

# PADI eLearning

Marketing Toolkit



**PADI**

**SEEK ADVENTURE.  
SAVE THE OCEAN.™**

# Contents

- How to use the toolkit
- How to Utilize PADI eLearning
- PADI eLearning affiliation
- Brand guidelines
- PADI eLearning assets
  - Social media posts
  - Social media stories
  - Email headers and templates
  - Web banners
- Download summary
- Specialty download summary
- Resources



# How to Use this Toolkit

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

1. Create or login to your Canva account
2. Click on any asset links within this toolkit
3. Assets will automatically import into your Canva 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](#)

# How to Utilize PADI eLearning

1

## **Decide how PADI eLearning fits into your business plan.**

PADI eLearning can be purchased by consumers directly from PADI.com, affiliated to your dive centre to share in the revenue, or from your dive shop if you have purchased PADI eLearning via the PADI Pros Shopping Cart. If you're unsure how to structure your courses using PADI eLearning, we recommend contacting your PADI Regional Manager or Regional Training Consultant to discuss.

2

## **Select your PADI eLearning course offering in your PADI Pros Site Dive Shop account.**

Check your "My eLearning Preferences" under the My Account section on the PADI Pros' Site and select the PADI eLearning courses that your dive shop supports.

3

## **Download and utilize the PADI eLearning assets in this toolkit.**

You can use these on your website, social media, email marketing and other channels to encourage your customers to start their courses with PADI eLearning.

4

## **Use your unique PADI eLearning affiliate links to earn revenue.**

Use PADI eLearning course affiliate links, found on the next page of this toolkit, to generate revenue for your business.

# PADI eLearning Affiliation

Add links to your website and automatically affiliate PADI eLearning students with your store so you generate revenue around the clock. Simply use the below links and add in your store number at the end as follows.

## Course Name

|                           |   |
|---------------------------|---|
| Course Catalog            | <a href="https://www.padi.com/courses?irra=StoreNumber">https://www.padi.com/courses?irra=StoreNumber</a>   |
| Open Water Diver          | <a href="https://www.padi.com/courses/open-water-diver?irra=StoreNumber">https://www.padi.com/courses/open-water-diver?irra=StoreNumber</a>       |
| Advanced Open Water Diver | <a href="https://www.padi.com/courses/advanced-open-water?irra=StoreNumber">https://www.padi.com/courses/advanced-open-water?irra=StoreNumber</a> |
| Rescue Diver              | <a href="https://www.padi.com/courses/rescue-diver?irra=StoreNumber">https://www.padi.com/courses/rescue-diver?irra=StoreNumber</a>               |
| Enriched Air Diver        | <a href="https://www.padi.com/courses/enriched-air-diver?irra=StoreNumber">https://www.padi.com/courses/enriched-air-diver?irra=StoreNumber</a>   |
| Dry Suit Diver            | <a href="https://www.padi.com/courses/dry-suit-diver?irra=StoreNumber">https://www.padi.com/courses/dry-suit-diver?irra=StoreNumber</a>           |

## How to create eLearning affiliate links for other languages

To create an eLearning affiliate link for a non-English page, navigate to the course page in the language you need and apply the exact same StoreNumber method. For example:

Spanish Open Water: <https://www.padi.com/es/cursos/open-water-diver?irra=StoreNumber>



If you have existing eLearning affiliation links installed on your website, these will be redirected to the generic course catalog page. If you would like the links to connect directly with the course, you will need to update your website with the links above. For assistance, please contact your PADI Regional Manager.

**Find further information about PADI eLearning Affiliation using the [PADI eLearning Affiliate Instructions](#).**



# 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 brand fonts. Try not to use bold type treatments. Copy should be black or white. [Download Noto Sans here](#)

