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Certification Bundle Email Promo 2021

M1

Subject Line: Ready to do something BIG?

Preview Text: We don't do this often.

Body:

We don't do this often.

So when we do, it's a pretty big dang deal.

And here's how you can tell if it's for you, immediately:

If you can fill a book with everything you don't YET know about digital marketing...

...you can now get that "book" [right here](#).

<closing>

M2

Subject Line: SURPRISE! Sale Unlocked  

Preview Text: Get the most comprehensive digital marketing trainings in the industry

Body:

There's a common misconception that cramming a BUNCH of information into your brain is "real learning."

It's not.

Real learning takes time, and application.

Especially when you're trying to master digital marketing.

Now... we've done our fair share of contributing to this bad habit—I've gone as far as describing DigitalMarketer as "**Netflix for marketers**" in years past.

But the message was wrong. It's like Netflix because it has everything.

NOT because we believe in bingeing our certifications like you would 6 seasons of *LOST*.

That wouldn't be the appropriate way to learn practical strategies and [excel in the core digital marketing disciplines](#), including:

- Email Marketing
- Direct-Response Copywriting
- Search Marketing
- Paid Traffic
- Content Marketing
- Social Media Marketing

And MORE!

We provide **in-depth methods taught by experts** of their craft. Real marketers and business owners who do this stuff every day, and know what works.

We won't waste your time with useless theories, because theories don't **get leads in your pipeline and money in the bank**.

And right now you have the rare opportunity to get ALL 12 of our groundbreaking certifications for the same price as our newest Digital Marketing Mastery, the most extensive marketing training online.

And our limited-time bundle includes that course too. ;)

[Save 85% on Your Full Stack Marketer's Pack]

Before I sign off, let me reiterate one thing: You will not benefit from binge-watching *anyone's* trainings—especially ours.

Because, while DigitalMarketer's trainings *are* entertaining...

They are NOT entertainment.

They're about education.

They're about giving you **real marketing skills you can use everyday**.

They're about growing businesses that have something to offer to the world.

This is serious stuff. And we want to make sure you value your marketing knowledge—and your customers and clients do too!

So if you value your career and your business, make it a point to snag all of our digital marketing masteries in this **limited-time Certification Bundle**...

And take as much time as you need to build upon your knowledge.

You're worth it. ;)

Save 85% when you bundle all 12 certifications:

[\[LINK\]](#)

<closing>

P.S. Wanna be the smartest marketer in the room?

Snag our **limited-time Certification Bundle** at the link above, and save some coin too!

M3

Subject Line: Struggle City, Population: [NAME]?

Preview Text: Introducing: The Certification Bundle

Body:

Marketing is more complicated than it's ever been before.

And to prove it, this is just **a shortlist** of the most crucial digital marketing disciplines needed just to *compete* in today's age of "immediate" ROI:

- A **Paid Traffic** strategy for every platform your customers use
- A **Social Media** plan that simultaneously engages *and* monetizes your followers
- **Email Marketing** that compels your audience to click
- **Direct-Response Copywriting** with messaging for every stage of the value journey
- **Search Engine Optimization** that attracts free, organic traffic to your sites

I could go on...

In fact, we believe there are 11 areas of digital marketing to master. ([See them all here.](#))

And not only do YOU need to *understand* these disciplines to **attract leads and boost sales for your own business.**

If you're a marketing agency or offer marketing services to your customers, they will eventually expect you to...

KNOW. IT. ALL.

The digital marketing disciplines are interconnected. And where a client can pay 5 people to do 5 jobs, they'd likely be a lot happier to pay 1 person (i.e. YOU) to do them all.

You don't want to be a deer in headlights when a prospect says...

"I love your content, but how will you make sure you get our blog posts to rank for the keywords that matter most to our business right now?"

"Your paid traffic experience is exactly what we're looking for! But how comfortable are you with writing ad copy?"

