Although your course is virtual, you have multiple opportunities to connect with your customers! It's now time to develop your emails.

Once written, we will create an automated process in which these emails will reach out to your students. As they progress, you'll be there encouraging and congratulating them along the way!

Here's an overview of the email campaign and the template examples. Please read through the example emails and think about how these can be personalized to share your mission.

Email Campaign
Welcome Emails Email 1: Welcome Email (After 2 min of enrollment) Email 2: Reminder Email #1 (After 2 Hrs if user not logged IN after enrollment) Email 3: Reminder Email #2 (After 24 Hrs if user not logged IN after enrollment) Email 4: INTERNAL Reminder Email (After 72 Hrs if user not logged IN after enrollment)
Lesson Reminder Email *Customized for your implementation Email 5: Reminder Email #1
Motivational Email Email 6: After Completing 70% of the Course: Almost There Email
Graduation Emails Email 7: Graduation Email (After Completing the Final Exam) Email 8: Now What Email (Instruct User how they can get the Credly badge) Email 9: INTERNAL Graduation Email (notifies you that a student has completed the course)

Special Instructions for Infusions Emails:
Please provide the following information about your emails. This will apply to all of your emails.

Question	Answer

1. Send from Name: [Consider personalizing this - ie Tony Robbins]	
2. Send from Email: [This is typically a support email - ie support@tonyrobbins.com]	
Example: [monday.com] Your daily highlights from CEA 🖨 ⧉ **1** monday.com **2** no_reply@monday.com> 9:27 AM (2 hours ago) ☆ ⤳ Share this email ↩ ⋮	
3. Email address you'd like internal emails to be sent to: [this is typically a support email - ie support@tonyrobbins.com]	
4. How many days is it supposed to take for someone to complete 1 lesson?	
Additional notes: [Please share any special instructions about your emails or email sequence.]	

These are template emails. Please feel free to edit them in whatever way you see fit. Also you are welcome to create additional emails, crafting the experience that will best suit your customers.

Email 1: Welcome Email
Send: After purchase
Subject: [COURSE NAME] ~firstname~'s Access Info

Email Content:

Hey ~firstname~,

Welcome and congratulations on taking the next step in becoming a true conversion rate optimization expert!

Once you've completed the "Optimization & Testing Mastery" and passed the exam you'll become a "Certified Optimization & Testing Specialist".

You'll even receive a badge to proudly display online and certificate suitable for framing from DigitalMarketer (it will look a lot like this)...

DIGITAL BADGE IMAGE HERE

Ok Andy, It's Time To Get Started!

You can use this link, your Username, and password below to get started:

http://certifications.digitalmarketer.com/courses/optimization-testing-mastery/

Your User Name: andymark876@gmail.com

Your Password:

This course is made up of 7 core modules, 40 video lessons, 9 handouts, and 7 quizzes. The recommended completion time for this course is 7 weeks but if you're dedicated can easily be done in 3 - 7 days.

Don't worry, we're here to make sure you stay on track...

I'll have someone on the team checking in on your progress from time to time, and we'll shoot you an email if you start to fall behind to see what we can do to help get you caught up.

If you need ANYTHING just let us know! If you get stuck, have a question or just need help... PLEASE don't hesitate to let us know so we can help.

You can contact the DigitalMarketer customer support team via email at support@digitalmarketer.com or give us a call at 512-600-4363 (we're in the office Monday - Friday 9 am - 5 pm Central)

Talk soon,

Ryan Deiss
Co-Founder & CEO DigitalMarketer

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Email 2: Login Reminder Email
Send: 2 hours after purchase & then 24 hours after purchase
Subject: [ACCESS INFO] Optimization & Testing Mastery Course

Email Content:

Hey ~firstname~,

Just wanted to drop you a quick line to make sure you saw the email we sent you with your login credentials...

It's been a few hours since you registered for the Optimization & Testing Mastery course and it doesn't look like you logged in yet.

Here is your login info again just in case...

You can use this link, your username, and password below to get started:

http://certifications.digitalmarketer.com/courses/optimization-testing-mastery/

Your User Name: andy876@gmail.com

Your Password:

To your success,

Kevin Kramer
Customer Care Manager,
DigitalMarketer

P.S. We will be checking up on you occasionally to make sure you have a world class experience!

