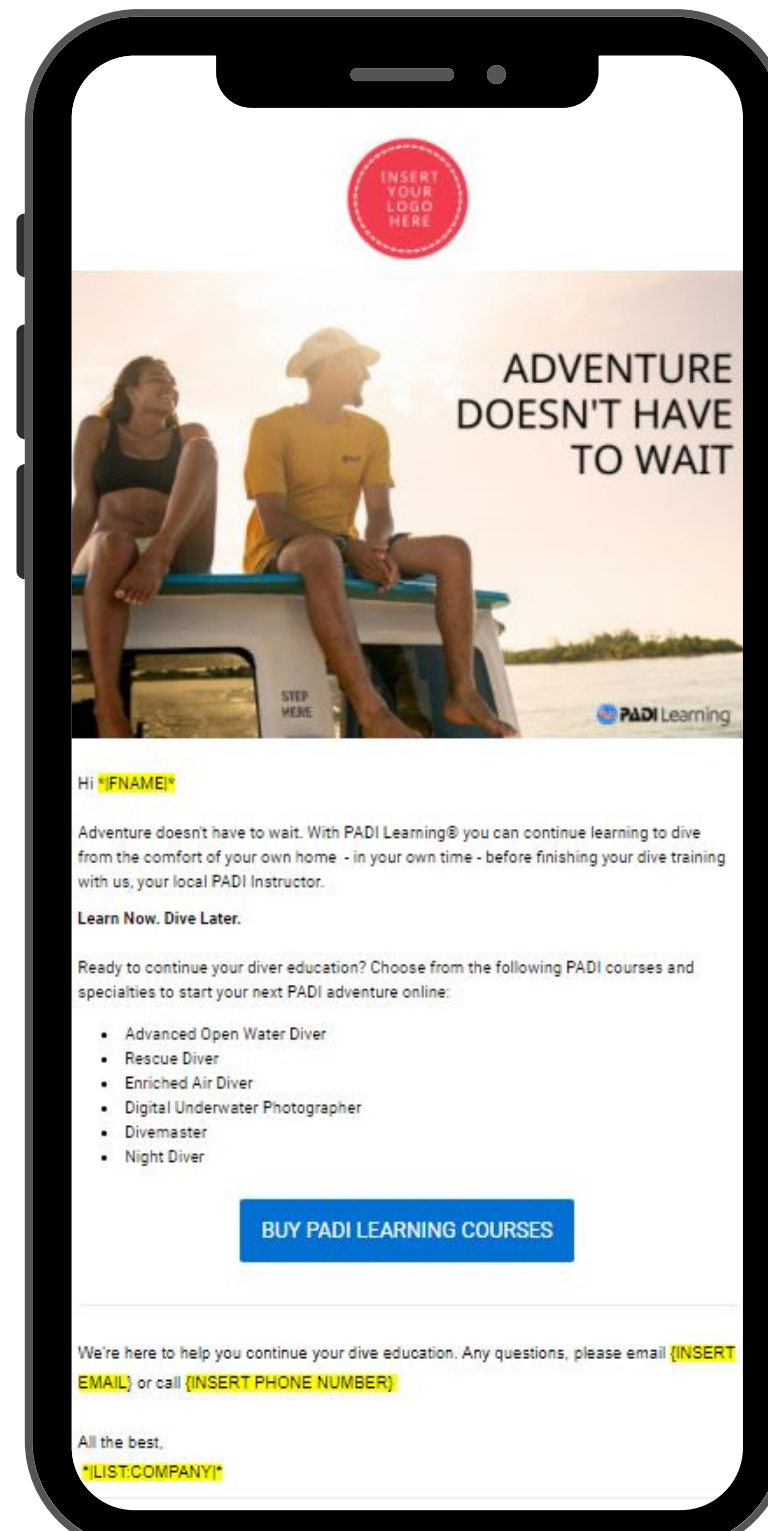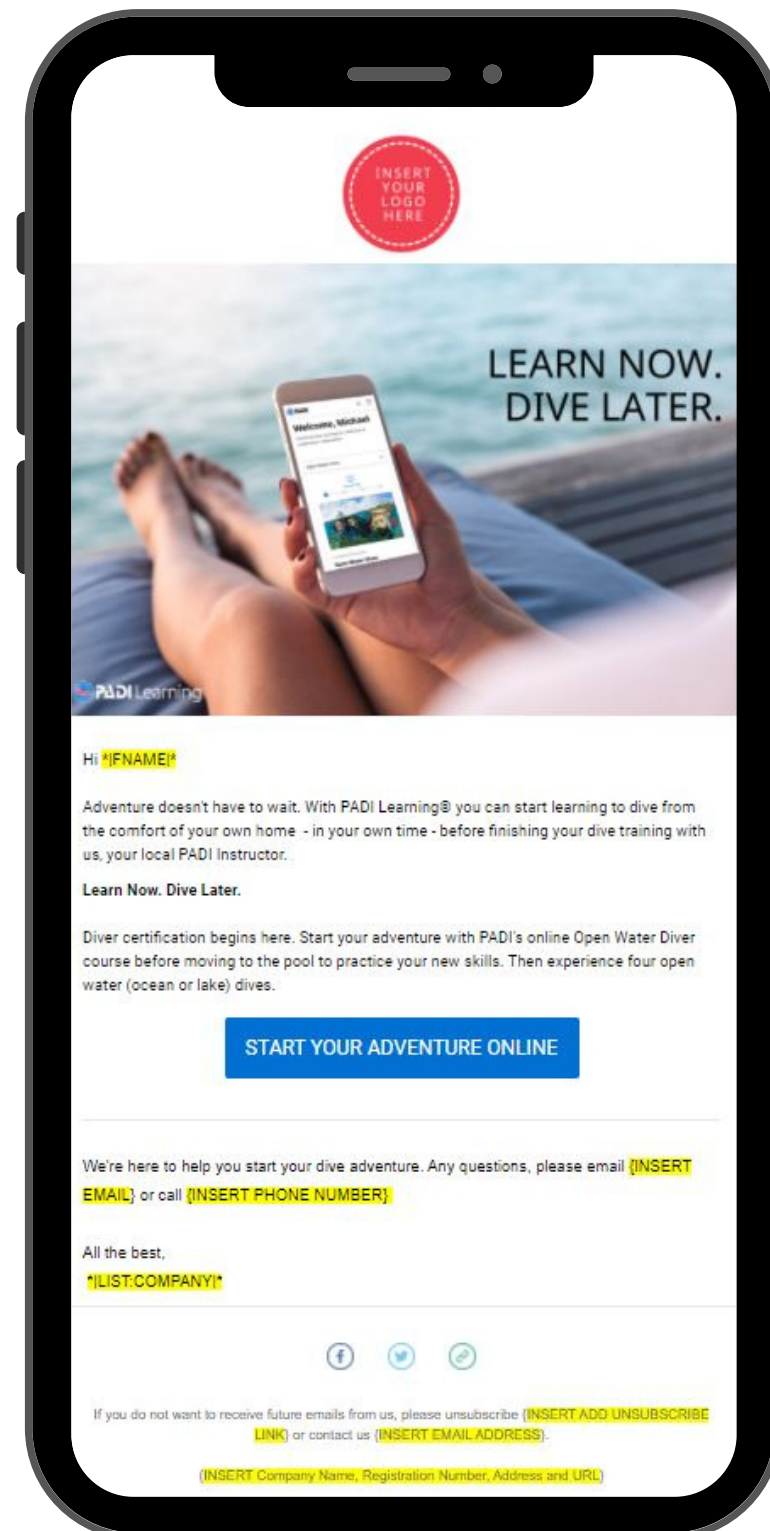

https://youtu.be/_Xye3XSXJe4

Add these videos on your blog or website, or post on your social media pages to inspire and engage new and existing divers to Seek Adventure. Remember to personalize posts with your local Dive Store or Resort information and links to maximize the impact.