"Great copy! But we need a stronger email marketing strategy. Can you build a promo calendar?"

And then you're like...



But you don't HAVE to struggle with the unknown anymore!

We know where you can learn **the best of digital marketing** from the best IN digital marketing...

One place. One price. One time.

[\[LINK\]](#)

Wanna be the smartest marketer in the room?

Snag our **limited-time Certification Bundle** at the link above, and save some coin too!

<closing>

P.S. I'm not gonna tell you that you can master ALL of digital marketing in a day, a week, or a month for that matter.

(And anyone who *does* tell you they can offer you that is lying to you.)

That's why we provide you with only **the most important methods and strategies**, making it easier and more time-efficient to add additional skills to your existing marketing toolbox...

...without sacrificing quality.

With our Certification Bundle filled with all 12 go-at-your-own-pace marketing courses, you'll build your resume with interwoven, in-demand skills that bring in leads and make sales.

Outshine the competition by leaps and bounds!

[Click here](#) to start building your marketing resume for **85% off**.

M4

Subject Line: Thousands—and I don't mean \$\$\$

Preview Text: That's a helluva lot of marketers

Body:

[NAME],

If you had to guess how many certifications marketers have earned with us since 2016, what would you guess?

10,000?

20,000?

50,000?

Well, in the last 5 years 65,009 certificates have been awarded to marketers just like YOU, in 11 essential areas of digital marketing—12 if you count our comprehensive Digital Marketing Mastery (and I do).

[THIS WEEK ONLY: Get Your Hands On All 12 Certifications For 85% Off](#)

Fun fact: In the time it took to pull those stats just now, we issued a Social Media Specialist certification AND a Search Marketing Specialist certification.

Congrats to both of you! :)



Our social media-friendly badges signify your expertise in the core marketing masteries—[see all 12](#).

65 THOUSAND certifications is a helluva lotta marketers. Right now they're out there using their skills to improve the lives of others... and themselves.

Imagine having the confidence to start your new business...

...Imagine raising your rates and adding additional services to your existing business...

...Imagine exploring a new career opportunity, or asking for a raise or promotion because you now have the in-demand skills today's employers are looking for...

That's what DigitalMarketer's Certifications do for those 65K people, and what they can do for you too!

And I've got BIG NEWS for you:

Right now, you can get our [Certification Bundle for 85% off!](#)

That's right—**all 12 digital marketing masteries.**

One place. One price. One time.

Making you the ultimate lead-getting, sales-boosting, dream-achieving digital marketer!

If you've got big dreams for yourself or your business, our digital marketing masteries are your path to achieving them.

<closing>

P.S. Need help convincing your boss or manager to let you expense this certification fee?

Use this template...

Hi [Boss' Name],

I appreciate that our company has a culture of supporting continuing education, professional development, and a more diverse pool of future leaders.

To that end, you've also mentioned in the past that the company will cover expenses for us to continue our learning as long as it benefits our team.

I'd like to become certified with DigitalMarketer's mastery courses. These marketing trainings would allow me to specifically develop my skills in select areas of digital marketing, and become highly proficient in a number of others.

I think gaining these marketing skills will help me grow and enable me to contribute to the team in a bigger way.

Here's the breakdown of the info for the training:

Date: This certification is online and on-demand

Cost: \$995 (85% off the combined retail price of \$6440!)

More info: [\[LINK\]](#)

Is this something that I can pursue through our department?

Please let me know if you have any concerns. I'd be happy to schedule a time for us to chat more about this opportunity.

Thank you for being open to these kinds of suggestions and for supporting my growth and development here.

Best,

[Your Name]

And [NAME], just a quick reminder that this sale closes Thursday @ Midnight PT.

See you on the inside!

M5

Subject Line: You've got 2 options, [NAME]

Preview Text: And they're not duct tape & bubble gum...

Body:

The fact is, marketing is getting more complicated by the day.

