Digital Marketing Institute™

Approved Partner

× WEB GRUPPEN

DMI PRO

Become a Certified Digital Marketing Professional

Stay Relevant. Stay Ahead.

Comprehensive • 30 Hours • Study Online

Under the guidance of Global Industry Advisory Champions including

Google Coca-Cola facebook sky The Economist HubSpot

www.webgruppen.no

Digital Marketing Institute™

GETTING STARTED

Hello

The Challenge

Why choose Certification?

Who is **DMI PRO** for?

What will I learn?

How will I learn?

DMI Certification and beyond

Playing the long game

Super-relevance

Get in touch

Digital Marketing Institute™

HELLO

When you've got the skills, it's all yours to play for.

The Digital Marketing Institute gives you those skills and what's more - gives you Certification which is recognized and wanted around the globe.

Everyone can see what you're capable of and what opportunities you can slot right into - or go create.

With over 125,000 **DMI Members** worldwide and a panel of razor-sharp **Global Industry Advisory Champions** guiding our course curriculum and more, we're right at the edge of big, new and clever.

Join us.

Digital Marketing Institute™

THE CHALLENGE

Digital changes everything. Culture. Commerce. Community. And then digital goes and changes itself. Such is the rate of progress. Your ambition may be big and clear, but without the right digital skills, it is completely out of reach. And it's not just about what you can do either – it's also about what the world knows you can do.

The greatest professional challenge of the 21st century is staying relevant. Closely followed by communicating how relevant you are in that noisy, dynamic space where new meets now.

Luckily the Digital Marketing Institute exists to help you stay relevant, today and for the rest of your career.

95%

of our Certified Members are currently employed

81%

were promoted after earning their Certification

88%

of our Members are working at senior or management level

Digital Marketing Institute™

GETTING YOU IN THE GAME AND KEEPING YOU IN IT

Digital Marketing Institute courses are white hot, created with insight from those who are already out there doing it. We bring you expert thought and practice. We're about getting you in the game.

But it's a game of perpetual motion, ever-changing, always new. So we are also about keeping you in the game. Right from the moment you sign up for a course, you also become a **DMI Power Member** which means you get access to our **Continuing Professional Development (CPD)**. Learn and upskill as your needs and ambitions change. **Stay tuned into** the hive mind of new insight. **Stay connected** to the industry's best opportunities. **Stay relevant.**

DMI Certification is not just recognized all over the globe – it's setting the global standard. It also helps that we have Certified more professionals to a single digital marketing standard than any other certification body. We know what we're doing - and key industry players know that we know what we're doing too.

And it works. Fact is **95% of our Certified Members are currently employed** and **81% were promoted after earning their Certification**.

It's your turn next.

Digital Marketing Institute™

WHY CHOOSE CERTIFICATION?

Because it helps you look better, travel better and play the long game.

Once upon a time digital marketing was a wild space, filled with great innovative people and some who simply talked a good game. But now, we've built a **Certification Framework** which helps real skills get recognized and rewarded. It's meaningful and it's working. Bluechip global brands, innovators, training companies and even universities in over 90 countries recognise and use Digital Marketing Institute's Certification Framework.

Your **DMI Certification:**

- Gives you the skills you need to speak loud and clear to the right audiences
- Tells the world what you know and what you can do - your **DMI Certification** acts like a magic key. Doors open
- Means you travel well between different opportunities and countries. It's your oyster
- Aligns with other qualification frameworks across the globe. Take that ball and run with it
- Gives you powers you may not yet even understand, yet whose awesome potential will reveal itself in new and startling ways throughout your career

Digital Marketing Institute™

WHO IS DMI PRO FOR?

- Traditional marketers and marketing executives who want to play a bigger, sharper game
- Marketing managers and senior management
- IT managers
- Small business owners who may or may not want to stay small
- Career changers
- Entrepreneurs who want to be more entrepreneurial
- Graduates with no plans to wait around
- Whoever needs to create and apply a digital marketing strategy for their organization
- Anyone in marketing or business who wants to show the world what they can do

Not sure if this is the right fit for you? Get in the game with one of our other game-changing digital marketing certifications here

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WHAT WILL I LEARN?

