



# Seek Adventure: PADI Divemaster

Marketing Toolkit



SEEK ADVENTURE.  
SAVE THE OCEAN.™

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# Using PADI Trademarks

As a PADI Member, you are among the most sought after and respected dive professionals worldwide. Your membership also helps support the PADI organization's efforts to accelerate industry recovery and save our ocean.

As per the PADI Member Trademark Usage Guidelines, the use of PADI branded marketing assets are only authorised to be used by renewed PADI Members. Therefore, we respectfully ask that non-renewed PADI Members refrain from using PADI trademarks to promote their business.

If you are currently a non-renewed PADI Member and wish to take advantage of PADI branded marketing assets, please visit your [PADI Pro Portal](#) and follow the membership renewal process or contact PADI Customer Service directly.



## Customer Service

**PADI Americas:** [membersvcs@padi.com](mailto:membersvcs@padi.com)

**PADI Asia Pacific:** [memdep@padi.com.au](mailto:memdep@padi.com.au)

**PADI Europe, Middle East and Africa:**  
[pros.emea@padi.com](mailto:pros.emea@padi.com)

# 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 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 Center or Resort needs
5. Download your final creative assets and integrate into your marketing initiatives

The links to all the assets shown in the Toolkit can be found on the Download 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](#)

# Campaign Overview

The marketing assets in this campaign focus on three motivations to become a PADI Divemaster. Promote all three messages across your channels to cast a wider net and inspire more divers to enroll in your PADI Divemaster courses:

- *Dive Like A Pro*
  - 65% of divers surveyed say they earned their PADI Divemaster rating to gain more dive experience. Appeal to divers seeking a personal challenge and wanting to increase their knowledge and skill set by promoting *Dive Like a Pro* marketing messages.
- *Live the Dream*
  - What diver doesn't dream of living the dive lifestyle? Whether that dream is full time living abroad at a dive resort or part time assisting locally on the weekends, let your divers know their dreams can be a reality through your PADI Divemaster program.
- *Lead Adventure*
  - Many divers become PADI Divemasters because they love to mentor and want to help people achieve their dream of underwater adventure and exploration. After all, who doesn't want to *Lead Adventure*?

## *Inspire from the Start ...*

It's never too early to start planting seeds for new PADI Divemasters. This campaign leverages the *Become a PADI Pro* (formerly *PADI Pro Nights*) toolkit and presentation to help you and your team identify and nurture new Divemasters from the very beginning of their dive adventure.

## Campaign Messages



# Get Ready for Launch

## 1. Prepare for Distance Learning:

- a. If you plan to offer distance learning as part of your curriculum, be sure you are prepared for instructor-led online learning. If you haven't already done so or would like a refresher . . .
  - i. read the article, [Instructor-Led Online Learning](#) on the PADI Pro Blog.
  - ii. watch the webinar, [Digital Learning is the "NEW" Normal – Learn how to be Successful at It.](#)

## 2. Plan and Schedule *Become a PADI Pro* events

- a. The *PADI Pro Night* event has evolved to *Become a PADI Pro* event (since these events can take place any time day or night, as well as in-person or virtually).
- b. Look for the *Become a PADI Pro* page in this toolkit for more information and how to access the *Become a PADI Pro Toolkit* and presentation.
- c. Watch the Divemaster webinar series. Links to this series can be found on the Resources page of this toolkit.

## 3. Prepare Your Marketing Campaign

- a. Prepare your digital promotions using the marketing assets in this toolkit. You'll find customizable website, email and social media templates on the following pages to help you get ready.