————————————————————

Email 3: Login Reminder Email - Internal
Send: If not logged in within 72 hours after purchase
Subject: ~firstname~ not logged into Optimization & Testing Mastery Course

Email Content:

Dear Support Team,

The user above signed up for (Course Name) 72 hours ago, and have not logged in yet. Please reach out to them to make sure they know how to proceed.

Here is Contact's Details:
Name: ~Contact.FirstName~ ~Contact.LastName~
Email: ~Contact.Email~

Contact No.: ~Contact.Phone1~

Thank you!

_____

Email 4: Lesson Completion reminder Email
Send: 24 hours after the Lesson is supposed to be completed according to the timeline
Subject: [Optimization and Testing Mastery] Lesson 2 Alert for ~firstname~

Email Content:

Hey ~firstname~,

It's been just over a week since you completed lesson 1 of the Optimization and Testing Mastery course...

If you're following our recommended pace (based on a 7 weeks completion timeline) you should be finishing up lesson #2 and starting lesson #3 right about now.

Seems like you're just a bit behind, but don't worry you've got plenty of time to catch up. This is just a gentle reminder to help get you back on the "recommended pace".

Remember, 7-weeks is the RECOMMENDED pace, not the required or even preferred pace! This program is designed so it can be consumed at your own pace... when you have time and within your own timeline.

I just want to make sure you're following through, consuming the information and more importantly retaining that information so you can duplicate our success!

At the end of the day, all I care about is that you're able to get results and achieve your goals (whatever they may be).

If that takes 6 days, 6 weeks or 6 months I don't really care, as long as you're happy and you succeed at becoming a Certified Optimization and Testing Specialist.

That being said, if you did get a little off track, now's the time to jump back in and pencil some time this week to catch up.

Here is your login info again:

You can use this link, your username, and password to get started:

http://certifications.digitalmarketer.com/courses/optimization-testing-mastery/

Your User Name: andymark876@gmail.com

Your Password:

If you need anything at all, don't hesitate to let us know! You can email us
at support@digitalmarketer.com or call up at 512-600-4363.

To your success,

Kevin Kramer,
Customer Care Manager,
DigitalMarketer

P.S. You're getting this email because at DigitalMarketer we understand that even the best
information left unconsumed is worthless... we want you to follow through and achieve whatever
goal you had when you signed up for this program!

 In fact, we've got an entire campaign written to ensure you stay on track with this program!

_____

Email 5: Almost There email
Send: After 70 % of course completion
Subject: Keep going ~firstname~, you're almost there!

Email Content:

Hey ~firstname~,

Congratulations on completing Lesson 5 of Optimization and Testing Mastery, you're almost
done with the course!

Hopefully, you kept the momentum rolling right into Lesson 6... if so you only have one more
lesson to go. Keep up the good work and you'll soon be hanging one of these on your wall:

CERTIFICATE IMAGE WILL BE ADDED HERE

As soon as you complete your training and pass your final exam you'll be able to claim your certificate (like the one above) and your badge so that everyone will know that you're a "Certified Optimization and Testing Specialist"...

...But how do you display it? (good question!)

DigitalMarketer issues all badges and digital credentials (also known as open badges) through Credly.com.

Once you've claimed your badge you'll be able to share it in your email signature, LinkedIn profile, Facebook page, website, blog or other platforms. Then anyone can click the badge to see your verification page that confirms the certification was issued to you, shows when it was issued, describes what was involved in earning the certification, and most importantly what YOU are qualified to do as a Certified Optimization and Testing Specialist.

First things first, you need to create a free account at Credly so that once you finish the class and pass the exam you can claim your badge and display it right away.

Create your free account at https://credly.com/

If you need anything at all, don't hesitate to let us know! You can email us at support@digitalmarketer.com or call up at 512-600-4363.

Looking forward to sending your certificate soon,

Kevin Kramer
Customer Care Manager

_____

Email 6: Certification confirmation email
Send: After the Final exam is passed
Subject: Congratulations ~firstname~, you're now a Certified Optimization and Testing Specialist!

Email Content:

Congratulations ~firstname~,

You're now a Certified Optimization and Testing Specialist and that's a big deal...

As a Certified Optimization and Testing Specialist, you now have the knowledge and skill to turn any blog into a true authority property by architecting and deploying a true content marketing plan.