HOW TO:

- Find your audience using the right media channel. Win hearts and minds and make your followers grow and grow and grow
- Make your website visible to more humans thanks to Search Engine Optimization (SEO) techniques
- Drive the right traffic to your website through smarter Pay-Per-Click (PPC) advertising
- Create compelling digital display campaigns
- Capture, segment and manage subscribers for fruitful email marketing campaigns
- Discover what works by measuring and optimizing social media campaigns. Then discover what works even better
- Leverage mobile marketing for a precision micro-targeting edge
- Create a cohesive digital marketing strategy for your business
- Take over the world

LOOKING FOR MORE?

Try our DMI Expert program →

Digital Marketing Institute™

NEW Brand New for 2021 - 8 new Modules in Soft Skills

MODULES OF CAPABILITY

We give you the tools to become a smart and capable player on the digital stage. When you're done, you'll be able to create a powerful digital marketing strategy all by yourself. The modules are building blocks – of knowledge, of your career, of the brand new Certified Digital Marketing Professional that is you.

Here is what you need to know 1-10:

1. Introduction to Digital Marketing
2. Content Marketing
3. Social Media Marketing
4. Search Engine Optimization (SEO)
5. Paid Search (PPC) with Google Ads
6. YouTube and Display Advertising
7. Email Marketing
8. Website Optimization
9. Analytics Using Google Analytics
10. Digital Marketing Strategy

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1 INTRODUCTION TO DIGITAL MARKETING

What's it all about? How do you reach customers? How can traditional and digital media work together to create a water-tight campaign that speaks its truth across any and every channel? This module takes you through all the basics, helps you explore the buyer journey and stays rooted in practice. The goal is always to keep things clear and actionable.

Topics:

Principles of Digital Marketing

- Inbound and Outbound Strategies
- Digital Media Examples
- Traditional vs. Digital Marketing
- Principles of DMI's 3i Methodology
- Digital Channels

Developing Marketing Objectives

- SMART Objectives

Digital Research

- Audience Research
- Social Listening Platforms
- Social Listening and Audience Research Tools

Project Management NEW

- Effective Project Management Benefits
- Common Project Management Tasks
- Project Management Skill Sets
- 7-Step Framework for Managing Projects

Connecting with the Customer

- The Buyer's Journey
- Five Marketing Functions
- 360 Digital Marketing Campaign
- Marketing Functions and Buyer Journey Stages
- Digital Marketing Concepts, Principles, Procedures and Tools

Managing Your Time Effectively NEW

- Ways of Effectively Dealing with Requests
- Benefits of Effective Time Management
- Distinguish between Urgent and Important Tasks
- Best Practices
- Time Saving Strategies
- Eliminating Time-Stealers

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2 CONTENT MARKETING

Digital marketing is fascinating and powerful because it's person-orientated, yet also data driven – you get to engage with how people think and also see how and what they do. This module is about creating content that speaks to people, but also about sending it out into the big wide digital world at the right time and via the right channels.
Best of all, you get the ability to see what works.

Topics:

Content Marketing Concepts and Strategy

- Benefits of Content Marketing
- Qualities of Effective Content
- Types of Content
- Content Alignment with the Buyer's Journey
- Community Management
- Content Marketing Strategy

Using Content Research to Find Opportunities

- Social Listening
- Competitor Content Analysis
- Content Audit

Developing a Content Marketing Plan

- Content Marketing Goals
- Content/Business Goal Alignment
- Customer Personas
- Content Topics
- Content Calendar
- Content Management Systems

Creating and Curating Content

- Content Stakeholders
- Content Types and Formats
- Content Tools
- Content Creation and Curation
- Content Creation Best Practice
- Brand Components
- Content Personalization

Publishing and Distributing Content

- Content Platforms
- Benefits and Challenges of Content Seeding
- Content Scheduling Techniques and Tools
- Content Promotion Strategies

Metrics and Performance

- Content Marketing ROI
- Content Marketing Metrics
- Metrics and Content Marketing Strategy

Enhancing Your Creativity NEW

- Generating Ideas and Solutions
- Tactics to Remove Creative Barriers
- Effective Recognition of Idea Failure

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3 SOCIAL MEDIA MARKETING

It's not just social media marketing it's a big, warm, pleasurable social media experience for your audience. Your brand needs to ring loud and clear through all the right platforms and we're going to show you how. Learn how to grow and engage a community around your offering. Give these people more to care about. Reach further with paid marketing and get deeper insights.

