

Reach the next generation of registered dietitians

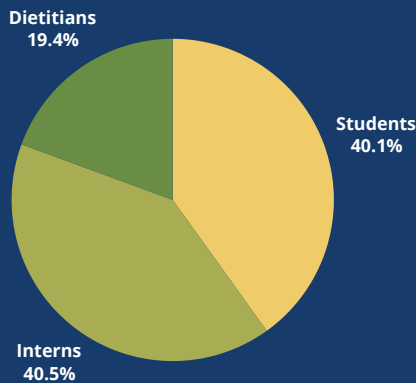
36k

Instagram Followers

23k

Email List

9.3K PRE-RD PROGRAM STUDENTS  
9.4K INTERNS/GRAD PROGRAM STUDENTS  
4.5K DIETITIANS



## NEWSLETTER AD - \$1500

Dedicated block in our weekly/monthly newsletter to one or all segments of email list (students, interns, dietitians). Includes 5 Instagram story cards. Content includes logo, links, photos, and brand messaging.

## INSTAGRAM POST - \$2500

Carousel post (up to 10 images) posted to our Instagram with program tagged and 3-5 sentences of copy in the caption about the program. Call to action to complete interest form for contacts.

## INSTAGRAM REEL - \$3500

Reel video produced by AAD. Posted in feed and stories. Caption includes 3-5 sentences copy and links. Video can be used by program for marketing purposes as well.

### Most Popular

## DEDICATED EMAIL \$3500

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

BUNDLE OPTIONS (can be used within 1 year):

- Newsletter Ad, Instagram Post: \$3000
- Newsletter Ad, Instagram Reel: \$4000
- Newsletter Ad, Dedicated Email: \$4000
- Instagram Post, Instagram Reel: \$5000
- Instagram Post, Dedicated Email: \$5000
- Instagram Reel, Dedicated Email: \$6000
- 2 Dedicated Emails, OR 2 Instagram Reels: \$6000

### Past & continued partners...

Sodexo  
Dominican University  
Utah State University  
Long Island University Post  
Harding University  
University of Maine  
Aramark  
Meredith College  
Cox College  
University of Wisconsin-Madison  
Penn State World Campus  
Central Washington University  
Marshall University  
Be Well Solutions  
Thomas Jefferson University  
University of New England  
Hebrew Rehabilitation Center  
Fairfield University  
Andrews University  
UC Berkeley



ALL ACCESS DIETETICS was founded in 2008 by Jenny Westerkamp, RD, CSSD. Since then, the company helped thousands of future dietitians get accepted into dietetics programs, pass the RD exam, and launch their careers. Along the way, we've built a reputation as the go-to community and resource for aspiring dietitians.

CONTACT: Emily Merklen, MS, RD - [emily@allaccessdietetics.com](mailto:emily@allaccessdietetics.com)

## SAMPLE CAMPAIGNS & INSIGHTS

### NEWSLETTER AD

AVERAGE TOTAL CLICKS: 75  
LINKS CAN INCLUDE PROGRAM WEBSITE, OPEN HOUSE RSVP, INTEREST FORM ETC.

### Program Highlight

## Berkeley

### Master of Nutritional Sciences and Dietetics

Brand new clinically-focused graduate program (dietetics coursework and rotation hours) at UC Berkeley in the beautiful San Francisco Bay Area!

- ★ Fulfills the 2024 graduate degree requirement
- ★ Program length is less than two years (21 months)
- ★ Acceptance before Spring DICAS deadline
- ★ All preceptors and rotation sites are already identified
- ★ Cutting-edge research, innovative campus initiatives, exceptional teaching, and small-class sizes

Applications are now open through December 15

Click below to RSVP for an in-person or virtual open house to learn more!

### PROGRAM HIGHLIGHT

**MURRAY STATE UNIVERSITY** Department of Nutrition and Dietetics

CLINICALLY-FOCUSED PROGRAM WITH 3 TRACK OPTIONS TO FIT YOUR UNIQUE RD2BE JOURNEY!

