

Want to attend but you do not know how to convince your boss.

Copy this text below and email it to your boss:

Dear Sir/Madam,

There's a really interesting **Globally Recognised Digital Marketing Course** coming up really soon (<https://digitalmarketingskill.com/digital-marketing-training-course/>).

I really think it makes sense for me to attend.

Here's why: First off, **the course is designed to make us grow our awareness, sales, save us time and money** through effective execution of Digital Marketing Strategies and Tactics that work.

Secondly, it is **very easy to lose a lot of money** as well as **waste a lot of time doing the wrong thing as we are integrating digital marketing into our marketing activities** (Plus we can lose a lot of potential customers to our competitors while wasting time and money)....

Thirdly, **even if we are going to outsource our digital marketing activities**, it is important we understand how digital marketing works.

If we do not understand digital marketing, we will waste a lot of money and time - we will be vulnerable to being billed far more than we need to pay agencies or paying for digital marketing activities that wouldn't add to our bottom-line.

The facilitator is a **hands-on practitioner**, an **active digital marketing expert** in the digital marketing industry which means I will learn **up-to-date with a certain level of authority from an expert that knows what he is talking about**.

They also have **proof on their website** (<https://digitalmarketingskill.com/digital-marketing-training-course/>) that they practice what they preach and get results. Their past students success stories are extremely amazing.

Also, the facilitator has **experience** in dealing with Digital Marketing challenges for various clients in **over 2 continents and 5 countries (Nigeria, Ghana, United Kingdom, United States, Kenya and so on)**.

I can learn **how the best in the industry are boosting online sales and profits** using digital marketing.

I believe the course will **save us** a tremendous amount of trial and error, time and money.

The content there seems to be **100% practical** - something I can put to use right away.

I will learn how to:

1. Leverage new media channels such as Facebook, Google, Twitter and YouTube to acquire new customers and clients...
2. Architect "conversion funnels" that seamlessly and subtly convert strangers into leads, leads into customers and customers into returning and referral customers...
3. Establish a "value first" content marketing strategy that enhances brand authority and generates organic traffic...
4. Build and monetize large email subscriber lists...without resorting to spammy tactics...
5. Engage with customers via social channels such Facebook and Twitter to grow a brand's reach and credibility...
6. Optimize search networks like Google, Bing and other, so the brand can both be found and accurately represented...



7. Track and measure the key metrics that matter, so decisions can be based on data, not hunches...
8. Run split-tests that improve conversion rates and reduce acquisition costs over time...

I will possess all of these skills, and so much more...

Starting with the basics of what makes an effective website convert site visitors to customers and rank high on search engine, I will gain a good knowledge in Search Engine Optimisation, a key to our online success.

I will learn methods of attracting customers using Social media and content marketing, search engine optimization, email marketing and Pay per Click advertising (Search, Display, Mobile and Social Media Advertising).

I will learn how to create landing pages that increase our customer conversion rates, writing winning online ads with higher click through rates and costing less than your competitors are paying.

The only problem is we need to act fast - they only take 10 people and their class is almost FULL

However, if we hesitate to join the class then we might miss out of this great opportunity.

I am not sure when they will do another Digital Marketing Course.

They get 85% of their new registrants from referrals from people that have attended their course in the past.

They have trained some interesting companies and have interesting attendees in key positions from companies like **UAC Plc, Heir Holdings, Spectranet, Prima Garnet Africa, Jide Taiwo and Co., PropertyMart, Livewell Initiative, Multishield and many more.**

This would give me a good chance to do some networking and ask questions. So to sum it up - **I will learn processes and tactics we can apply right away and increase sales.** That's the value proposition here.

Our customer acquisition cost would get lower and revenue would increase, then we can spend more money on growing the company.

But you don't have to take my word for it...You can read about the training here - <https://digitalmarketingskill.com/digital-marketing-training-course/>

Thank you.