Topics:

Key Social Platforms for Digital Marketing

- Benefits of Social Media Marketing
- Social Media Marketer Responsibilities
- The Buyer's Journey Stages
- Influential Social Media Platforms
- Key Terminology

Setting up a Social Media Experience for a Business

- Best Social Media Account Practices
- Facebook for a Business
- Twitter for a Business
- LinkedIn for a Business
- Instagram for a Business
- Snapchat for a Business

Growing and Engaging an Audience

- Community Techniques and Best Practices
- Content Sharing Best Practices
- Sharing Stories Best Practices
- Video Content Best Practices
- Hashtag Usage Best Practices
- Twitter Content Best Practices
- LinkedIn Content Best Practices
- Instagram Content Best Practices
- Snapchat Content Best Practices

Creating and Optimizing Social Media Campaigns

- Campaign Set-up
- Facebook and Instagram Business Manager
- Twitter Ads Manager
- LinkedIn Campaign Manager
- Snapchat Ad Manager

Developing Data-Driven Audience and Campaign Insights

- Campaign Tools Analysis
- Facebook Tools and Analytics
- Twitter Tools and Analytics
- LinkedIn Tools and Analytics
- Instagram Tools and Analytics
- Snapchat Analytics and Campaigns

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4 SEARCH ENGINE OPTIMIZATION (SEO)

You must be found. Which means you must make yourself found. Search Engine Optimisation is all about getting on that first Google page, staying top of the list and top of mind. Learn the tricks of the trade such as keywords, what kind of content attracts, how to create more engagement and the magical art of conversion. There is so much to 'like'.

Topics:

SEO Fundamentals

- Paid and Organic Search
- Key SEO Components
- Search Engine Introduction
- Common Search Query Types
- SERP (Search Engine Results Pages) Components

Aligning SEO and Business Objectives

- SEO Objective Types
- Create and Implement SEO Objectives

Keywords and SEO Content Plan

- Keyword Research Benefits
- Short and Long Tail Keywords
- Conduct Keyword Research
- Convert Keywords into SEO Content

Optimize Organic Search Ranking

- Technical Components for Visibility
- On-page Optimization
- Off-page Optimization
- SEO Audit

Measuring SEO Performance

- Traffic Sources
- SEO Metric Types
- Success Measurement

Enhancing Your Problem-Solving Skills NEW

- Effectively Identify Problems
- Problem Solving Strategy
- Problem Solving Skill Sets

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5 PAID SEARCH (PPC) WITH GOOGLE ADS

Pay-Per-Click campaigns using Google Ads, bid auctions, how to squeeze every drop of value out of paid search campaigns, the tracking of successful conversions, Google Analytics and more – this is turbo-charged marketing practice with pinpoint precision.

Topics:

Fundamentals of Paid Search

- Paid vs. Organic Search
- Customer Use of Search Engines
- Paid Search Benefits
- Elements of Paid Search Campaigns

Paid Search Campaign Creation with Google Ads

- Google Ads Manager Account vs. Child Account
- Google Ads Best Practice
- Google Ads Account Elements
- Paid Search and SEO Keyword Research
- Google Ads and Paid Search Campaigns

Search Campaign Management

- Advertising Budget Management
- Google Ads Bidding
- Google Ads Bid Simulator Tool
- Optimize Paid Search Campaigns
- Google Ads Editor

Paid Search Campaign Measurement

- Paid Search KPIs
- Conversion Tracking
- Success Metrics
- Google Analytics Measurement
- Google Analytics and Search Console Reporting

The Art of Persuasion NEW

- Persuasion when Interacting with Others
- Persuasion Techniques for Audience Proposals
- Maximizing impact of Proposals
- Overcoming Objections to Proposals

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6 YOUTUBE AND DISPLAY ADVERTISING

YouTube. Because we have eyes to see. Learn how to set up, manage, analyze and optimise a channel worthy of much viewing. Also release the sales power of Google Display Network and more. Visual is where it's at.

