



**Marketing of the openIMIS e-learning course**

- What should be central marketing messages?
- What marketing material is needed to promote the course?
- Please add your ideas on marketing channels and activities to promote the openIMIS e-learning course through your networks

**Marketing messages**

- self-paced e-learning course on openIMIS
- get to know openIMIS as a tool to manage health financing and other social protection schemes
- bullet points of themes per module
- use of digital health in health insurance management, cash transfer, etc, health financing
- Awarding certificate after the course

**Marketing material**

- intro on openIMIS website
- wiki page on linked learning offers
- regular branded email invitations for the e-learning course
- flyer
- PPT slides (3-5 intro slides)
- teaser video
- Social media banners for Twitter, Facebook,
- Generic poster with QR code and other important details
- Primer / mini document on course overview

**Marketing channels**

- openIMIS newsletter
- openIMIS twitter
- AeHIN newsletter
- openHIE
- IDA
- Networks/affiliate organizations of AeHIN openIMIS country hubs
- GIZ Facebook
- AeHIN website
- openIMIS YouTube channel
- Repost on private LinkedIn
- AeHIN Social media
- Swiss TPH Platform/newsletter
- Find regional/national workshops in Asia or Africa and in case there is a hand on/training session - use it to run the course with some participants - eg. HELINA conference, etc.

**Marketing activities**

- sneak preview during Behla/Gumzo Mwezi
- intro during AeHIN hour 100+
- launch webinar
- Promotion through in-country implementers
- promote during external events (e.g. ...)
- Regular post on social media
- Post-training community event (for feedback gathering/ experience sharing)
- Launch via AeHIN Hour
- Promotion through other digital health networks in other regions (social media)
- external events /activities/
- With participation of some public people
- engaging influencers?
- activities/ events of community members
- activities/ events by Coordination Desk
- Exchange visits
- Can ILO market through their courses offered in Turin?
- Use UHC day in Dec to market this course on a relevant solution