# 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](#).

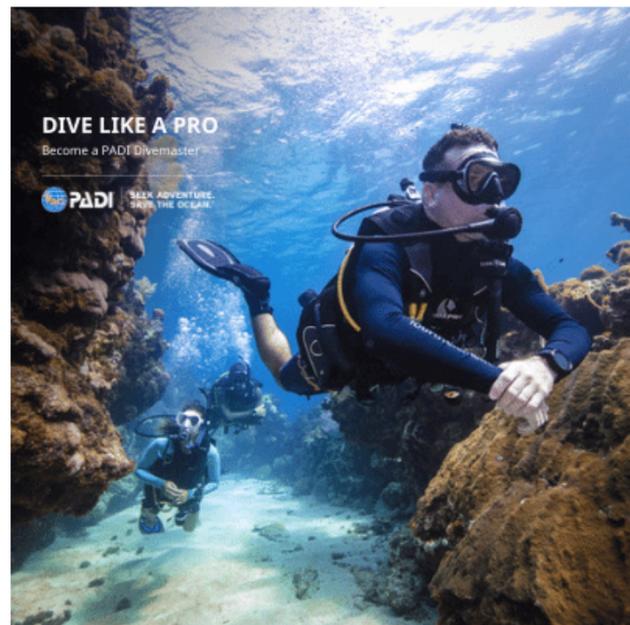
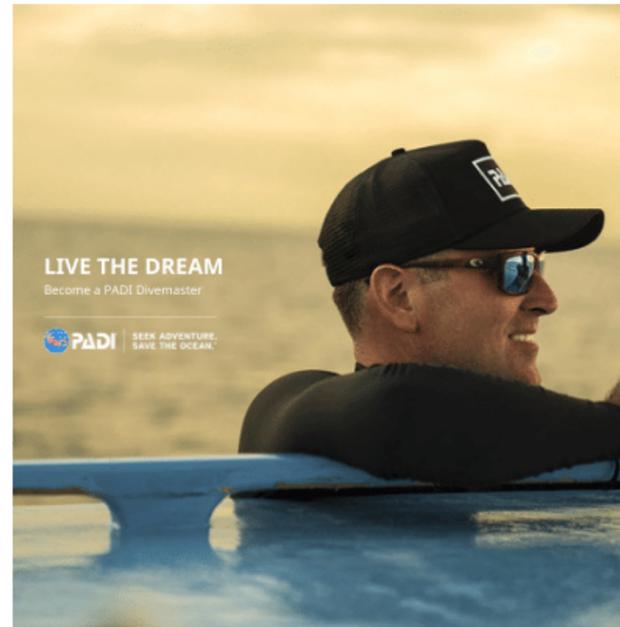
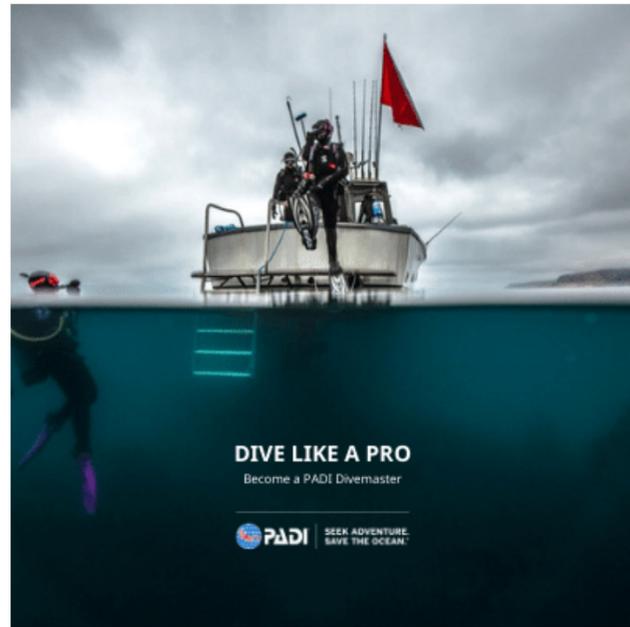
## Imagery

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. Select the post you want from the Asset Download page, then customize it with relevant images from your region and business.

## Images

Select an image from our campaign image library or use inspirational images and/or videos from your collection.

