



Chartered Institute of  
Professional Certifications  
1006 N Rexford Street  
Beverly Hills, CA 90210

Date

Dear {Manager},

I would like to enroll the Certified Viral TikTok Marketing Manager (CVTM™) program to further enhance my TikTok marketing skills and I would like to gain your approval to attend this program. By attending this accredited program, I will learn how to create viral TikTok content that can boost our organization's marketing campaigns and generate greater revenue opportunities, increased sales and ROI.

Led by Elsa Barbera, one of the most sought-after TikTok growth strategists and a viral TikTok content creator who has created over 100 million views, this program will help me to master the necessary skills, knowledge, and competency to drive our organization's marketing and advertising strategy through TikTok's viral marketing function and expand our market reach that could convert organic leads to revenue. The program will cover proven best practices and success stories in leveraging TikTok algorithm to identify traffic trends on TikTok that can help us to enhance our branding campaign with impactful viral content. Some of the key skills this program will bring include:

- TikTok Marketing
- Viral Content Creation
- TikTok Algorithm
- Social Media Marketing
- TikTok Analytics
- Crafting Brand Voice
- Growth Hacking

I believe these skillsets will prove to be invaluable to me and you can be assured that after attending this online program, I will be able to contribute further to our organization's marketing strategy and vision particularly in leveraging viral marketing techniques with TikTok. In addition, this program will allow me to earn the Certified Viral TikTok Marketing Manager (CVTM™) designation which I believe will significantly add high value to our organization's brand identity and marketing strategy.

I look forward to gaining your approval to attend this online program.

Sincerely,  
Your Name