**Request to Enroll in the Professional Diploma in Digital Marketing**  
  
Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,  
  
I am writing to request your approval to enroll in the Professional Diploma in Digital Marketing of the Digital Marketing Institute (DMI), which is the global standard in digital marketing certification. The 10-week course, which runs for 4 hours once a week, will start on \_\_\_\_\_\_\_\_\_\_\_\_\_ at SMX Aura in BGC.

Digital marketing plays a very important part in our company’s growth and as it always evolving, a formal, structured, and industry-validated training program is vital in making sure my knowledge is comprehensive and my skills are kept up to date.

I have taken their [Digital Diagnostic](http://diagnostic.digitalmarketinginstitute.com/a/PH-LEA), which shows knowledge gaps in certain areas of digital marketing, which I believe DMI’s program will address. The Professional Diploma in Digital Marketing will keep me up to speed more effectively and efficiently than self-study or other options I’ve considered.

**Program Features**

While there are alternative training courses, I believe the Professional Diploma in Digital Marketing is the best program out there because of the following reasons:

* DMI is the world’s market leader in digital marketing training and certification with over 15,000 graduates in 80 countries.
* It’s the global standard in digital marketing certification, with more professionals trained in this program than any other.
* It offers an internationally-recognized Professional Diploma in Digital Marketing, not just a local certificate.
* The course has 10 modules covering all the major areas of digital marketing including search, advertising, social, email, mobile, analytics, and strategy.
* The curriculum has been validated by Facebook, Google, Microsoft, Twitter, LinkedIn, and the world's top digital agencies.
* Its syllabus is constantly updated (currently using Syllabus Version 6.0) to ensure the latest trends, tools, and techniques.
* The content is standardized worldwide but case studies are localized to make them more relevant and specific.
* DMI has trained a pool of lecturers in the Philippines who are all veteran digital marketing practitioners from top digital agencies and brands.

**Training Details**

Dates: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time: 1:00-5:30pm

Venue: SMX Convention Center, SM Aura Premier, BGC, Taguig City

Course Fee: Php80,000+VAT

Discounted Rate: \_\_\_\_\_\_\_\_\_\_\_\_ (valid until \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

Exam Fee: USD200 (this is a separate fee payable to Pearson VUE when I take the validation test)

**Training Benefits**

There is a definite and direct ROI on this training as I will be able expand my knowledge and skills to increase our online revenues, cut our marketing expenses, and expand into new markets using digital marketing. These are some of the things I will be able to learn and execute after the training:

* Increase our marketing reach
* Target more highly segmented markets
* Increase our website traffic organically
* Raise our search ranking on Google much higher
* Generate higher quality leads
* Improve our website’s conversion rate
* Measure more relevant KPIs
* Increase engagement with customers and prospects
* Improve our social media presence and performance
* Enhance our content marketing campaigns
* Cut down on marketing costs by shifting more to digital
* Lower our cost per click on online advertising

At the end of the course, I will be able to create and implement a comprehensive digital marketing plan that we can use immediately at our company, and which can be used as a template for succeeding years.

This course will also help me work better and more productively with other team members or third-party agencies as I will have a much better and more holistic understanding of the different areas of digital marketing and how they work together.

I certainly believe the investment in this training will easily and quickly pay for itself and earn back for the company multiple times in terms of higher revenues, lower costs, and increased productivity.

The Professional Diploma in Digital Marketing is being run by DMI’s Education Partner in the Philippines Learning Curve Inc. through its DMHQ division. I’ve already evaluated the brochure and program details, which I’m forwarding to you for your review. You will find additional information like the course syllabus, their clients, lecturers, etc.

I highly recommend this training and certification program of DMI and respectfully recommend that this training be approved for me. Thank you for your consideration of this request!

Sincerely,  
  
Name

Title