

## Drip Campaign for Partners, Potential Partners and those Highly Interested

Email 1

**SUBJECT:** Are You Ready To Boost Enrollments?

Hi **NAME**,

Is this a good time to re-engage our conversation about how **ORGANIZATION NAME** can benefit from a partnership with [CCI](#) to expand your career training programs and increase non-credit enrollments?

There is **No-FEE** for our services.

Partnership includes:

- Certification focused Curriculum
- Full materials package and marketing support
- Branded eCommerce site for easy and instant enrollment (Ask for a Demo)
- Instructor recruitment
- Externship placement.

CCI works with Universities and Colleges, Agencies, High-schools, Corporations, and More.

Career training industries:



**HEALTHCARE**



**SKILLED TRADES &  
TECHNOLOGY**



**IT & WEB  
DEVELOPMENT**



**LAW**

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Courses delivered as Instructor-Led, Online, or Hybrid- You control your schedules!

Are you available on Wednesday or Thursday this week to discuss?

**SUBJECT:** Scale **ORGANIZATION NAME**'s eLearning Enrollments

Hello **NAME**,

Our partners have seen enrollments **increase up to 70%** using eCommerce technology.

At **no cost**, CCI will develop a customized storefront for quick access to program details and immediate enrollment. Let's review the expansive catalog of courses and wrap-around services.

 <p><b>CUSTOM- BRANDED STORE</b></p> <p>Your logo, your color palette, and only the programs you offer at the pricing you set. Our storefronts provide a turn-key, mobile ready solution that let's you keep the focus on your students.</p>	 <p><b>DIGITAL SALES &amp; MARKETING</b></p> <p>By putting in place the right backlinks, strategic SEO positioning and a perfect landing place for prospective students, we're driving more sales to your school.</p>	 <p><b>PAYMENT PLAN OPTIONS</b></p> <p>Point-of-sale financing options through our partners at Affirm®, Nelnet® and other consumer finance firms making it easier for Learners to enroll and get started right away.</p>
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When would be a good time to reconnect with you to discuss how [CCI](#) can help **ORGANIZATION NAME** provide more online workforce training programs?

**SUBJECT:** High Demand Programs For Your Learners

Hi **NAME**,

[CCI](#) monitors the occupational demands for career programs across the county.

**Top Programs Include:**

- [Surgical Technologist](#)
- [Clinical Medical Assistant](#)
- [Home Healthcare Aide](#)
- [Welding Technician](#)
- [CompTIA](#)
- [Electrical Technician](#)
- [Web Development](#)
- [Veterinary Assistant](#)

CCI has the largest catalog of eLearning and Instructor-Led content. Choose from existing career programs or let us develop custom training!



Will you have time to discuss the top programs in your area tomorrow or Thursday?

## SUBJECT: In-Classroom, Online and Hybrid Course Options

Hi **NAME**,

Are you ready to learn more about how a [CCI](#) partnership with **ORGANIZATION NAME** can ensure your students are prepared for success on the job from day one?

CCI offers programs through various formats to best suit the needs of our partners and their students. Our offerings include:

- [On-site classroom solutions](#)
- [Virtual classroom options](#)
- [Online courses that are self-paced](#)

Traditional programs are delivered on-site with all instructor placement, textbooks, lab exercises, supplies and other logistics necessary to successful class delivery. Online and hybrid programs are serviced entirely by CCI's comprehensive Learner Support teams.



### CLASSROOM

- ✓ Delivered on-site at your institution
- ✓ Instructor Recruitment & Placement
- ✓ All Textbooks, Lab Manuals and other Materials included
- ✓ All Supplies included
- ✓ Optional Externship Placement



### E-LEARNING

- ✓ Self-Paced, Open Enrollment
- ✓ Interactive Learning Presentations
- ✓ Multimedia Demonstrations
- ✓ eBooks Included
- ✓ Laptops Available
- ✓ 27x7 Learner Support
- ✓ Optional Externship Experience



### HYBRID

- ✓ Synchronous, Instructor-Led Online Experience
- ✓ Instructor Recruitment & Placement
- ✓ Multimedia Demonstrations
- ✓ eBooks Included
- ✓ 24x7 Learner Support
- ✓ Optional Externship Placement

Can we schedule a call next week to discuss this in more detail?

## Drip Campaign for Contacted and Contact Again Potential Partners

Email 1

**Subject: NAME,** Let's Discuss How CCI Can Partner With You

Hi **NAME**,

[CCI](#) is an organization that focuses on true partnership and assisting those we work with reach their goals.

Our partners include:

- Educational Institutions
- Workforce/Action Agencies
- Non-profit Organizations
- Corporations

Traditional, on-site programs are delivered with instructor placement, textbooks and other logistics necessary for successful class delivery. Online and hybrid programs are serviced entirely by CCI's comprehensive Learner Support teams.

### High Demand Industries



HEALTHCARE



SKILLED TRADES &  
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LAW

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Do you have a few minutes to chat this week to learn how a CCI partnership will benefit your learners and community?

Sincerely,

**Subject:** At CCI, We Focus On True Partnership

Hey **NAME**,

[CCI](#) focuses on connection and true partnership. Your pain points and goals matter to us and CCI would like to partner with you to further your learner's success.

To expand on the last email, CCI partners with a variety of organizations and tailors our programs to each category in order to best suit our partners needs.



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**Educational Institutions -**

Offering workforce training on the non-credit side. It is our job to know what the industry standard is and, as a result, we always develop new programs to meet those requirements. CCI can help institutions effectively use their workforce training funding.

**Non-Profit Organizations -**

Tailored courses to meet the requirements of non-profit organizations in conjunction with grant funding.

**Agencies -**

Create customized delivery in conjunction with agency wrap around services and funding requirements.

**Corporations -**

Deliver training to help boost corporation's workforce or create a career ladder for incumbent workers.

Would you have time next week to discuss how CCI can support **ORGANIZATION NAME** reach its goals and minimize pain points?

Sincerely,

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