Email Marketing

New Divers

Use the Seek Adventure diver acquisition template in mailchimp and let your base of Discover Scuba Diving contacts know about your upcoming Open Water Diver schedule and how they can utilise PADI Learning to start their adventure online.
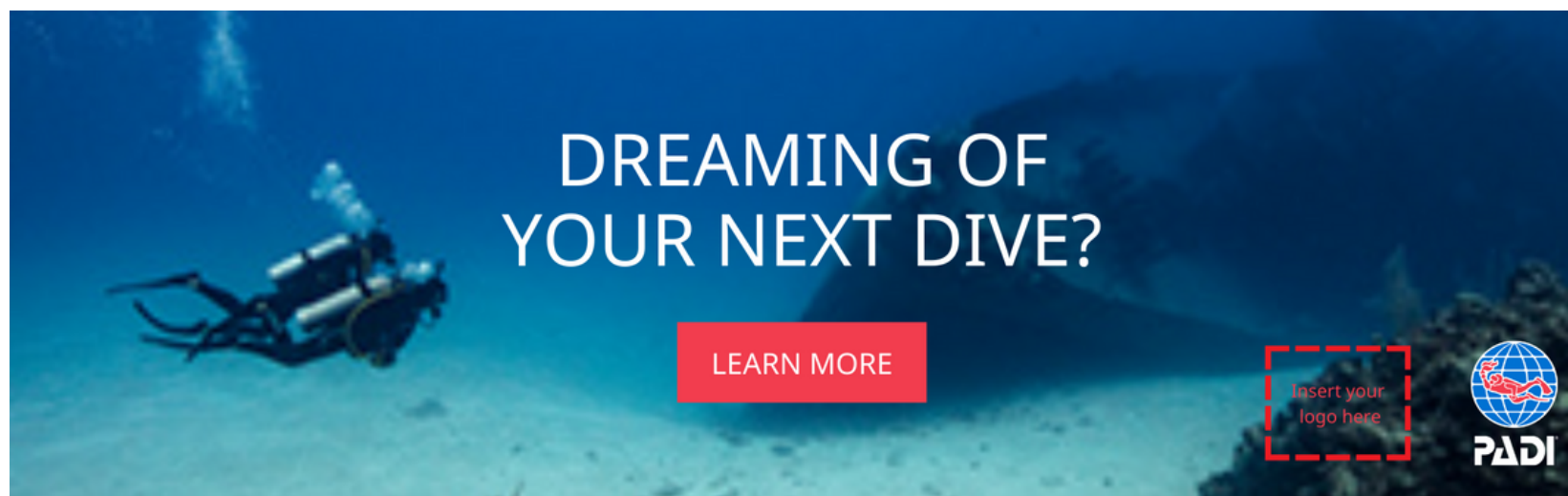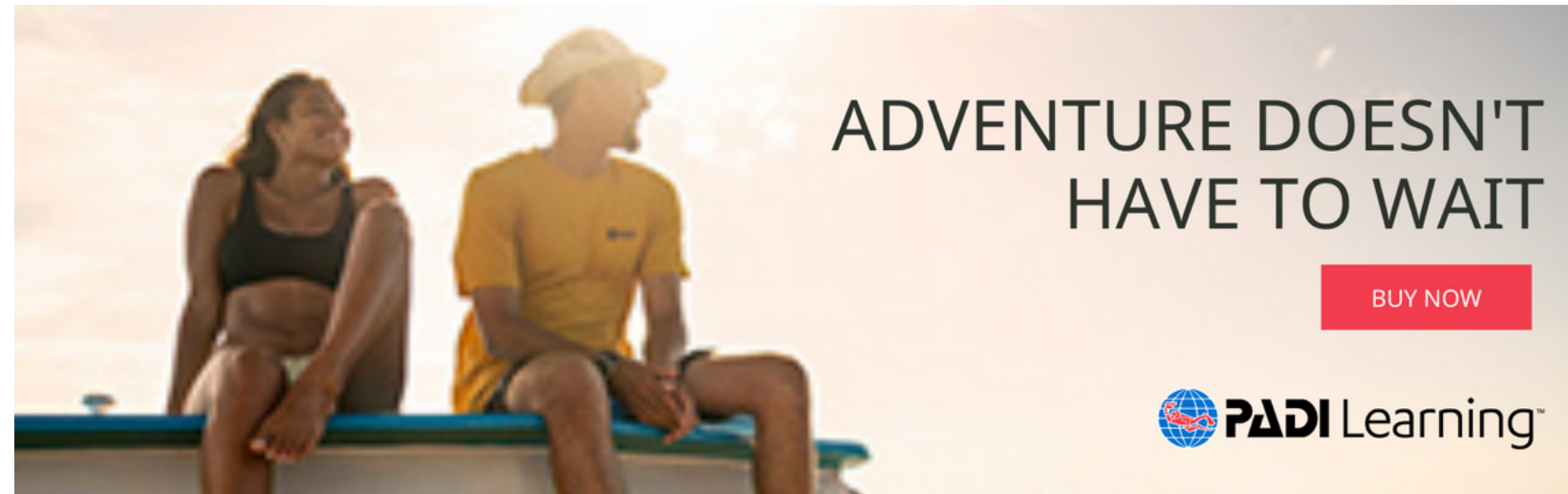
Be sure to include your affiliate links.