So again, CONGRATULATIONS and welcome to the family. Here's what happens next...

STEP 1. Claim your Certified Optimization and Testing Specialist badge via Credly. If you haven't created your free account at Credly.com, you need to do that now so you can claim your badge.
NOTE: To claim your encrypted badge you MUST use the same email address to register for your Credly account as you used to sign up for [Membership Site Name]. ~Contact.Email~ is the email address you are using for [Membership Site Name]

STEP 2. Display your badge! Once you've claimed your badge from Credly you'll be able to share it your email signature, LinkedIn profile, Facebook page, website, blog or other platforms.

STEP 3. Claim your digital certificate is waiting for you in your member's area. Now that you've passed the exam your digital certificate can be printed straight from your member's area.

Congratulations again and remember, if you need anything at all, don't hesitate to let us know! You can email us at support@digitalmarketer.com or call up at 512-600-4363.
Talk soon.

Email 7: Graduation Email - Internal
Send: Passed the Final Exam
Subject: ~firstname~, graduated Optimization & Testing Mastery Course

Email Content:

Hi Support,

This new client has completed Parenting The Soul – Part 2: In Action. Wish them good luck!

Name: ~Contact.FirstName~ ~Contact.LastName~
Email: ~Contact.Email~
Contact No.: ~Contact.Phone1~

Email 8: Certified, now what email - 48 hours after final exam is passed

Subject: ~firstname~, you're certified... now what?

Email Content:

Hey ~firstname~,

Congratulations again on passing your final exam and becoming a "Certified Optimization and Testing Specialist!"

Here's what you need to do now to make sure you get the most out of your new certification.

STEP #1: Claim your Certified Optimization and Testing Specialist badge and digital credentials. Go to Credly.com and login to your account (if you don't have an account you'll need to create one but don't worry, it's FREE!), and claim your Certified Optimization and Testing Specialist badge.

After setting up your account and accepting the credential, you're ready to share your achievement & new certification with your social media network.

STEP #2: Share your Certified Optimization and Testing Specialist credentials on your social network. Once you've accepted the credentials from Credly it will appear under the "EARNED" tab. Hover your mouse over the image until the "MANAGE" button appears then click "SHARING TOOLS".

All you have to do to share your achievement is click the social media icon and you'll share the image and details to your Twitter, LinkedIn or Facebook news feed.

Oh, and whenever someone clicks on your shared badge they'll go straight to Digital Marketer's certification verification page and will see all the details of your achievement.

STEP #3: Add your Certified Optimization and Testing Specialist credential to your LinkedIn profile under the "Certification" section. Adding the badge and certification permanently to your LinkedIn profile is easy! All you need to do is login to LinkedIn, hover over "Profile" in the navigation then click the "Edit Profile" button.

Next, find the link titled "Add a section to your profile"… once you've clicked this scroll through the options until you find "Certifications" and click the"Add certifications" link under the image.

Enter in the details of your certification.

STEP #4: Add your Certified Optimization and Testing Specialist credential to your email signature. PLEASE DON'T SKIP THIS STEP!

Adding your badge to your email signature is easy and one of the highest visibility places to display your certification.

Login into Credly, hover over the image of the Certified Optimization and Testing Specialist credential and click the "EXPAND" button. Next right click the image and select "Copy image address" or "Copy image URL".

Next, log into your email program and go to your settings. Find the section that manages your signature and select "insert image" (choose image from URL) and paste the URL from Credly.

STEP #5: Add your Certified Optimization and Testing Specialist credential on your website or blog. The last step, I promise ;)

Start by logging into Credly (by this time hopefully you've just stayed logged in...) and going back to the "My Credits" page click the "Earned" tab. Hover over the Certified Optimization and Testing Specialist image and click on the share icon.

Click on the link for Embed. Copy the embed code for the badge and then add the code to your web page, blog or anywhere else that accepts HTML.

That should do it! Following these instructions will ensure you get the most visibility and acknowledgment out of your newly issued Certified Optimization and Testing Specialist certification!

If you need anything at all, don't hesitate to let us know! You can email us at support@digitalmarketer.com or call up at 512-600-4363.

To your success,

Kevin Kramer,
Customer Care Manager,
DigitalMarketer

Typeform - Symptom Tracker

External

Internal