



Your boss should enroll you in the Applied AI for marketers course. Customize this email template using the information gathered in your research.

Hi _____,

I am writing to request training about Artificial Intelligence or AI for marketers. Understanding how to cut through the hype and gain a practical, applied understanding of AI is crucial for anyone in the digital marketing and optimization space. If we can improve our AI 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 4-class course which will provide an understanding of practical methods for using AI for optimization. The instructor is a recognized expert in AI in marketing, with deep experience using predictive personalization to drive better website conversion.

Classes:

Class 1: The branches of the AI tree

Class 2: Getting started with AI

Class 3: Using AI day to day

Class 4: Common plays

Cost: \$199 one-time fee

Training schedule and duration: Fully online classes, 60-90 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 AI in conversion optimization 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,