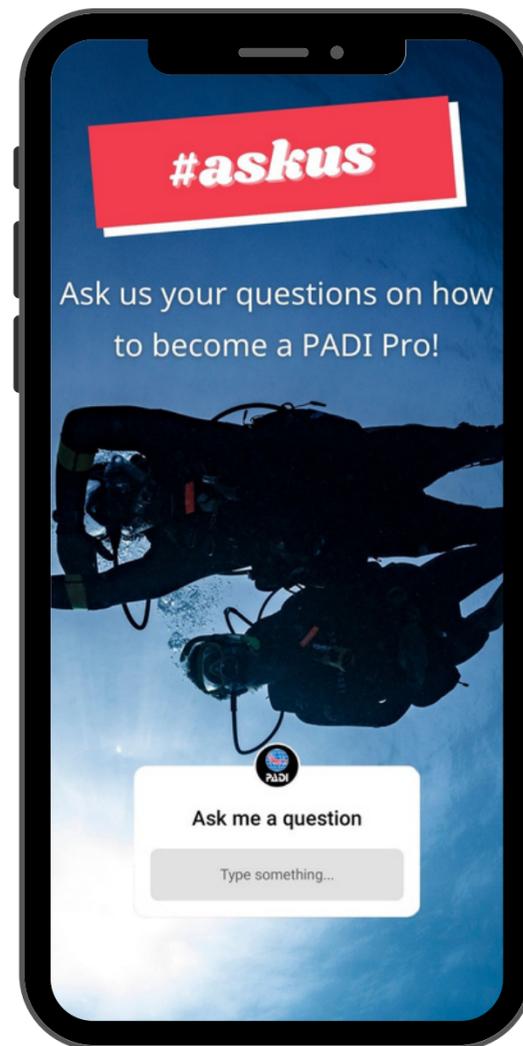
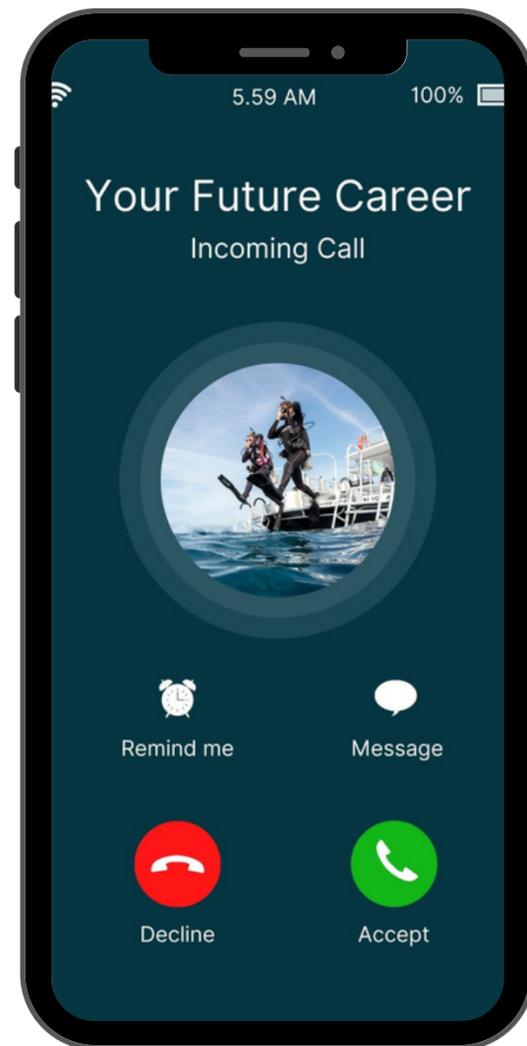
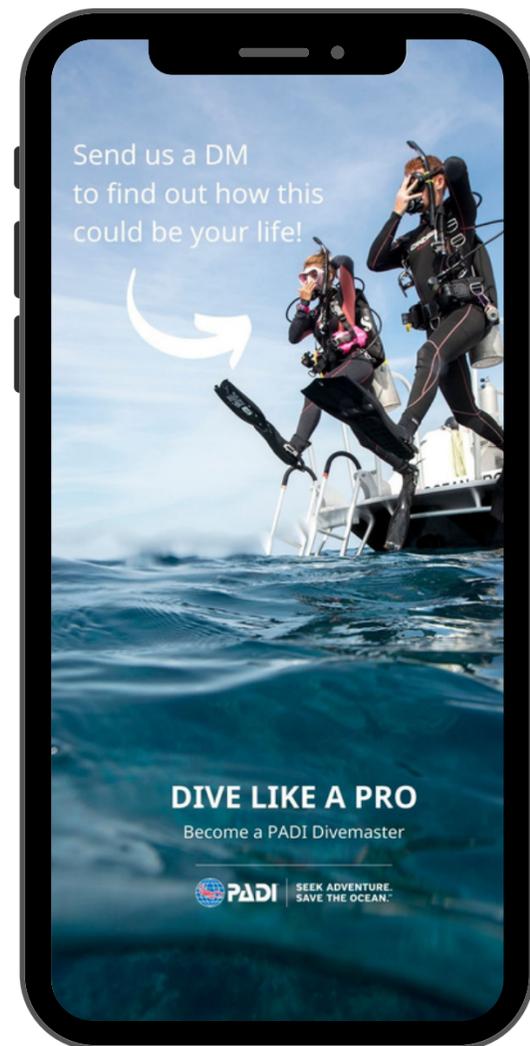
## Copy

Add personalized copy to your post 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 links to your Divemaster landing page on your website or eCommerce platform, when applicable.

# Social Media Stories



## Guide

These social media posts can be used for organic posts or paid media ads on Facebook and Instagram. Select the post you want from the Asset Download page, then customize it with relevant images from your region and business.

## Images

Select an image from our campaign image library or use inspirational images and/or videos from your collection.

