

June/July Promo for Prometric Seats

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Every promo post will link to this landing page

<http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida>

Instagram

Organic - HRSA

Text: Excellent news for health care professionals. The Michigan English Test is now recognized by the Human Resources and Services Administration for foreign-trained nurses and healthcare professionals. Advance your career with the MET. Book your exam today.

Graphic: Checklist - What do I need in an English proficiency exam? Test security, accessibility, affordability, and federal recognition.

What do I need in an English proficiency test?

- ✓ Test security
- ✓ Accessibility
- ✓ Affordability
- ✓ Federal recognition

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Organic

Text: Take advantage of the summer! Certify your English proficiency with MET Digital. Take it from home or at an Authorized Test Center. Special dates in the U.S.: July 9 in Miami, FL, and July 23 in Detroit, MI. Reserve your spot and achieve your dreams.

Graphic: Where will the MET take you this summer? Miami, FL, or Detroit, MI?

MET **DIGITAL** #ProveYourEnglish

Where will the MET take you this summer?
Miami, FL, or Detroit, MI?



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Paid

Audience: HEI candidates

Text: Certify your English proficiency with MET Digital and earn \$36 back. Exclusive offer for test takers on July 9 in Miami, FL. Register today!

Graphic: Exclusive offer alert! See the description for details.

Budget: \$200

Timeline: 6/23 - 7/7



The graphic is a promotional banner for the MET Digital test. It features a white background with a teal border on the right and bottom. At the top left, the word "MET" is in large blue letters, followed by "DIGITAL" in a smaller blue box. Below this, the text "Exclusive offer alert!" is written in blue. On the right side, a vertical line of gold coins is falling into a pink piggy bank. In the bottom left corner, there is a blue and yellow geometric design with the text "MICHIGANASSESSMENT.ORG" in white. In the bottom right corner, there is a logo for the University of Michigan Language Assessment, featuring a yellow "M" and the text "UNIVERSITY OF MICHIGAN" and "MICHIGAN LANGUAGE ASSESSMENT".

MET DIGITAL

Exclusive offer alert!

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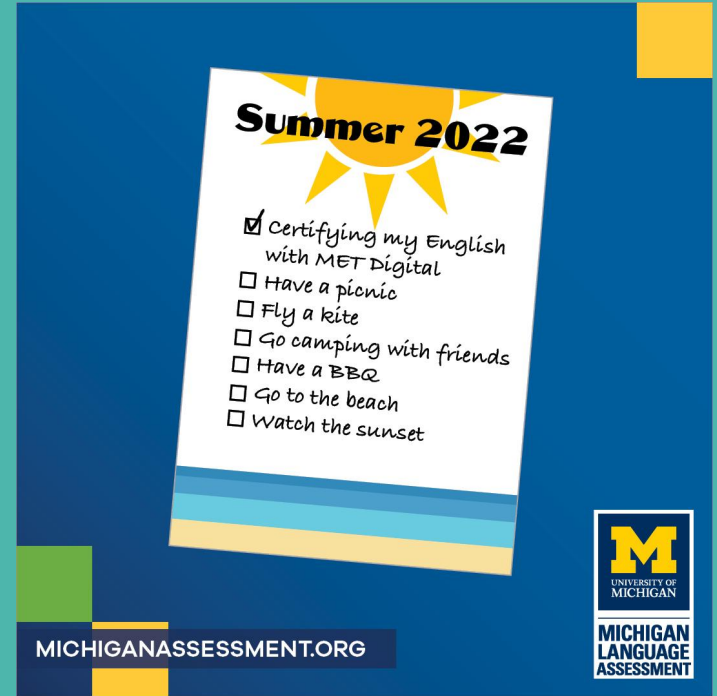
Audience: Healthcare professionals

Text: Add certifying your English to your summer plans! For a limited time, Miami test takers can take MET Digital in-center and earn 20% of their exam fee back in their pockets. Click to claim your seat and learn more!

Graphic: Fun summer checklist with “certifying my English with MET Digital” ticked off at the top.

Budget: \$200

Timeline: 6/23 - 7/7



Facebook

Organic - HRSA

Text: The Michigan English Test (MET) is now recognized by the Health Resources and Services Administration, the federal agency of the U.S. Department of Health & Human Services, to certify English proficiency for foreign-trained nurses and health care workers. Visit our website to learn more.

Graphic: The MET received federal recognition for the English certification of foreign-trained nurses and healthcare professionals. Book your exam today!



MET **DIGITAL**

The MET received federal recognition for the English certification of foreign-trained nurses and healthcare professionals. Book your exam today!

#ProveYourEnglish

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Text: Add certifying your English to your summer plans. Participate in our special administration of MET Digital in Miami, FL, on July 9. Claim your seat today! Spots are going fast.

