



Cisco Learning Partner Toolkit

CCNA[®] and CCNP[®] Data Center Training



Updated July 2017

Toolkit contents: CCNA and CCNP Data Center Training

- Banner Text
- Facebook Post Text
- Facebook Banner Text
- Tweet Text
- CCNA Data Center Email Text
- CCNP Data Center Email Text



Guidelines and how to's

- ✔ Use the provided text options to create your own co-branded promotional assets.
- ✔ Be sure to include the Cisco logo or Cisco Partner logo and your company logo (See Cisco Logo Guidelines for Third Parties and Cisco Partner Brand Guidelines for more details).
- ✔ Choose to insert your learning partner name in areas indicated or when posting from your accounts choose to use “we, our, us, etc.”
- ✔ Choose to promote your CCNA or CCNP programs, or both.

Banner text



Create your co-branded promotional banners with these suggested text options:

Option 1

- Headline: Authorized Training from [INSERT LP NAME HERE](#)
- Subhead: Your source for Cisco certified Data Center training. [Learn More](#)

Option 2

- Headline: Next-Level Data Center Skills
- Subhead: Get trained with [INSERT LP NAME HERE](#), an authorized Cisco Learning Partner. [Learn More](#)

Option 3

- Headline: Certified Cisco CCNA®/CCNP® Data Center Training
- Subhead: For today's IT professional. Get training from [INSERT LP NAME HERE](#). [Learn More](#)

Option 4

- Headline: Comprehensive, Professional-Level Data Center Training
- Subhead: Learn more about training from [INSERT LP NAME HERE](#). [Learn More](#)

Banner text continued



Create your co-branded promotional banners with these suggested text options:

Option 5

- Headline: CCNA®/CCNP® Data Center Certification
- Subhead: Training from [INSERT LP NAME HERE](#), an authorized Cisco Learning Partner. [Learn More](#)

Option 6

- Headline: Job-Ready, Foundational-Level Data Center Skills
- Subhead: Get trained with [INSERT LP NAME HERE](#), an authorized Cisco Learning Partner. [Learn More](#)

Option 7

- Headline: Stay Ahead of Today's Fast-Evolving Data Centers
- Subhead: Learn more about training from [INSERT LP NAME HERE](#), an authorized Cisco Learning Partner. [Learn More](#)

Option 8

- Headline: Improve Your Data Center Job Opportunities
- Subhead: Professional-level data center training available from [INSERT LP NAME HERE](#). [Learn More](#)

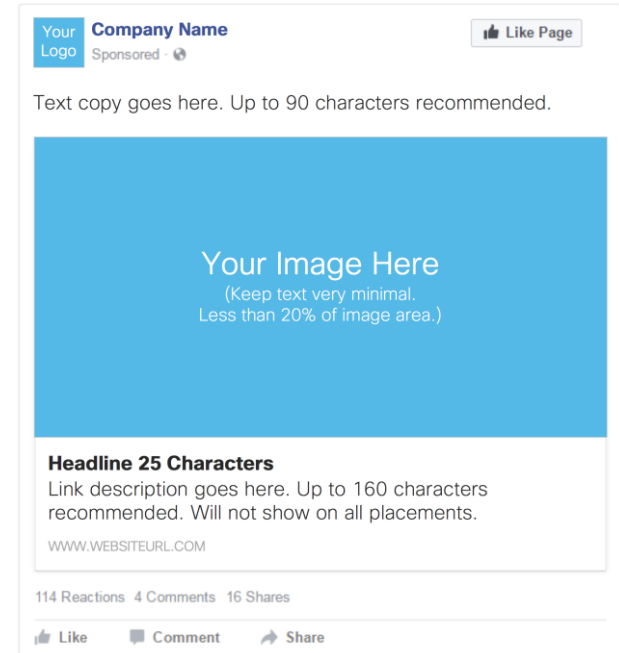
Facebook advertising

➔ Reach more of your target audience with your CCNA and CCNP Cisco training offerings by running Facebook ads using the **Facebook banner text** on the next slide. (see right for character guidelines)

- Login to your company's Facebook page and set up the ad using the Facebook Ads Manager.