## Copy

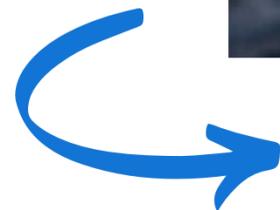
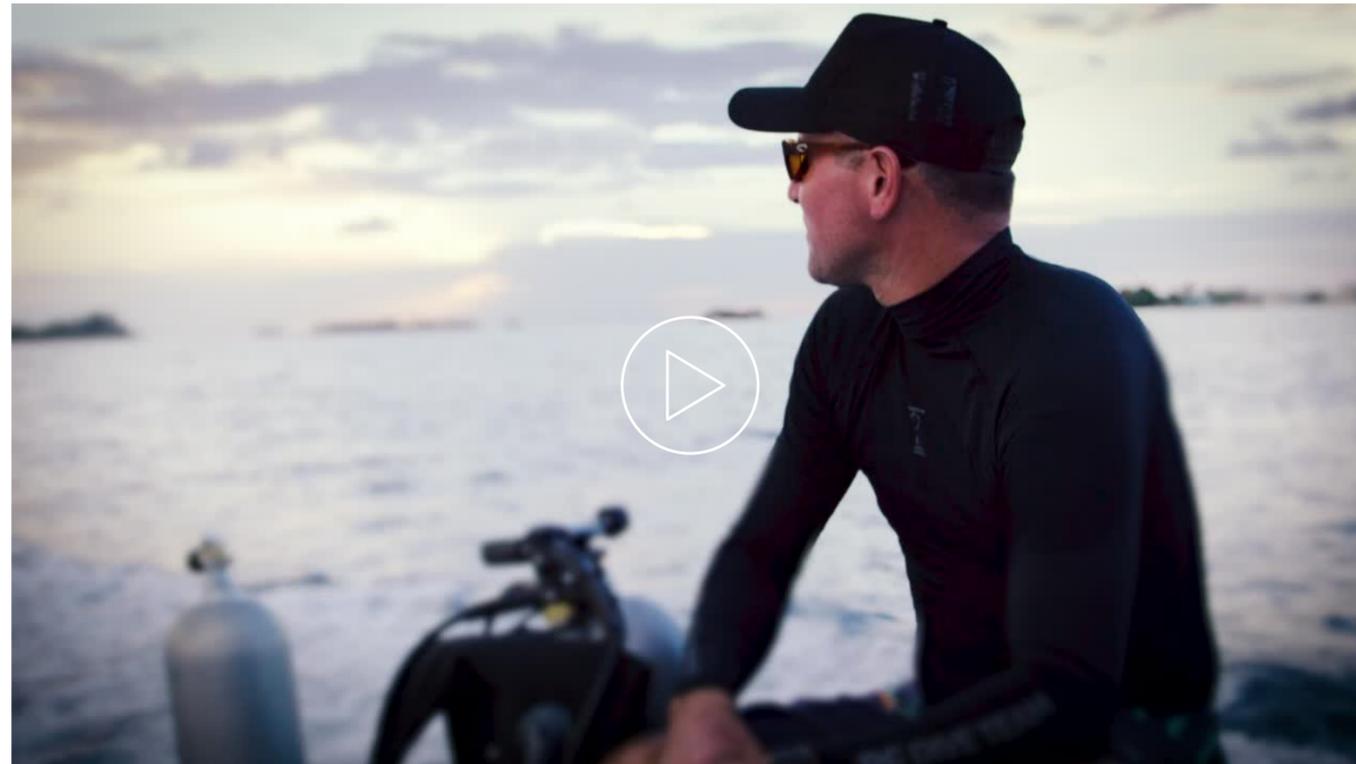
Support the creative with personalized post copy to make it relevant to your Dive Store or Resort and your audience. Be sure to use hashtags, stickers, and location tags where relevant, and be clear about how viewers should contact you.

## Link

Link your social media stories to your website or social media page. Be sure to include links to your Divemaster landing page on your website or eCommerce platform when applicable.