- Rotation Sites Across 3 States (KY, TN, IN)
- Rotations and Preceptors Set For You
- Scholarship and Financial Aid Opportunities
- Exposure to a variety of patients and disease states during clinical rotations: CVD, oncology, diabetes, outpatient, renal and more.
- Work closely with the Program Director Nichole to get placed in your top choice rotation sites, and set up a specialty experience if desired.

APPLY TODAY before the FEBRUARY 15 DICAS deadline!

LEARN MORE

CHOOSE FROM:
 

- Online MS in Nutrition + Dietetic Internship program (MS-DI)
- Dietetic Internship (DI) (standalone)
- Online MS in Nutrition (standalone) @ Murray State University!

CLICK HERE TO LEARN MORE ABOUT THESE 3 TRACK OPTIONS

Want to get connected with faculty and get noticed as an applicant before the deadline?

CLICK HERE TO FILL OUT AN INTEREST FORM or email DI Program Director Nichole Hynes directly at [nhynes@murraystate.edu](mailto:nhynes@murraystate.edu)

PICTURE YOURSELF AS AN INTERN!

### PROGRAM HIGHLIGHT

**Utah State UNIVERSITY**

Master of Dietetics Administration  
Graduate Degree + Rotations | \$18,500 tuition | 50 Slots

- Complete in one year
- 100% online graduate degree
- ★ Complete rotations in a location of your choice!

LEADERSHIP + MANAGEMENT

Apply through DICAS + USU School of Graduate Studies

### RSVP FOR AN OPEN HOUSE

Program Director Lacie Peterson is eager and ready to help you find preceptors, with over 25 years of data and contacts in her preceptor database!

Get in touch here!

### INSTAGRAM POST

AVERAGE ACCOUNTS REACHED: 6.5K  
AVERAGE SAVES: 60  
AVERAGE SHARES: 28

Dear future dietitian, Did you know that only 4% of registered dietitians have a doctoral degree? 🙋

### PROGRAM HIGHLIGHTS

Fulfills the 2024 Graduate Degree Requirements

Take Classes **In-Person** or **Online** (or both!)

- Complete in **3 Years** (4 Year Part-Time Track Available)
- Individualized Learning Environment
- State-of-the-Art Simulation Center

Be Well Solutions x Fairfield University

### Program Highlight

BE WELL SOLUTIONS dietetic internship

NO APPLICATION FEE OR INTERVIEW PROCESSING!

CORPORATE WELLNESS & DISEASE PREVENTION

Get Exposure to Nutrition in Workplace Wellness From a Physician-Owned Comprehensive Wellness Company

@ALLACCESSDIETETICS

### PROGRAM DETAILS

Distance DI program COMPLETE FROM A LOCATION OF YOUR CHOICE

Finish in **8 or 12 months\***

Accepts **60 Interns**

Simplified application and no fee!

**2 Program Start Dates Per Year**

\*To ensure part time track available both the 8-month and 12-month options are available for those who are currently completing a graduate degree, in the process of completing one, or are applying to a program which does not partner with Be Well Solutions.

@ALLACCESSDIETETICS

### Program Highlight

THE UNIVERSITY OF MAINE Dietetic Internship Program

CHOOSE BETWEEN A FOOD SCIENCE OR HUMAN NUTRITION CONCENTRATION (OR A MIX OF BOTH)

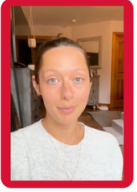
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### STUDENT LIFE

- Graduate Assistantships Available: Receive stipends and tuition support for the duration of your assistantship.
- Opportunities to Present Research: Opportunities to travel to conferences in and outside of the United States to present research!
- Work Part-Time: Work up to 20 hours/week during the graduate course portion of the program and build your class schedule around your work schedule.

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### Hear from Julia



Julia D'Amelio, MSN  
Current 3rd Year Student

Be Well Solutions x Fairfield University

### PICTURE YOURSELF ON CAMPUS!



Be Well Solutions x Fairfield University

### A Message from the Program Director



Katie Sigart, Program Director

@ALLACCESSDIETETICS

### MS PROGRAM PARTNERS\*

Private Care and Health Services, Nutritional Sciences, WCU West Chester University, Benedictine University, Simmons University, ASU Health Solutions, Cedar Crest College, ALABAMA State University

\*MSW DI offers an MSCE pathway which varies in length (21-28 months) depending on the partner chosen. Applicants can choose the CEU pathway for those with an MSW degree or are pursuing another college/university. CEU program intake is limited to 12 monthly.

