

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

I would like to request to attend a training programme that will help boost our growth and revenue.

I have come across an online workshop series via (trade association/email newsletter) that teaches you the latest techniques on how to build and run a scalable online lead generation system. I think this will help me/us achieve our sales/growth/revenue targets this month/quarter/year.

This course is an intensive, self-paced program that is entirely online. The details are here:

<https://www.andrewlloydgordon.co.uk/businessgrowth.html>

Who's running the training?

The programme is run by an experienced Growth Marketer, Andrew Lloyd Gordon. He trains for Google and is a member of their Digital Academy. You can find out more about him via his LinkedIn profile:

<https://www.linkedin.com/in/andrewlloydgordon/>

Who else has been trained?

Andrew has trained a wide range of organisations such as Lloyds Banking Group, Vodafone, Estee Lauder, Dyson, the Guardian, Intron PLC and many others.

What does it include?

It's a self-study programmed consisting of approximately 150 hours of educational material including case studies, video and written lessons, checklists, workbooks, quizzes and other resources.

Some topics include:

- Digital Marketing Strategy and Planning
- Content Marketing
- Search Engine Optimisation
- Social Media Marketing
- Email Marketing
- Digital Advertising
- Conversion Rate Optimisation
- Digital Analytics

There is a final exam at the end, and I earn a certificate of completion upon passing.

Cost: A one-time payment of £DEPENDS ON OPTION YOU CHOOSE for lifetime access.

### Return On Investment

I believe I can use the learnings in the course to 10x our Social Media following, get our website to the top of Google and double the number of leads/enquiries/form completions we get online.

For example, if we just apply the lessons of the Conversion Rate Optimisation module (of this course) and established a testing program running 10 tests a year, we should achieve at least an average of 8% improvement in our website conversions.

In summary, with the new skills I'd get from this course, I would be able to deliver more than twice the investment. I would also be able to bring these learnings into the wider team and business.