# Video Resources

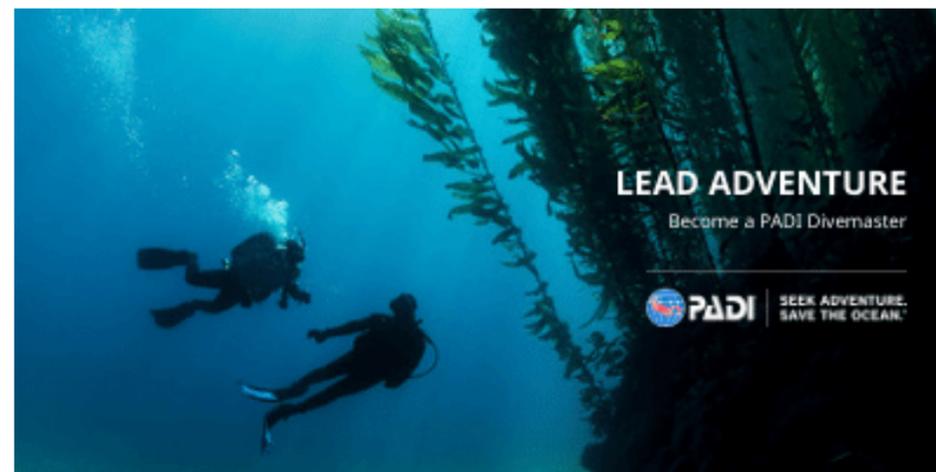
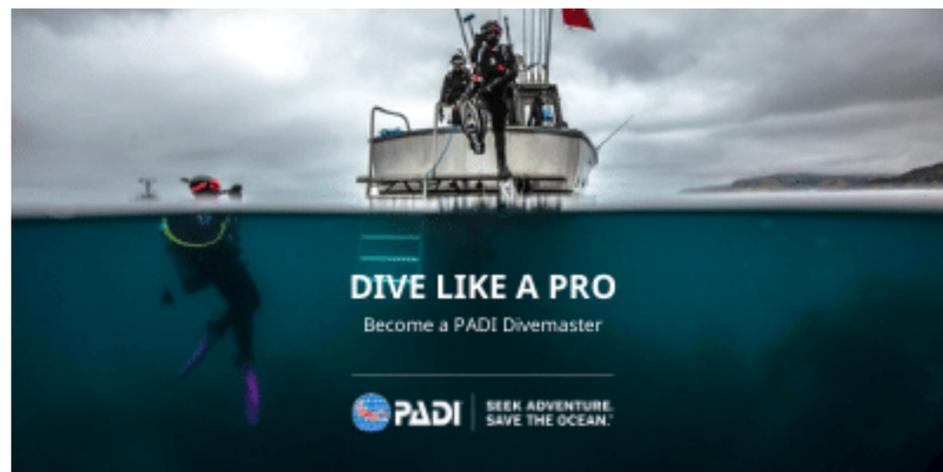
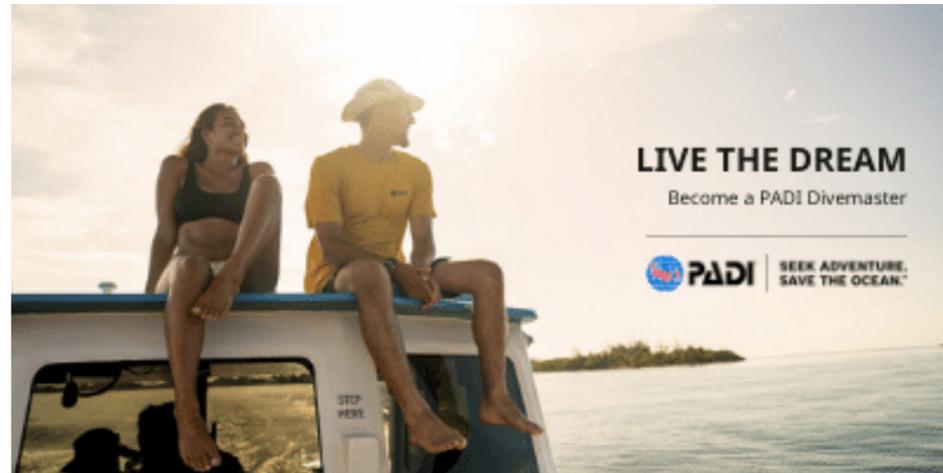
## *Lead Adventure Video*



Access the *Lead Adventure* video, available in 13 languages, on the [Download Assets](#) page.

Download the *Lead Adventure* video and add it to your blog or website, and share on your social media channels to inspire, engage and convert new and existing divers to become PADI Professionals. Remember to personalize posts with your local dive store or resort information and links to drive divers to your business.

# Email Marketing



## Email Templates & Headers

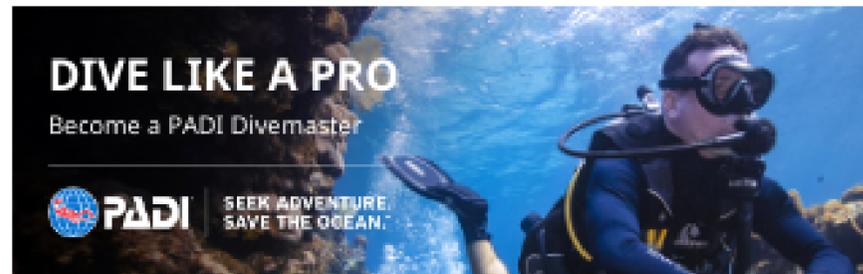
Take advantage of these email headers along with the suggested email copy, which you can find on the Download Assets page, to inspire your next generation of PADI Divemasters.

Follow these steps to create an engaging email for your customers:

- Use email software of your choice and select the copy you want based upon one of the three messages:
  - Dive like a Pro
  - Live the Dream
  - Lead Adventure
- Edit the copy to customize the content to your local area and business.
- Add an email header that corresponds with your message choice.
- Select the target audience from your database and hit send!