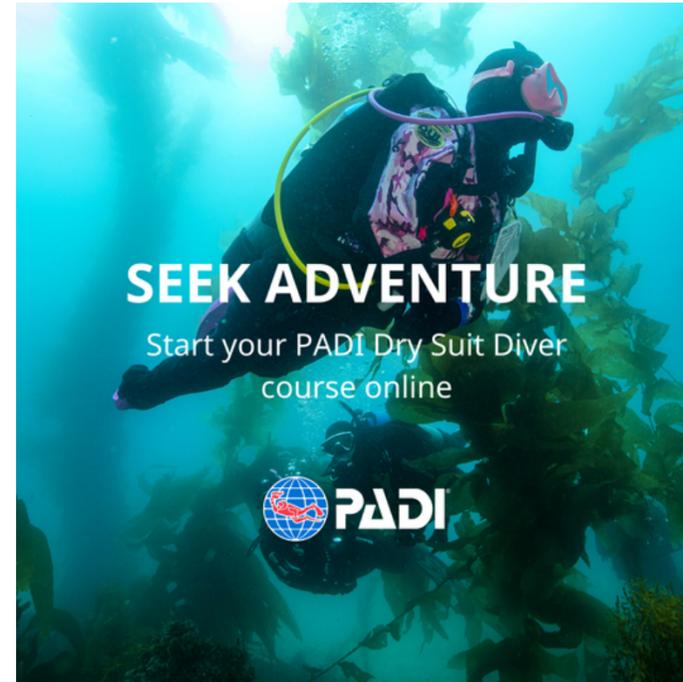
## Imagery

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



## 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.

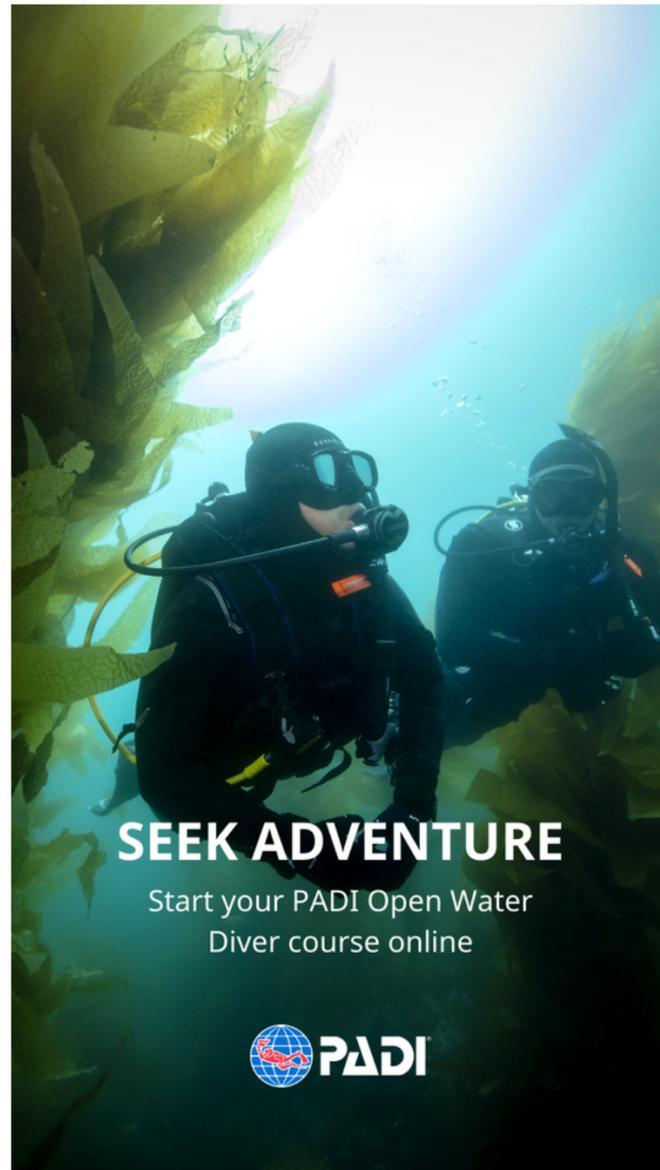
## Copy

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 or Social Media Page. Be sure to include your PADI eLearning affiliate links.