Continued Education

Use the Seek Adventure Continued Education template in mailchimp and email your lists of OW, AOW and Rescue Diver contacts and let them know about your upcoming courses, specialties and dive adventures. Let them know how they can continue their dive education with you online using PADI Learning.

Be sure to include your affiliate links.

Web Banners

ADVENTURE DOESN'T HAVE TO WAIT

BUY NOW

PADI Learning

DISCOVER LOCAL DIVE ADVENTURES

BOOK NOW

Insert your logo here

PADI

DREAMING OF YOUR NEXT DIVE?

LEARN MORE

Insert your logo here

PADI

Print Flyers

SEEK ADVENTURE

With PADI Learning you can start your next adventure from the comfort of your own home. Adventure doesn't have to wait.

Learn Now. Dive Later

Your Logo

f Lorem Ipsum
Lorem Ipsum
Lorem Ipsum
Lorem Ipsum

PADI Learning

padi.com/course

SEEK ADVENTURE

With PADI Learning you can start your next adventure from the comfort of your own home. Adventure doesn't have to wait.

Learn Now. Dive Later

Your Logo

f Lorem Ipsum
Lorem Ipsum
Lorem Ipsum
Lorem Ipsum

PADI Learning

padi.com/course

Guide

Customize these flyers and then print to use in store or at events. Be sure to include your Dive Center or Resort website, social handles and contact details.

These print flyer templates are available in two key sizes: 1484 x 1920 and 1358 x 1920
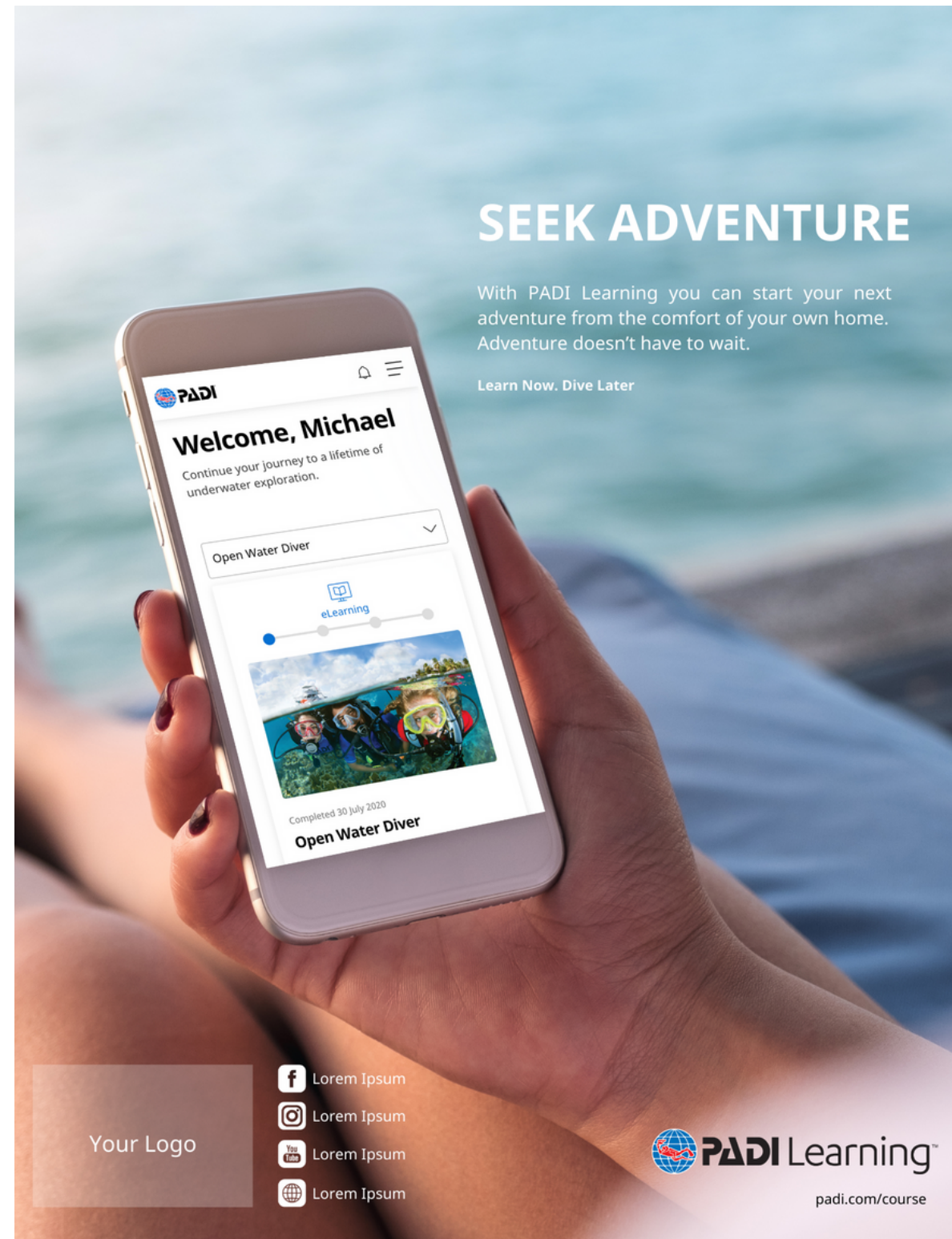
Download Assets