**Email copy and email headers can be downloaded from the Asset Download page.**

# Web Banners



## Guide

Customize these web banners and then integrate them into your Dive Store or Resort website. Great places to include these banners are on your home page, on your Rescue Diver page, and on any other pages that you want to inspire your divers to become PADI Divemasters.

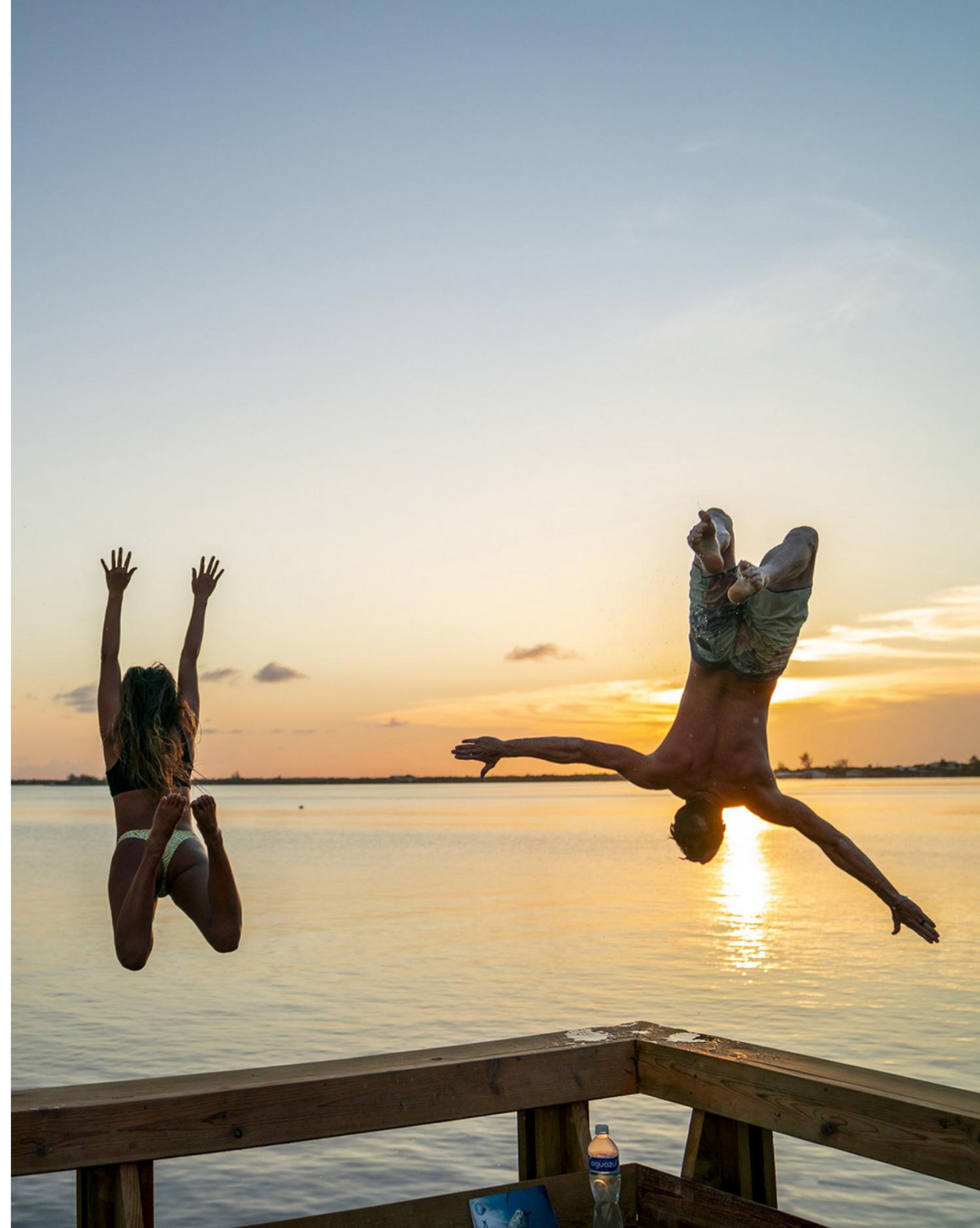
## Link

Be sure to link banners in your website to your Divemaster landing page or your eCommerce shopping cart where applicable.

# Become a PADI Pro Event

Whether live and in-person or online via a webinar, use the *Become a PADI Pro* presentation template and promotional assets to host and promote your own Pro event.