Topics:

Fundamentals of Display and Video Advertising

- Key Concepts, Benefits and Value
- Key Advertising Platforms
- Advertising Buying Mechanisms
- Strategy Objectives

Creating and Managing a YouTube Channel

- YouTube Channel Setup
- Video Best Practices
- Content Management Best Practices
- YouTube Analytics and Reporting

Google Display Network and Video Ad Formats

- Google Display Network Campaign Types
- Ad Formats and Sizes

Creating Display and Video Campaigns

- Google Ads Display Ad Campaign
- Responsive and Non-responsive Ads
- YouTube Channel and Google Ads Linking
- Standard Video Ad Campaigns
- YouTube Ads

Targeting Display and Video Campaigns

- Targeting Types
- Audience Targeting
- Contextual Targeting
- Advanced Google Ads Features
- Configure Ad Exclusions
- Remarketing Options
- Bidding Strategy

Measurement and Optimization

- Key Display Campaign Metrics
- Video Campaign Metrics
- Performance Analysis of Display Campaigns
- Performance Analysis of Video Campaigns
- Impact Performance Analysis
- Campaign Optimization

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7 EMAIL MARKETING

Are email lists still relevant? Oh yes. An email is post sent to your virtual home address so it's important - but do it right so that email gets opened and starts your target on a click-through journey of discovery. Also see how it can all be automated for max efficiency. And let's not forget the all-important regulatory stuff.

Topics:

Email Marketing Fundamentals

- Key Concepts
- Inbound Email Marketing
- Legislation and Regulations e.g. Permissions and Data Protection

Tools and Strategy

- Key Strategy Principles
- Email Service Providers
- Recipient Sources
- Contact Databases

Marketing Automation

- Benefits of Automation Tools
- Key Process Building Blocks

Email Design

- Email Writing and Design
- The Buyer's Journey Alignment
- Subject Lines
- Copy Essentials
- Design Best Practices
- Call-to-Actions (CTAs)
- Image Best Practices

Creating an Effective Email Campaign

- Email Campaign Creation
- Delivery Factors
- Delivery and Placement Challenges
- Campaign Management Best Practices

Testing and Optimizing an Email Campaign

- Test Components
- A/B Testing
- Key Campaign Measurement Metrics
- Optimize Open and Click Through Rates
- Mobile Optimization
- Bounce Rates and Unsubscribes

How To Be A Better Communicator NEW

- Benefits of Effective Communication in the Workplace
- Nonverbal Cues
- Distinguish Different Types of Communication
- Communication Strategies

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8 WEBSITE OPTIMIZATION

What makes a winning website? This module gives you the skills to create a simple, well-designed, optimised WordPress site that not only looks good but also delivers for your business – goals and solutions stay lined up, nice and clear. Also, let's get user-centric with best practice UX and go deep with data; activity tracking means insight - and insight is power.

Topics:

Web Design and Website Optimization

- Website Optimization and SEO
- Optimization and Digital Marketing Strategy
- Design, Construction, Maintenance and Optimization in a Marketing Context
- Key Components of Web Design

Publishing a Basic Website

- Website Hosting Options
- WordPress.org Setup
- WordPress Themes

Design Principles and Website Copy

- Web Design Principles
- Mobile-First Design and SEO
- Copy Best Practice
- A/B Best Practice Testing

User-Centered Design and Website Optimization

- UX and UI Design, Benefits and Principles
- UX Assessment
- User Experience Improvement and User-Centered Design Methods
- Key Optimization Performance Factors

Website Metrics and Developing Insight

- Website Monitoring
- Evaluation Tools
- Implement Monitoring and Optimization Best Practice

Agile Thinking NEW

- Principles of Agile Thinking
- Test and Learn Approaches
- Test and Learn Benefits to Marketers
- Applying MVP concepts to Digital Marketing Campaigns
- Agile Thinking Benefits to Marketers

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9 ANALYTICS WITH GOOGLE ANALYTICS

Be all seeing, all knowing. This module helps you unleash the awesome capability of data. Discover what you customer wants, likes, needs and does. Go deep inside their journey so you can perfect their seamless path to purchase and beyond. This is not just great power, it is super power. And we also cover the legal stuff because with that thrilling, addictive power comes responsibility.

