

Dear **<Insert Manager’s Name>,**

I would like your approval to join the AI Academy for Marketers, an online education platform that helps you understand, pilot and scale artificial intelligence.

**Why is this training worth the investment?**

Artificial intelligence is forecasted to have trillions of dollars in annual impact, yet many marketers struggle to understand what AI is and how to apply it to their marketing programs.

The marketers who take action have the opportunity to create a significant and sustained competitive advantage for their businesses. AI enables marketers to:

* Drive **costs down and revenue up**.
* Create unprecedented consumer **personalization and convenience**.
* Predict **consumer needs and behaviors**.
* Get more **actionable insights** from marketing data.
* Reduce time spent on **repetitive, data-driven tasks**.
* Get more out of existing **marketing technology stacks**.
* Get greater **ROI** on campaigns.
* Create **more intelligent** marketing.
* Make brands **more human**.

But marketers have lacked access to affordable, AI-focused education that can accelerate their learning and adoption. AI Academy for Marketers is a cost-effective solution.

**For one low annual price of $999**, members get access to:

* **30+ Courses** organized by marketing categories.
* **5+ Certificates** for completion of select deep-dive Courses.
* **Ongoing access to new Courses and Certificates** as they go live each quarter.
* **Quick Take videos** featuring simple answers to common AI questions and challenges.
* **Private Community access** to the AI Academy for Marketers Slack Group.
* **Ask Me Anything Zoom sessions** with Academy instructors.
* **Marketing AI Conference (MAICON) keynote videos** featuring industry leaders.
* **AI Tech Showcase library** featuring analyst-style briefings and product demos with leading marketing AI tech companies.
* **Marketing AI Show Podcast library** with audio and transcripts for each episode.
* **Vendor discounts** from select partners.
* **MAICON VIP** pricing and experiences.
* **Dozens of additional resources,** including: slide decks, templates, worksheets and quizzes.

Upon completing the online coursework, I will share key takeaways and immediate action items that our team can use to develop a strategic approach to AI. This includes best practices on how to solve problems, identify use cases and integrate AI within our organization, as means to help us do our jobs more efficiency, reduce costs and generate new revenue streams.

Thank you for your prompt consideration of this request.

All the best,

[Signature]