**Sample Pitch Letter (To Managers):**

Dear [Your Manager Name],

I have been researching ways to improve my digital skills so we can get better results from our digital marketing and social media efforts. There are dozens of conferences and online courses to choose from, but I’m excited about one that I recently found which seems different.

It is a Certification from the Online Marketing Institute with a full day long course on **B2B Social Media / Digital Strategy** [pick which one you are interested in] taught by Georgetown Marketing Professor and [Best Selling Author Rohit Bhargava](http://www.onlinemarketinginstitute.org/expert-instructors/social-media-class-instructors/rohit-bhargava/). Here are a couple of reasons why I think this may be the perfect course for me:

* Includes over 50 real brand case studies to learn from
* Includes dozens of tips, tricks and templates to help me plan our strategy
* Features techniques already in use by several large brands, agencies and organizations
* Uses highly practical step by step advice I can put into action immediately, including a full measurement and analytics template to help us measure our results better
* Full available online in modules so I can work at my own pace and optimize my time

Not only is this Certification one of the strongest I have found online – but they are also offering a special promotion right now where we can save 40% off the regular price of $1499 and I can take the entire course for a one-time fee of just $899.

This includes all the content and a bunch of downloadable templates I’ll be able to use right away. Also, since it is all delivered online – there is no travel costs associated with it!

I would like to take this course and feel it would help me generate better results from our digital marketing efforts. It is also a great value right now. Let me know what you think!

[Your name here]

PS – You can see a longer description of the Certification courses here:

<http://www.onlinemarketinginstitute.org/course-certifications/digital-strategy-certification/>
<http://www.onlinemarketinginstitute.org/course-certifications/b2b-social-media-marketing-certification/>