Graphic: 20% back?! Get yours when you take MET Digital at our Miami Test Center on July 9. Click to learn more.

A promotional graphic for MET Digital. It features a woman with long brown hair, wearing a black top, sitting at a desk and smiling while looking at a silver laptop. The background is white. In the top right corner, there is a yellow square. The text "MET" is in large blue letters, and "DIGITAL" is in a blue rounded rectangle. Below this, the text "20% back?! Get yours when you take MET Digital at our Miami Test Center on July 9. Click to learn more." is displayed. A blue button with the text "#ProveYourEnglish" is also present. At the bottom, there is a blue bar with the text "MICHIGANASSESSMENT.ORG" and a logo for the University of Michigan Language Assessment.

MET DIGITAL

20% back?! Get yours when you take MET Digital at our Miami Test Center on July 9. Click to learn more.

#ProveYourEnglish

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Audience: HEI candidates

Text: You only need one reason to choose the Michigan English Test. And we just added one more for our July 9 administration in Miami, FL.

Budget: \$200

Timeline: 6/23 - 6/29



MET **DIGITAL**

Why is MET Digital the right test for you?

- Flexible scheduling
- At-home and in-center availability
- Fast results
- Second chance, less stress
- Globally recognized

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Audience: Healthcare professionals in Florida and nearby states

Text: A special opportunity to take the Michigan English Test! Take MET on July 9 in Miami, FL, and get \$36 back in your pocket. Reserve your seat.

Graphic: Get more with MET Digital. More \$\$, more experience, and more opportunity.

Budget: \$200

Timeline: NOW - 7/7



The advertisement is set against a white background with a teal border. On the right, a woman with dark hair, wearing blue medical scrubs, stands with her arms crossed and a smile. In the top left, the text 'MET' is in large blue letters, with 'DIGITAL' in a blue rounded rectangle to its right. Below this, the text 'Do you need to certify your English proficiency to apply for licensure?' is in black. Underneath that is the hashtag '#ProveYourEnglish' in blue. In the top right corner is the Michigan University of Michigan logo, which includes a yellow 'M' on a blue square and the text 'MICHIGAN LANGUAGE ASSESSMENT' below it. At the bottom, there is a blue bar with the website 'MICHIGANASSESSMENT.ORG' in white. To the left of the woman, there are several colored squares (yellow, green, blue) arranged in a step-like pattern.

MET DIGITAL

Do you need to certify your English proficiency to apply for licensure?

#ProveYourEnglish

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LinkedIn

Organic - HRSA

Text: News worth celebrating! The Health Resources and Services Administration (HRSA), the federal agency of the U.S. Department of Health & Human Services, recognizes MET to certify English proficiency for foreign-trained nurses and health care workers. How will MET help you accomplish your dreams?

Graphic: MET receives federal recognition by the U.S. Department of Health & Human Services.



Organic

Text: Earn cash back by certifying your English! Take the Michigan English Test at our Miami Test Center on July 9 and earn 20% of your exam back in your pocket. Learn more about this special opportunity and register.

Graphic: Limited time offer for international students and scholars looking to certify their English in-center with MET Digital.

A promotional graphic for the Michigan English Test (MET) Digital. The graphic is divided into two main sections. The left section has a white background at the top with the MET logo (a 3x3 grid of colored squares) and the text 'MET THE MICHIGAN ENGLISH TEST'. Below this is a blue section with white text that reads 'Limited time offer for international students & scholars looking to certify their English in-center with MET Digital.' At the bottom of the blue section is a dark blue bar with the website 'MICHIGANASSESSMENT.ORG' in yellow. The right section of the graphic is a photograph of a diverse group of seven young adults smiling and posing outdoors. In the bottom right corner of the photograph, there is a small logo for the 'MICHIGAN LANGUAGE ASSESSMENT' featuring a yellow 'M' on a blue background.

Paid

Audience: Healthcare Professionals

Text: Will you be in Miami for July 9? Certify your English while you're there! Reserve your seat today for the opportunity to earn back 20% of the exam fee when you take MET Digital on that date at our center. Claim your seat before time runs out!

Graphic: Summer is for traveling. Add MET Digital to your agenda for an opportunity to earn 20% of your exam fee BACK.

Budget: \$200

Timeline: NOW - 7/7

The advertisement is set against a background image of a family (a man, a woman, and a child) smiling and driving in a car. The text is overlaid on the left side of the image. The 'MET' logo is in large blue letters, with 'DIGITAL' in a smaller blue box to its right. Below this, the promotional text is in black. The hashtag is in blue. The website URL is in a blue box. The Michigan Language Assessment logo is in the bottom right corner.

MET DIGITAL

Summer is for traveling. Add MET Digital to your agenda for an opportunity to earn 20% of your exam fee BACK.

#ProveYourEnglish

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