And too many marketers spend too much time (and money) in panic mode, just trying to fix gaps in their funnels with duct tape and bubble gum.

So as I see it, you have 2 options:

1. Continue to freak out.

OR

2. Get your hands on all 12 of our Marketing Certifications. That you never again have to worry if you can handle whatever your business' marketing needs are!

[\[LINK\]](#)

WARNING: You will not find more comprehensive digital marketing trainings anywhere else.

DigitalMarketer instructors share everything you need to know in today's most important revenue-driving marketing fields:

- Customer Value Optimization
- Content Marketing
- Social Media
- Paid Traffic
- Search Engine Optimization
- Email Marketing
- Community Management
- Data Optimization

You'll get insider knowledge on how to use each core marketing skill to create a full-scope marketing strategy for your business (or someone else's).

In other words: this Certification Bundle is your clear path for becoming **a marketer who just gets digital.**

So, you can try to figure ALL this stuff out on your own...

...or you can get our Certification Bundle for **85% off (while you still can!)**.

[\[LINK\]](#)

<closing>

P.S. The 85% off sale ends TOMORROW at 11:59 p.m. Pacific...please don't pay full price...

Claim your discount here:

[\[TIMER\]](#)

M6

Subject Line: Open this email... You'll thank us later.

Preview Text:

Body:

[NAME],

In a couple hours (depending on when you're reading this), all 12 of our certifications will return to full price.

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DAYS HOURS MINUTES SECONDS

CERTIFICATION BUNDLE SALE ENDS TODAY!

DIGITAL MARKETING STRATEGIST

CONTENT MARKETING SPECIALIST

ANALYTICS & DATA SPECIALIST

COMMUNITY MANAGEMENT SPECIALIST

DIRECT-RESPONSE COPYWRITING SPECIALIST

SEARCH MARKETING SPECIALIST

SOCIAL & COMMUNITY MANAGER

CUSTOMER ACQUISITION SPECIALIST

CUSTOMER VALUE OPTIMIZATION SPECIALIST

ECOMMERCE MARKETING SPECIALIST

EMAIL MARKETING SPECIALIST

OPTIMIZATION & TESTING SPECIALIST

LOCK IN YOUR CERTS NOW »

If you've got holes in your funnel that need filling...

If there's more you *don't* know about marketing than you *do* know...

If you want to tack on in-demand marketing services and skills to your business (or career)...

If you want to ACE marketing for your business (or someone else's)...

...**AND save a lot of money** doing it in the process...

Get our \$995 Certification Bundle while it's still available!

[\[LINK\]](#)

<closing>

M7

Subject Line: I don't want you kicking yourself for missing this...

Preview Text: Lock in your 85% discount before midnight tonight

Body:

[NAME],

If you've ever wanted to take 100% control of your digital marketing expertise, then THIS is the time to do it.

Right now, when you snag our certification bundle you'll get all 12 of our courses for less than \$100 each!

But you have to HURRY, because this once-in-a-blue-moon sale will be over in...

[TIMER]

Don't wait to score every piece of marketing knowledge you could ever need!

Lock in your 85% discount before midnight tonight:

[LINK]

<closing>

M8

Subject Line: When tech fails...

Preview text: YOU WIN!

Body:

Hi [NAME],

If you're reading this email it means you missed the boat on my \$995 **Certification Bundle** yesterday.

[LINK]

But here's the thing...

We realized that one of the emails we sent out about this offer might *not* have reached your inbox (darn technology!).

And I'd like to help out my customer support team by cutting down on the number of customer's messages asking to reopen the sale because they missed it.

So I've decided to EXTEND this offer. But I can't for too long.

The clock is ticking to get **our entire collection of Digital Marketing Certifications** for 85% OFF.

Don't miss it!

<closing>

P.S. There isn't much time left to check out [before the clock runs out here](#). Best of luck!

----- END CAMPAIGN -----