

Hi \_\_\_\_\_,

I am writing to request training on Growth marketing. The course is an intensive self-study program, all online. I already found a credible training company with a course on the subject. Details below:

<https://conversionxl.com/institute/programs/growth-marketing-training/>

**Who's providing the training?** CXL Institute, a leading training institution for digital marketing.

**What does it include?** It's a self-study program consisting of 40+ hours of video courses, written lessons, resources, and study guides. I can take a final exam at the end of the program to earn a certificate of completion.

There are over 20 courses inside this program. Some of the topics I'll learn:

- How to design a growth plan
- Conversion research
- Building and conducting growth experiments
- How to use Google Analytics and Google Tag Manager for growth marketing
- Consumer psychology
- Emotional and persuasive design: how it works and how to implement it

**Cost:** \$699 one-time fee

**Bottom line:** The knowledge and skills I will learn in this certification program will give our company a strong ROI. I would love to take this program.