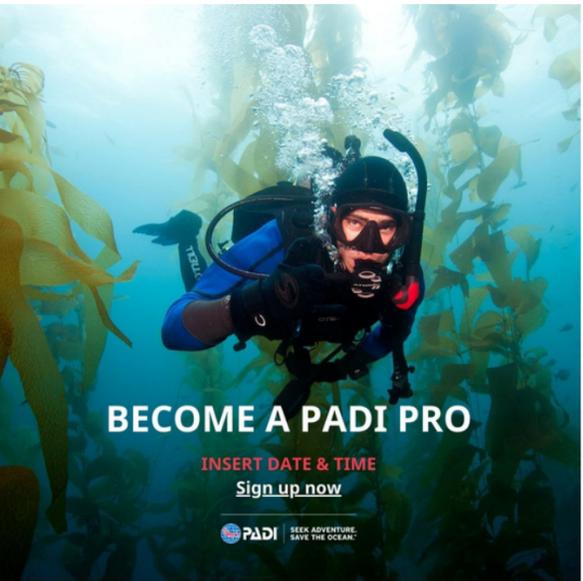
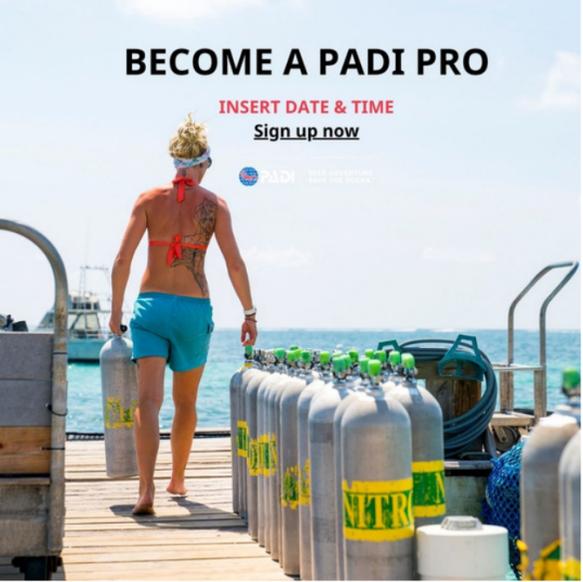
- 1** Download the presentation template and personalize it with your dive center, host and local information and content. The presentation template can be found on the Asset Download page.
- 2** Set up your *Become a PADI Pro* event and promote it to your target audience using our digital promotion templates to drive awareness and attendee registrations.
- 3** Use [this handy guide](#) to host your *Become a PADI Pro* event and get ready to inspire the next generation of Pros.
- 4** After your event, be sure to follow-up with everyone that attended, answering any questions and providing them with all of the information they need to take the next step with you.



