

A Small Cross-Section of my Portfolio

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Series of Emails - Global IT Vendor:

The client wanted to promote their certification process and, as part of an automated marketing programme, they needed emails that could be automatically sent to registered members at certain points along the path

Also translated into: German, Polish, Italian, Spanish and French

STAGE 1

You already know the huge advantages that certification can bring:

- **Enhance your Career**
- **Strengthen your Company**
- **Increase your Earning Potential**

[Product name] is designed to make achieving all this easier than ever before.

"Certification has helped me a lot as I am now a critical resource – even the remuneration got better!"

As you've already registered on the portal, you can take immediate advantage of a wealth of resources:

- **Study Guides**
- **Support Material**
- **Trial Exams etc**

In fact, you'll find everything you need to make earning your [product name] certification simple.

"The process was very easy to follow and all the information I found on the [product name] was extremely useful" Carlos Nunos

50% Discount

Once you're confident you're ready, why not take one of the [product name] pre-assessment exams? If you pass with 70% or higher, you'll receive a voucher worth **50%** of the final exam costs, redeemable at your nearest testing centre.

STAGE 2

More valuable than ever

The last few years have seen a dramatic rise in the demand for [company name] Certification by employers* - as more and more businesses harness the power of [product name], the value of holding [product name] is becoming increasingly clear. That's why we're pleased to confirm we're continuing our [product name] programme.

"The study guides are all one needs to get the job done" Isaac Mwesigwa

Get ahead of the curve

With the [product name], you'll find it easier than ever to stay at the forefront of networking – you're already registered, so can benefit right now from the study guides, revision notes and other resources, picked to give you the information you need to pass your exams.

Half-Price

For a limited time only we're offering a voucher worth half the cost of your final exam – simply pass the pre-assessment exam on the [product name] with a score of at least 70% and you'll receive your 50% voucher, redeemable at your nearest Prometric testing centre.



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STAGE 3

[Product name] Certification – focus on what's important

Enterprise or Security?

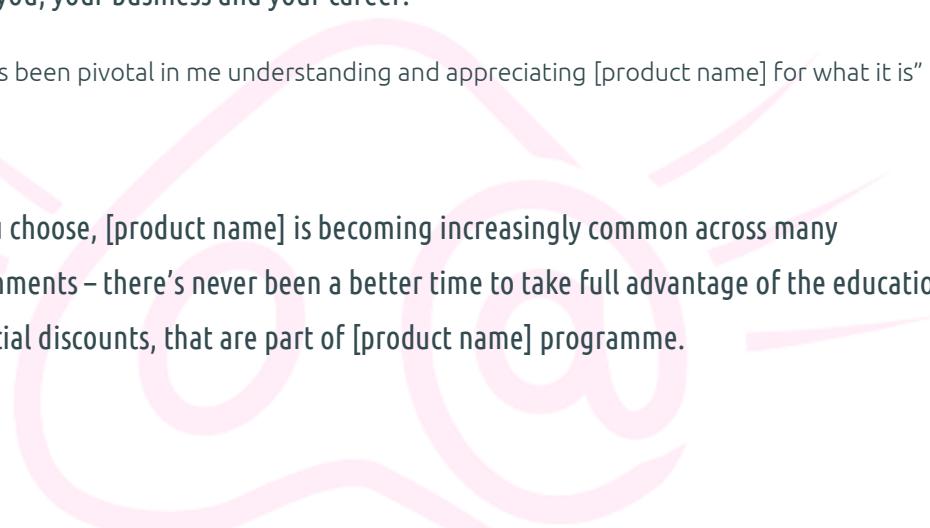
We are now offering Specialist-level certification tracks in 'Routing and Switching' and 'Security'.

Both tracks involve learning the fundamentals of [product name] and how much it can bring to any network. You'll then move on to study in more detail the implementation of [product name] that is most important to you, your business and your career.

"The information has been pivotal in me understanding and appreciating [product name] for what it is"

Long term value

Whatever track you choose, [product name] is becoming increasingly common across many networking environments – there's never been a better time to take full advantage of the educational support, and financial discounts, that are part of [product name] programme.



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STAGE 4

In today's competitive marketplace, standing out from the crowd is more valuable than ever – increasingly sophisticated technologies require increasingly sophisticated technicians, and businesses and their customers are looking to fully-certified engineers to give them complete confidence.

"[The company] know that they have in me someone willing to learn new technologies on his own and can rest assured that they have capable resources"

Already registered

As you've already registered on [product name], and made it past the pre-assessment exam, you clearly have the understanding and ability to earn your certification.

You're nearly there!

All you need to do is take your 50% discount voucher* along to your local Prometric test centre and book your exam (exams can also be booked online).



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STAGE 5

Don't get left behind

As someone who has already completed your pre-assessment exam you understand why, every day, more and more businesses and individuals are turning to [company name].

Because [product name] is so intuitive, a basic understanding is usually enough to get the job done – but certification guarantees that the skills **you've worked so hard** on are recognised by your peers and your employers, both now and in the future.

Your 50% discount voucher can be redeemed at your nearest Prometric testing centre, giving you quick and easy access to certification that can bring

- More Opportunity
- Greater Responsibility
- Increased Earnings

Just the beginning

The [company name] portfolio is constantly expanding, and its power and flexibility will continue to deliver outstanding results to businesses all around the world; having your [company name] Certification will ensure that you stay at the forefront of modern networking.