



Your boss should enroll you in the Content Strategy and SEO for Lead Generation course. Customize this email template using the information gathered in your research.

Hi _____,

I am writing to request training about content strategy. Knowing how to align content marketing and SEO for lead generation is crucial for anyone in the digital marketing and optimization space. If we can improve our content marketing strategy, even incrementally, the ROI would be huge. I already found a credible training company with a course on this subject. Details Below:

Company Name: CXL Institute, a leading training institution for conversion optimization, growth, and analytics.

Curriculum: it's a 6-class course which will teach me how to plan, execute and measure a successful content marketing program. The instructor is a recognized content marketing, SEO, analytics and social media expert and is the chief marketing officer of Orbit Media.

Classes:

- Class 1: Content strategy for lead generation
- Class 2: Search optimization: authority and relevance
- Class 3: Digital content best practices
- Class 4: Collaboration, networking and influencers
- Class 5: Process, production, efficiency
- Class 6: Analyze, measure and improve

Cost: \$399 one-time fee

Training schedule and duration: Fully online classes available starting in August, approximately 45-60 minutes per session.

There will be a test in the end, and I will get a certification of completion.

Bottom line: I think the company will get a strong ROI from this course. A thorough understanding of content strategy is a precious tool, so if we can move the needle a little bit, it means huge ROI for the business. We're learning from one of the best in the industry, too. I'd love to take this course.

Thank you,