# Social Media Stories



## 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.

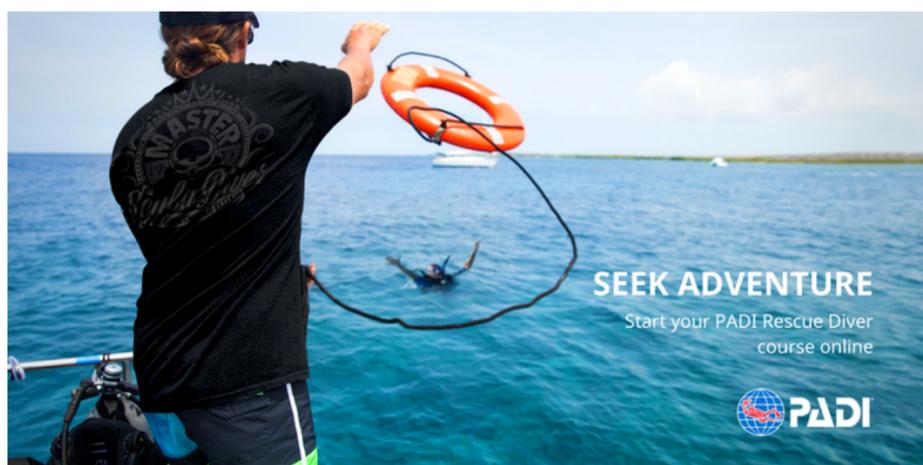
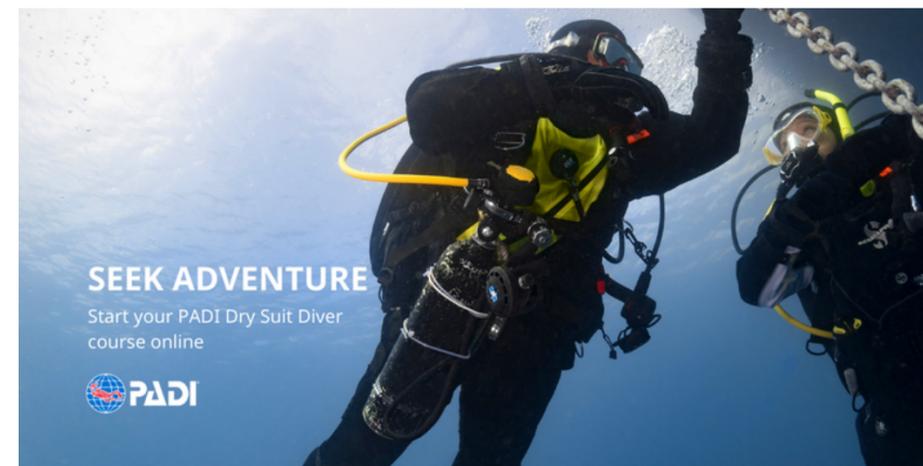
## Copy

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 or Social Media Page. Be sure to include your PADI eLearning affiliate links.

# Email Marketing



## Seek Adventure

Use these email headers to let your audience know they can start learning online with you via PADI eLearning. Remember to use the eLearning affiliate links when linking to PADI.com

PADI has provided suggested email copy for you to use to market core and specialty courses to your customers. Download these on the Asset Download page. Use these steps to create an engaging email for your customers:

1. Use CRM software of your choice , like Mailchimp, and select a template
2. Input the suggested copy and make any necessary adjustments
3. Use one of the provided images as an email header

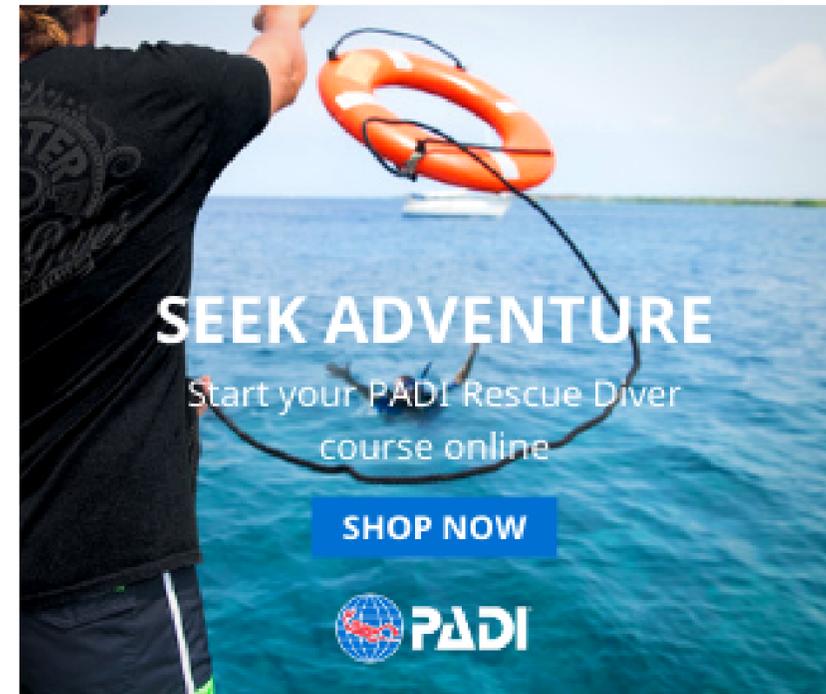
# Web Banners

## Guide

Customize these different sized online banner assets and then integrate into your Dive Store or Resort website to keep your site fresh and relevant.

## Link

Be sure to include your PADI eLearning affiliate links.