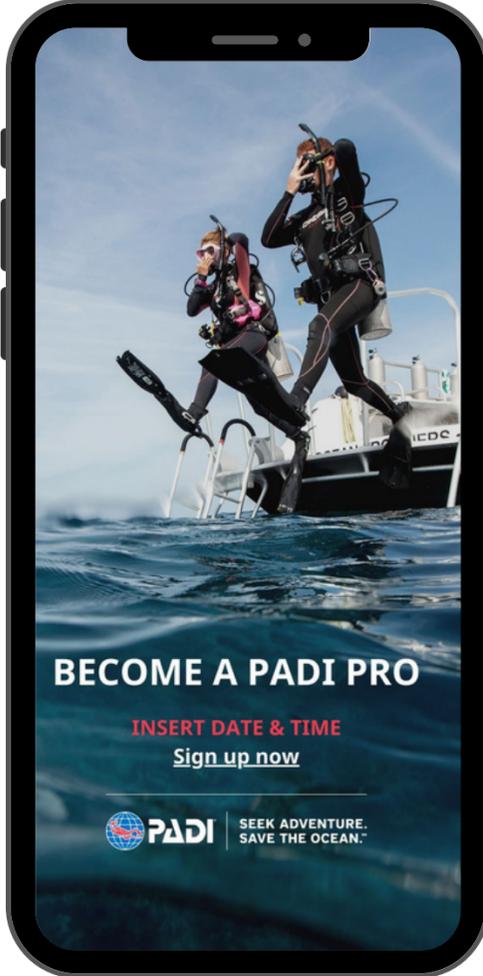
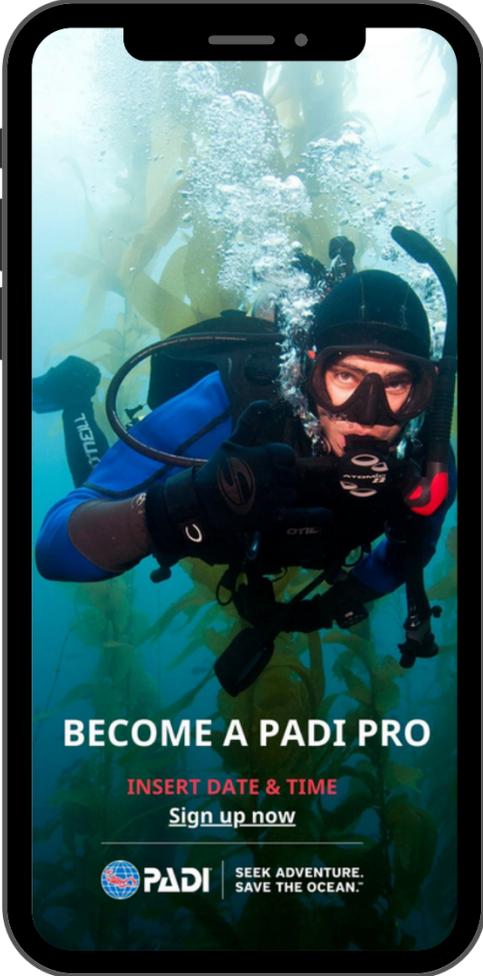
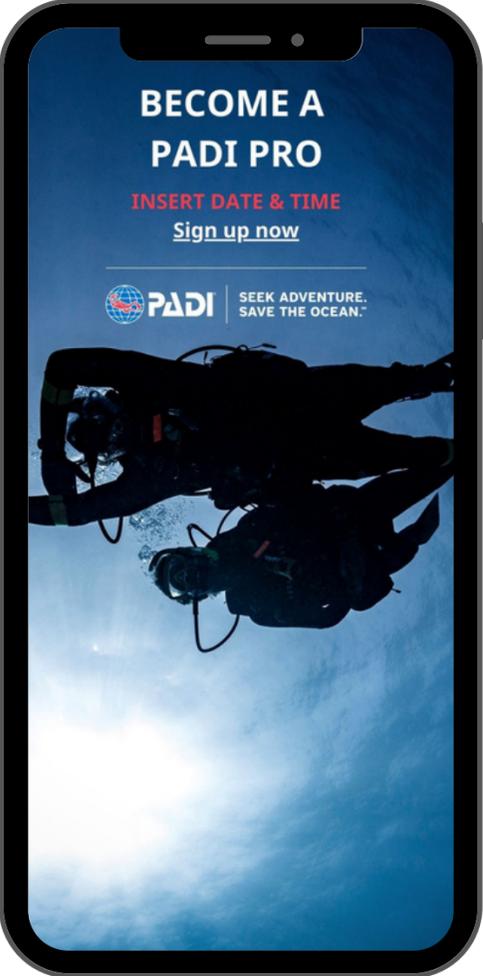
# Become a PADI Pro Event

## Promotional Assets

### Social Posts



### Social Stories



### Social Headers



Use these digital templates to promote your *Become a PADI Pro* event and secure attendees. Refer to [this handy guide](#) to learn more about how to set-up, promote and host your *Become a PADI Pro* event.

# Asset Download

## Image Library

- [High and Low Resolution](#)

## Video Library

- [Lead Adventure Video](#)

## Brand Assets

- [PADI Logos](#)
- [PADI Font](#)

## Social Posts

- [Instagram Post](#)
- [Facebook Cover](#)

## Social Stories

- [Instagram Stories 1](#)
- [Instagram Stories 2](#)
- [Instagram Stories 3](#)

## Become a PADI Pro

- [Presentation Template](#)
- [Social Posts](#)
- [Social Stories](#)
- [Social Headers](#)
- [Email Headers](#)

## Web Banners

- [PADI Pro Divemaster 300 x 250](#)
- [PADI Pro Divemaster 320 x 100](#)
- [PADI Pro Divemaster 728 x 90](#)

## Website

- [Hero Images](#)
- [Webpage Copy](#)

## Email Assets

- [Email Headers](#)
- [Email Copy](#)



## Divemaster Webinars:

English Only

- How to identify and recruit Divemasters - [Listen](#)
- Five reasons you need a Divemaster in your business - [Listen](#)
- How to create Divemaster programs that work for your business- [Listen](#)

## Helpful blogs:

- Guide to Organizing a Successful *Become a PADI Pro* event - [Read more](#)
- PADI Divemaster: Leaders, Supervisors and Marketing Assistants - [Read more](#)
- What to look for in a Divemaster Candidate - [Read more](#)

## PADI Resource Hubs

PADI Americas - [View here](#)

PADI Asia Pacific - [View here](#)

PADI Europe, Middle East and Africa - [View here](#)

# Useful 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](#)
- How to Build a Marketing Strategy for Dive Shops - [Watch here](#)
- Creating and Managing a Dive Store YouTube channel - [Watch here](#)

## PADI Marketing Best Practices and Tips

- 11 Top Marketing Tips for 2021 - [Learn more](#)
- 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!

We would appreciate your feedback on this marketing toolkit by completing a short survey:

**[Complete Survey](#)**

For further business and marketing support please contact your regional team.



**PADI**

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