Social Posts

1080 x1080

- Learn Now. Dive Later
- Dreaming of your next dive
- Discover local dive adventures

Social Stories

1080 x 1920

- Learn Now. Dive Later
- Dreaming of your next dive
- Discover local dive adventures

Video Library

- Seek Adventure
- Love, Your Local Dive Shop
- Love, The Ocean
- Love, Your Dive Resort

Web Banners

728 x 90

- Learn Now. Dive Later
- Dreaming of your next dive
- Discover local dive adventures

320 x 100

- Learn Now. Dive Later
- Dreaming of your next dive
- Discover local dive adventures

300 x 250

- Learn Now. Dive Later
- Dreaming of your next dive
- Discover local dive adventures

Image Library

- Seek Adventure Images

Email Assets

- Seek Adventure email headers

Mailchimp templates

- Seek Adventure - Diver acquisition
- Seek Adventure - Continued Education

Print Flyers

- Seek Adventure Flyer 1484 x 1920
- Seek Adventure Flyer 1358 x1920

Brand Assets

- PADI Logos

PADI Resources

Key Resources

- Seek Adventure Diver Marketing Resources - View here
- New PADI® Introduction to Open Water Diver eLearning Product - Access now
- PADI Learning affiliate linking guide and marketing tools - Access now

Watch PADI Marketing Webinars

- How to Create Engaging Social Content - Watch here
- Organic Social Media Best Practice - Watch here
- Email Marketing Best Practice - Watch here
- Using Tripadvisor as a Marketing Tool to Promote Your Business - Watch here
- How to use Mailchimp for email - Watch here
- Introduction to Canva and Facebook studio - Watch here
- Creating and managing a Dive Store YouTube channel - Watch here

PADI Marketing Best Practices and Tips

- 10 Tips to Create an Engaging Email - Learn more
- 10 Marketing Tips for PADI Dive Shops during COVID-19 - Learn more
- How to Optimize Your Google My Business Account - Learn more
- 3 Free Digital Marketing Tools You Should Be Using - Learn more
- 5 Ways to Stay Connected to Your Audience with Instagram Stories - Learn more
- How a Blog Can Help Your Business - Learn more
- What Is Social Media Engagement and How Can You Improve Yours? - Learn more
- 32 Things to Post on Social Media - Learn more
- 6 Mistakes Bloggers Make and How to Avoid Them - Learn more
- 6 Easy Ways to Revamp Your Social Media Profiles - Learn more

External Resources

- Canva: A step-by-step guide to designing from scratch - Learn more
- Mailchimp: Know more, do more - Learn more
- Google: Google for small business - Learn more
- Facebook: Learn new marketing skills with Facebook Blueprint - Learn more

Thank You

For further business and marketing support please contact your Regional Team.

PADI® | SEEK ADVENTURE. SAVE THE OCEAN.℠