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### VIRTUAL OPEN HOUSE DATES

TUESDAY NOVEMBER 7  
TUESDAY JANUARY 23

COMMENT ❤️ FOR THE VIRTUAL OPEN HOUSE RSVP LINKS

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### Where are they now?

A world of possibilities!

Alumni from the University of Maine Graduate Dietetic Internship Program go on to have careers in a variety of unique settings and roles:

- WAC Dietitian
- Clinical Pediatric Dietitian
- Clinical Inpatient Dietitian
- Sports Performance / Performance Nutrition Dietitian
- Clinical Dietitian
- Clinical Research Coordinator
- Public Health Representative
- School Nutrition Director
- Culinary Director
- Travel Dietitian
- Corporate Wellness Dietitian
- Food Scientist / Industry Dietitian

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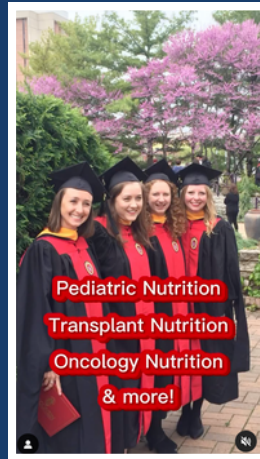
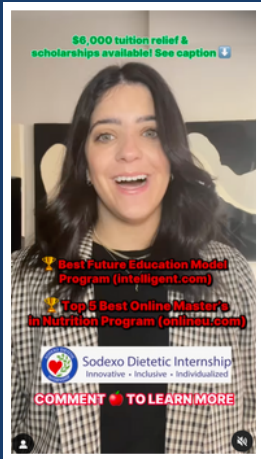
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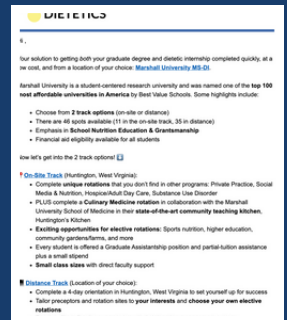
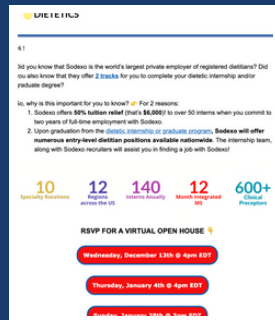
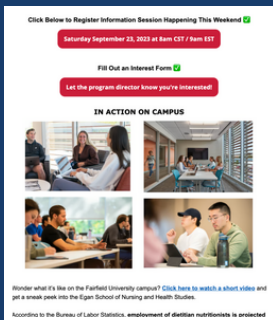
### INSTAGRAM REEL

AVERAGE VIEWS: 10.2K  
 AVERAGE ACCOUNTS REACHED: 6.9K  
 AVERAGE SAVES: 70  
 AVERAGE SHARES: 25



### DEDICATED EMAIL

AVERAGE OPEN RATE: 65.13% (total), 39.34% (unique)  
 AVERAGE CLICK RATE: 1.67% (total), 1.16% (unique)



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## DIRECT RESULTS & PROGRAM WINS

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***“I was directly connected with 2 interested students as a result of this campaign who will likely enroll within the next year when it aligns with their program timing.”***

*-Rosalind Franklin University*

***“We did see an increase in our last two open houses, and I think it is safe to say that the All Access social media marketing definitely played a role.”***

*-Be Well Solutions Dietetic Internship*

***“Working with All Access Dietetics on an email and social media campaign was very beneficial for our program. Their team has a unique understanding of our target market and was able to help us most efficiently utilize our small marketing budget through targeted outreach. Because of their understanding of the complex pathways to the RDN credential, we were able to create a successful marketing plan in a short timeframe and were able to reach and connect with many potential students outside of our normal channels. Our Department looks forward to working with them again!”***

*-University of Wisconsin-Madison*



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