# Asset Download

## Social Posts

### 1080 X 1080

- [OPEN WATER DIVER](#)
- [ADVANCED OPEN WATER DIVER](#)
- [RESCUE DIVER](#)
- [DIVEMASTER](#)
- [ENRICHED AIR DIVER](#)
- [DRY SUIT DIVER](#)

### 1200 X 628

- [OPEN WATER DIVER](#)
- [ADVANCED OPEN WATER DIVER](#)
- [RESCUE DIVER](#)
- [DIVEMASTER](#)
- [ENRICHED AIR DIVER](#)
- [DRY SUIT DIVER](#)

## Social Stories

### 1080 X 1920

- [OPEN WATER DIVER](#)
- [ADVANCED OPEN WATER DIVER](#)
- [RESCUE DIVER](#)
- [DIVEMASTER](#)
- [ENRICHED AIR DIVER](#)
- [DRY SUIT DIVER](#)

## Brand Assets

- [PADI LOGOS](#)

## Web Banners

### 728 X 90

- [OPEN WATER DIVER](#)
- [ADVANCED OPEN WATER DIVER](#)
- [RESCUE DIVER](#)
- [DIVEMASTER](#)
- [ENRICHED AIR DIVER](#)
- [DRY SUIT DIVER](#)

### 320 X 100

- [OPEN WATER DIVER](#)
- [ADVANCED OPEN WATER DIVER](#)
- [RESCUE DIVER](#)
- [DIVEMASTER](#)
- [ENRICHED AIR DIVER](#)
- [DRY SUIT DIVER](#)

### 300 X 250

- [OPEN WATER DIVER](#)
- [ADVANCED OPEN WATER DIVER](#)
- [RESCUE DIVER](#)
- [DIVEMASTER](#)
- [ENRICHED AIR DIVER](#)
- [DRY SUIT DIVER](#)

## Email Assets

### Email Header - 1200 X 600

- [OPEN WATER DIVER](#)
- [ADVANCED OPEN WATER DIVER](#)
- [RESCUE DIVER](#)
- [DIVEMASTER](#)
- [ENRICHED AIR DIVER](#)
- [DRY SUIT DIVER](#)

### Example Email Copy

- [OPEN WATER DIVER](#)
- [ADVANCED OPEN WATER DIVER](#)
- [RESCUE DIVER](#)
- [DIVEMASTER](#)
- [ENRICHED AIR DIVER](#)
- [DRY SUIT DIVER](#)

# Asset Download

Create your own assets for additional PADI Specialty courses by following the below steps.

1. Download a specialty course image from the below image library.
2. Upload the image to Canva and use with any asset template provided in this toolkit.

## PADI Specialty Course Images

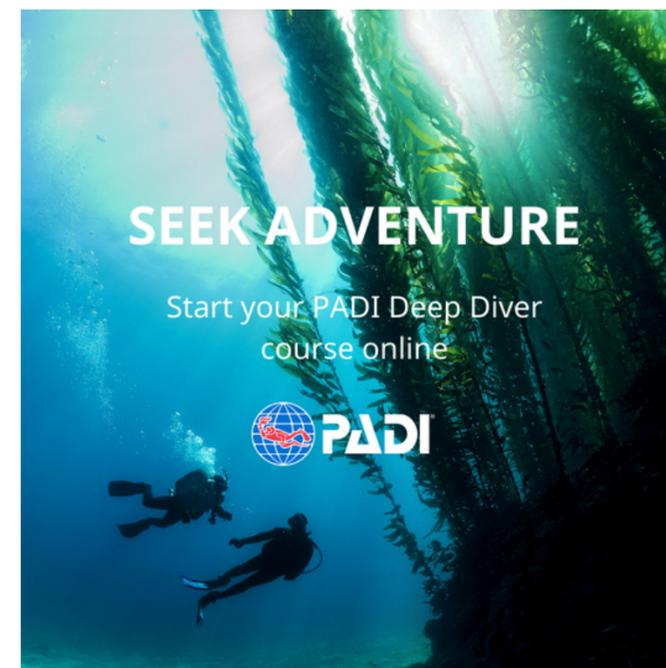
- [WRECK DIVER](#)
- [PEAK PERFORMANCE BUOYANCY](#)
- [DRIFT DIVER](#)
- [UNDERWATER NAVIGATION](#)
- [REACTIVATE](#)
- [EQUIPMENT SPECIALTY](#)
- [DIGITAL UNDERWATER PHOTOGRAPHY](#)
- [SEARCH AND RECOVERY DIVER](#)
- [DEEP DIVER](#)
- [BOAT DIVER](#)
- [DIVER PROPULSION VEHICLE](#)
- [NIGHT DIVER](#)

[Full Image library.](#)

## Example Asset Copy

### SEEK ADVENTURE

Start your [Insert course name] course online





## Key Resources

- New PADI® Introduction to Open Water Diver eLearning Product - [Access now](#)
- PADI eLearning affiliate linking guide and marketing tools - [Access now](#)

# PADI Resources

## Watch PADI Marketing Webinars (English only)

- 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**<sup>®</sup>

**SEEK ADVENTURE.  
SAVE THE OCEAN.<sup>SM</sup>**