➔ Or reach your current page followers by using the **Facebook post text** to post directly on your company page. You can also expand the reach of your page posts by selecting “boost” which runs the post as an ad as well.

➔ See Facebook help for more details.



Facebook post text



Post this suggested content on your company's Facebook page
(Tip: add your own related photo for higher impact):

Option 1

To upgrade data center architectures for today's digitized world, data center professionals need advanced skills, including policy-driven infrastructure, software-defined networking (SDN) and application-centric infrastructure (ACI). [INSERT LP NAME HERE](#) can get you started on the CCNA®/CCNP® Data Center learning program.

Option 2

Data center personnel are expected to cover a much wider area in the age of digital transformation. A combination of infrastructure skills that spans managing servers, storage, networking hardware, software, services, cloud, virtualization and data protection will be vital. [INSERT LP NAME HERE](#) can help you give your career a boost, with the CCNA®/CCNP® Data Center learning program.

Option 3

The growth of digital transformation initiatives is creating strong demand for IT professionals skilled in planning, designing, managing, and troubleshooting sophisticated data centers. Training from [INSERT LP NAME HERE](#) has been updated so you can be ready, too. [Learn More](#)

Option 4

CCNA® and CCNP® Data Center training programs include coverage of critical skills needed by today's IT practitioner. Check out the latest training from [INSERT LP NAME HERE](#).

Facebook banner text



Run co-branded promotional advertisements on Facebook with these suggested text options (Tip: select a related photo with minimal text):

Option 1

- Text: CCNA®/CCNP® Data Center certification training from [INSERT LP NAME HERE](#), an authorized Cisco Learning Partner.
- Headline: Cisco Data Center Training
- Link Description: Your source for certified Cisco Data Center training. Learn More

Option 2

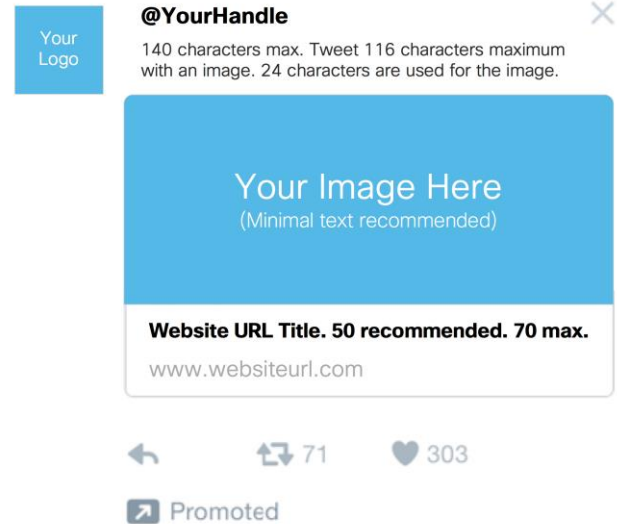
- Text: Choose certified CCNA®/CCNP® Data Center training from [INSERT LP NAME HERE](#), an authorized Cisco Learning Partner.
- Headline: Step into Your Next Job
- Link Description: Get foundational training with your source for specialized Cisco Data Center training.

Option 3

- Text: Stay ahead of the modern Data Center infrastructure, with training from [INSERT LP NAME](#).
- Headline: CCNA®/CCNP® Data Center Certification
- Link Description: Build your design, implementation and management skills.

Twitter advertising

- ➔ Get your message about your CCNA and CCNP Cisco training offerings out to more by running Twitter ads using the [Tweet text](#) on the next slide. (see right for character guidelines)
 - Login to your company's Twitter account and set up the ad using the Twitter Ads Manager.
- ➔ Or use the [Tweet text](#) to tweet to your current Twitter followers. You can also increase the visibility of your profile tweets by going to Twitter Ads Manager and promoting the Tweet.
- ➔ See Twitter help for more details.



