



5 Reasons To LOVE These Certification Programs ...

DOES YOUR TEAM HATE THE IDEA OF ONLINE TRAINING?

I don't blame them. The sad fact is, most online training programs stink. They are boring, uninspired and often not very practical. Yet they don't need to be.

I believe online training can and should be better.

Over the past ten years, I have developed learning programs for some of the biggest brands in the world and taught hundreds of amazing students through my work as an Adjunct Marketing Professor at Georgetown University.

What I have learned is that there are five critical things that matter when it comes to creating training that is not only effective, but that people actually LOVE taking ...

1. **Real Examples** – In professional training, theory is less valuable than experience. The number one thing smart business people demand is a case study driven approach.
2. **Visual Presentation** – No one likes to learn from bullet points. Instead, visuals are important to bring concepts to life and make them memorable.
3. **Distinct Point of View** – The worst kind of expert is one who answers every direct question by saying "it depends." Great advice is always opinionated.
4. **Credible Expertise** – In a world where anyone can self-publish a book and declare themselves an expert, credibility must be earned by a reputation & experience.
5. **Actionable Advice** – In order to put ideas to work, the advice must be immediately actionable and useful in very specific situations.

So what makes this Certification Program different?

I spent the past year interviewing experts, reviewing dozens of existing training digital marketing training programs to build my own series of Certification Programs.

The Influential Marketer **B2B Social Media Certification Program** and the Influential Marketer **Digital Strategy Certification** are quite simply the most comprehensive and useful digital marketing trainings available online today.



The courses are filled with tips, tricks, tools and resources. There are more than 50 real life case studies in each program. The topics covered include everything from creating a digital strategy to setting up a “visionary” measurement model.

Throughout the training I share real examples from my consulting experience, dig behind the scenes of award winning digital marketing campaigns and break them all down into insights and advice that your team can use immediately to improve your digital marketing results.

But, how do you know that the training actually works?

The early feedback on this program has been very exciting. We have piloted these Certifications with thousands of employees internally at large organizations – and the reviews have been amazing. As JWT Global VP John Baker recently shared, “the level of engagement we are seeing with employees all over the world has been unlike any other training program I’ve ever known!”

Beyond the great reviews, though, I’d love to give you a sneak peek at some of the materials behind the program for yourself. If you want to download a FREE 44 page preview from either one of the Certification programs – just visit the page below and select the program you want:

www.rohitbhargava.com/LEARNING

If you like what you see, I have a special discount I have created just for my readers to get a full 40% off the list price of \$1499. For a limited time, with the discount code “IMBReader40” (not case sensitive), your full team can take this entire course for a one-time fee of just \$899 per team member.

So I invite you to download the free preview and test out the materials in this program for yourself. I think you will be intrigued to try the program and I would personally love to welcome you into our growing community of certified Influential Marketers!

Thanks for reading,

A handwritten signature in black ink, appearing to read 'Rohit Bhargava'.

Rohit Bhargava

Founder, Influential Marketing Group + Executive Producer, Online Marketing Institute