



ETTIE A. HOLLAND

WORDS THAT CONVINCE, COMPEL & CONVERT

360GSP

Digital Marketing Re-engagement Sequence Emails 4 and 5 of 6



Email 4 - @56 days inactivity

Subject: You might relate to this?

Hi {First name},

One of my students rang yesterday to say thanks as she started her new job. She was on her lunch break so it was a short call, but she admitted something that got me thinking.

She said she nearly didn't contact 360GSP in the first place, because she was worried the programme would be out of her price range. Like most of our students she was self-funding, and money was pretty tight.

I realised that you and I still haven't spoken, and maybe that's because you're in a similar boat.

Thought I'd pop you a message breaking down costs, so you can see if this is feasible for you:

- We're FCA-Approved so depending on your credit rating, our partners can offer you a **full 0% interest loan for 24-months**
- Our all-inclusive digital marketing job guarantee programme is priced at £4500, paid in three instalments of £1500
- Or we can offer you a £1000 discount if you pay upfront, so a total price of £3500 in one payment (or spread over 2 years with the loan!)

Everything's included, so you get course tuition, exam entry, certifications, extensive hands-on lab training, recruitment support inc. CV building and interview prep, and a work experience placement.

Plus a full-time job in digital marketing when you've finished, **or your money back.**

At the risk of sounding cliché, this is genuinely an investment in your future. Worth having a chat, to see if the programme could be a fit for you?

Thanks,

Debbie
Digital Marketing Career Consultant
360 GSP



[Email 5 - @65 days inactivity]

Subject: Can't blame a girl for trying

Hi {First name},

I promise I'm not stalking you, but (never a good start!) we still haven't had a chance to chat since you enquired about the 360 Digital Marketing programme.

Would you mind clicking one of the options below, to let me know why? Your response is totally confidential.

- I don't know if the course meets my needs
- I'm not in a position to invest in myself right now
- I'm no longer interested in digital marketing
- I already got a new job I love
- I chose another training solution
- I'm too busy to look into this right now
- I don't like taking calls!

If you'll share where your head is at, I can send you more relevant, useful information (or stop messaging you at all...)

Thanks in advance {first name}!

Debbie

Digital Marketing Career Consultant
360 GSP