Tweet text



Spread the word with a Tweet
(Tip: add 1-3 additional related hashtags for better visibility):

Option 1

CCNA® and CCNP® Data Center training programs include coverage of critical skills needed by today's IT practitioner. Check out the latest training from [INSERT LP NAME HERE](#).

Option 2

CCNA®/CCNP® Data Center training has been updated to meet the latest shifts in technologies. [#INSERT LP HASHTAG HERE](#)

Option 3

Stay ahead of fast-paced changes in data center trends. Check out updated CCNA®/CCNP® Data Center certification training from [INSERT LP NAME HERE](#).

Option 4

We've entered the era of the truly digital-ready network. [#CCNA](#) has been updated so you can be ready, too.

Option 5

It's the era of the truly digital-ready network. Keep pace with newly updated CCNP® Data Center training from [INSERT LP NAME HERE](#).

CCNA Data Center email text (business to consumer)



Option 1

Subject: Newly Revised CCNA Data Center Training from [INSERT LP NAME HERE](#)

Dear *[First Name]*,

The CCNA® Data Center certification and training program provides job-ready foundational-level certification and skills in installing, configuring, and maintaining data centers. [INSERT LP NAME HERE](#) offers comprehensive CCNA training to meet the needs of today's aspiring data center professional. Whether you're looking for Instructor-led training or training in a digital learning format, [INSERT LP NAME HERE](#) provides the instruction you'll need to be successful in achieving your CCNA Data Center certification. Plus, Cisco Learning Partners are the only source for authorized Cisco training. Get the in-demand skills you need to stay ahead of today's rapidly evolving data center—with instruction from the best in the business. [Learn More](#)

Option 2

Subject: Newly Revised CCNA Data Center Training from [INSERT LP NAME HERE](#)

Dear *[First Name]*,

The growth of digital transformation initiatives is creating strong demand for IT professionals who are skilled in planning, designing, managing, and troubleshooting sophisticated data centers. [INSERT LP NAME HERE](#) offers comprehensive CCNA® Data Center training to meet the needs of today's aspiring data center professional. Whether you're looking for instructor-led training or training in a digital learning format, [INSERT LP NAME HERE](#) provides the guidance you'll need to be successful in achieving your CCNA Data Center certification. Plus, Cisco Learning Partners are the only source for certified Cisco training. The demand is great. The opportunities are endless. [Get started now](#)

CCNP Data Center email text (business to consumer)



Option 1

Subject: Authorized CCNP Data Center Training from [INSERT LP NAME HERE](#) Is Here

Dear *[First Name]*,

The CCNP® Data Center certification and training program offers professional-level skills focused on the wide range of data center solutions and technologies needed to design, implement, and manage a complex, modern data center infrastructure. This is your chance to stay ahead of what you need to know, and prove that you have the data center competencies required by today's—and tomorrow's—organizations.

Whether you're looking for Instructor-led training or training in a digital learning format, [INSERT LP NAME HERE](#) provides the instruction and guidance you need to be successful in achieving your CCNP Data Center certification. Plus, authorized Cisco Learning Partners are the only source for certified Cisco Data Center training. Don't be left behind by today's rapidly changing data center job market—get the right skills from the best instructors. [Learn More](#)

Option 2

Subject: Newly Revised CCNA Data Center Training from [INSERT LP NAME HERE](#)

Dear *[First Name]*,

The growth of digital transformation initiatives is creating strong demand for IT professionals who are skilled in planning, designing, managing, and troubleshooting sophisticated data centers. [INSERT LP NAME HERE](#) offers comprehensive CCNA® Data Center training to meet the needs of today's aspiring data center professional. Whether you're looking for instructor-led training or training in a digital learning format, [INSERT LP NAME HERE](#) provides the guidance you'll need to be successful in achieving your CCNA Data Center certification. Plus, Cisco Learning Partners are the only source for certified Cisco training. The demand is great. The opportunities are endless. Get started now

