

360GSP  
Digital Marketing Business Stream  
Customer Re-engagement Sequence  
Email 4 of 6

## Email 4 - @56 days inactivity

**Subject:** You might relate to this?

Hi {First name},

One of my students rang yesterday to say thanks as she started her new job. She was on her lunch break so it was a short call, but she admitted something that got me thinking.

She said she nearly didn't contact 360GSP in the first place, because she was worried the programme would be out of her price range. Like most of our students she was self-funding, and money was pretty tight.

I realised that you and I still haven't spoken, and maybe that's because you're in a similar boat.

Thought I'd pop you a message breaking down costs, so you can see if this is feasible for you:

- We're FCA-Approved so depending on your credit rating, our partners can offer you a **full 0% interest loan for 24-months**
- Our all-inclusive digital marketing job guarantee programme is priced at £4500, paid in three instalments of £1500
- Or we can offer you a £1000 discount if you pay upfront, so a total price of £3500 in one payment (or spread over 2 years with the loan!)

Everything's included, so you get course tuition, exam entry, certifications, extensive hands-on lab training, recruitment support inc. CV building and interview prep, and a work experience placement.

Plus a full-time job in digital marketing when you've finished, **or your money back.**

At the risk of sounding cliché, this is genuinely an investment in your future. Worth having a chat, to see if the programme could be a fit for you?

Thanks,

Debbie  
**Digital Marketing Career Consultant**  
**360 GSP**