



Program Marketing

How You Will Reach Prospective Applicants



We are the largest community for future dietitians!

29.2k

Instagram followers

14.5k

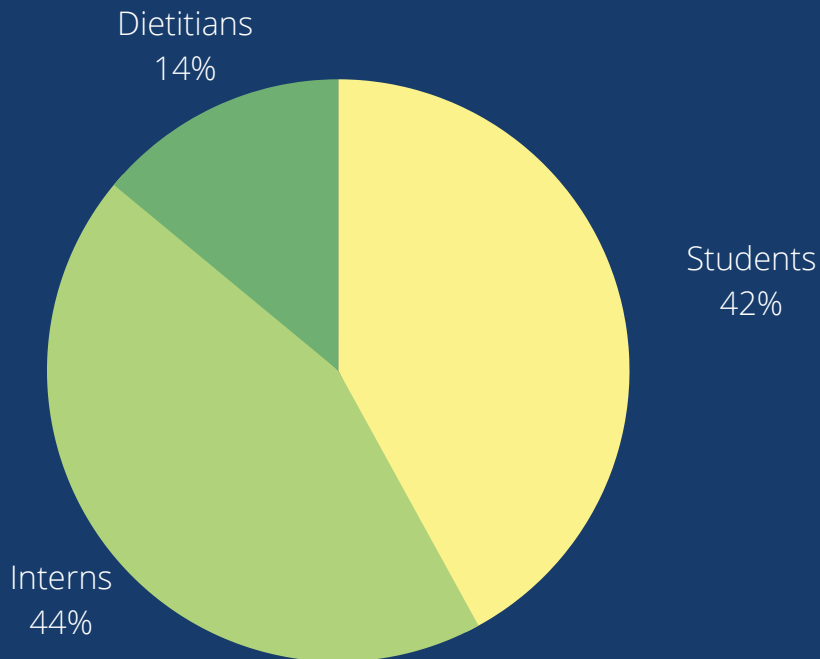
Newsletter Subscribers

22.7k

LinkedIn Connections

6k

Facebook Page Fans



Some of our previous partners...

Sodexo
Dominican University
Utah State University
Long Island University Post
Harding University
Lenoir Rhyne University

Lagniappe Wellness DI
Meredith College
Cox College
University of Wisconsin
Penn State World Campus
Central Washington University

Marshall University
Be Well Solutions
Thomas Jefferson University
University of New England
Hebrew Rehabilitation Center
Komplete Business DI



All Access Dietetics was founded in 2008 by Jenny Westerkamp, RD, CSSD. Since then, the company helped thousands of future dietitians get matched to a dietetic internship, pass the RD exam, and launch their career. Along the way, they've built a reputation as the go-to community and resource for aspiring dietitians.

EMAIL MARKETING

Dedicated Email - (*Most popular!*)

A one-time dedicated email to one or all segments of email list (students, interns, dietitians). Sent with logo, links, photos, and program messaging. **\$3000**

Weekly Newsletter Feature - Ad block feature in weekly newsletter sent to one or all segments of email list (students, interns, dietitians). Includes logo, links, photos, and 3-5 sentences program copy. **\$1750**

SOCIAL MEDIA MARKETING

Instagram, Facebook, & LinkedIn Post - Static carousel post with up to 10 slides. Included with logo, photos, 3-5 sentences copy, and links. Posted on Instagram, Facebook page, and Founder's LinkedIn feed. **\$1500**

Instagram Reel - Reel video produced either by AAD or by program. Posted in feed and stories. Can display "day in the life" or informational video about program. Caption includes 3-5 sentences copy and links. Video can be used by program on website. **\$2000**

[CLICK TO VIEW A SAMPLE REEL](#)

Instagram Story Cards - Up to 5 story cards about program, directing people to either the feed post and/or reel. Program account tagged and links included. **\$500**

DEAR FUTURE DIETITIAN PODCAST

- Weekly Newsletter Email Feature with logo, product/brand photos, 1 sentence brand copy, social/website links
- LinkedIn post about episode and sponsor on the founder's profile with tags, 1 sentence brand copy in caption, logo on image
- Instagram and Facebook Post about episode and sponsor on our feed with tags, 1 sentence brand copy in caption, logo on image
- Instagram Story Cards with mentioning and program tagged
- Podcast Commercial (1 minute mid-roll)
- Show Notes mention with 3-5 sentence copy and link
- Episode feature: If 3+ episodes sponsored, 1 episode can be a podcast episode featuring program faculty or student

\$3000 per episode

RD2BE SUMMIT VIRTUAL CONFERENCE (AUGUST 2022)

The 2nd annual virtual RD2Be Summit is August 1 and 2 2022. Last year's summit attracted 1886 registrants from every state.

- Instagram Post with logo and tagged in "Meet the Sponsors" post
- Instagram Story Cards mentioning you as sponsor, account tagged
- Facebook Post with logo and account tagged
- LinkedIn Post with sponsors' logos and account tagged
- Email Feature mentioned along with other sponsors with 2-3 sentences of promotional copy with link and logo in email
- Registration Page Logo and content in "Meet the Sponsors" section
- Attendee Summit Toolkit spot to share downloads, links, assets.
- Introduction Commercial Before Session (2 min) with video to play for commercial; At end of session sponsor mentioned again.

\$3000 with commercial; \$2000 without commercial

Discounted Packages

Package

Platinum

Gold

Silver

\$10000

Save \$3000

\$6000

Save \$2000

\$3000

Save \$1000

Dedicated Email



Instagram Reel



Podcast Episode



RD2BE Summit
with commercial



Static Social
Posts



IG Story Cards



Newsletter Ad



All Access Dietetics

Previous Marketing Wins

A program participating in 2nd round...

Cox College had significant issues with getting applications in general and knew they would go through the second round. We sent a dedicated email blast to 3,800+ dietetics students across the country. (Note list size has increased since). As a result, at least 10 interviews scheduled within 48 hours of the first email. Feedback from Cox College team: "What you are doing is clearly spot on!!"

A program trying to fill distance spots...

"We have been very impressed with your marketing outreach for our program and I really appreciate [the] follow-up statistics! **We had the largest audience yet for our open house last Wednesday, no doubt assisted by your recent outreach. I also had an applicant reach out to me today who said she was referred to us by you.** Thanks again for your excellent support of our program!"

-Julie Covington, Lenoir Rhyne University Dietetic Internship

A newly accredited program...

"When our Dietetic Internship gained accreditation this past summer we contacted Susan Stalte at AAD for help with marketing and promotion. Susan and Jenny were a pleasure to work with. They worked quickly to ensure our email blast and social media posting met our needs. They scheduled the announcement based on what worked the best for our group. From this promotion on AAD we have been able to speak with a number of wonderful candidates for our dietetic internship. The KBDI will absolutely work with AAD again on marketing and promotion for our dietetic internship!"

- Beryl Krinsky, Founder of B.Komplete and the Komplete Business Dietetic Internship

Are you ready to recruit your next cohort?
[Schedule a call here!](#)