Topics:

Web Analytics Fundamentals

- Insight Types for Digital Marketers
- Analytics Tools for Data Collection, Measurement and Analysis
- Google Analytics Benefits and Limitations
- Analytics Reporting Terminology
- Legal Requirements, Responsibilities and Best Practice

Creating and Configuring a Google Analytics Account

- Account Setup
- Tracking Code Installment
- Key Settings and Navigational Functions
- Account Settings and Filters
- Benefits and Risks of Sharing Access
- Linking Google Analytics and Other Tools

Setting Goals with Google Analytics

- Setup Goals
- Match Website Activity to Goals
- Use Goal Funnels to Analyze Customer Conversion Journey

Monitoring Campaigns with Google Analytics Reports

- Campaign Types
- Audience, Acquisition, Google Ads, Behavior, Events and Conversion Reports
- Multichannel Funnels Reporting

Analyzing and Recording Google Analytics Data

- Track Traffic Changes in Real-Time
- Custom reporting, Annotations and Custom Segments
- Standardized Data Process

Digital Marketing Institute™

10 DIGITAL MARKETING STRATEGY

We give you capability, influence, reach, data, insight and tools, tools and more tools. But you still need solid objectives, otherwise you are drunk on power, driving a high-performance sports car round and round in circles on your way to the corner shop. That's why we tie it all together with a Strategy module. Have a big and clear vision of where you really want to go, and make it actionable with budget, channel and media plans, Key Performance Indicators and more.

Topics:

Digital Strategy Fundamentals

- Core Digital Marketing Strategy Components
- Strategy Purpose
- Strategy for plan communication
- Digital Marketing and Digital Media
- Resource Mapping
- Budget Planning
- ROI and Success Metrics

Setting Strategy Objectives and KPIs

- Common Business Objectives and Campaign Expectations
- Identify and Distinguish KPIs
- Past Performance and Industry Benchmarks for Forecasting
- Regular Performance Reviews

Digital Strategy Research

- Key Research Activities
- Research Mapping
- Strong Research vs. Potentially False Reports
- Owned, Accessed and Desk Research
- Audit Factors
- Audience and Competitor Research
- Social Listening Study
- Creative vs. Media Brief

Developing a Creative Strategy

- Key Creative Strategy Ingredients
- Maximize and Repurpose Creative Output
- Content Strategy Elements
- Creative Format Specifications

Executing a Digital Marketing Strategy

- Strategy Objectives
- Optimize Channel and Budget Mix
- Media Planning for Paid Channels
- Key Campaign Components

Communicating a Digital Marketing Strategy

- Stakeholder Communication Tools
- Digital Marketing Strategy Best Practice

Becoming a Strategic Thinker NEW

- The Importance of Strategic Thinking
- Emergent Strategy
- Benefits of Strategic Thinking
- Strategic Thinking Behaviors
- Future-basing® Steps

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LOOKING FOR MORE?

DMI Postgraduate Diploma in Digital Marketing

Looking for more? or looking to take your career to the next step? Check out **DMI Expert** our postgraduate diploma in Digital Marketing. Create powerful and dynamic digital strategy. See it manifest into real world, business-changing action.

View the Course

Digital Marketing Institute™

DMI MEMBER STORIES

"Between the **DMI PRO** team, comprehensive learning content and weekly blogs on the Digital Marketing Institute website, I felt that my learning experience was very well supported overall."

Anna Moldovan, **Google**

"I had heard a lot of reviews from people in the industry about the benefits of being a **DMI Member**. Additionally, the chance to learn from the very tenured lecturers that they have on staff was the main draw for me."

Kelly Herbst, **Hubspot**

Digital Marketing Institute™

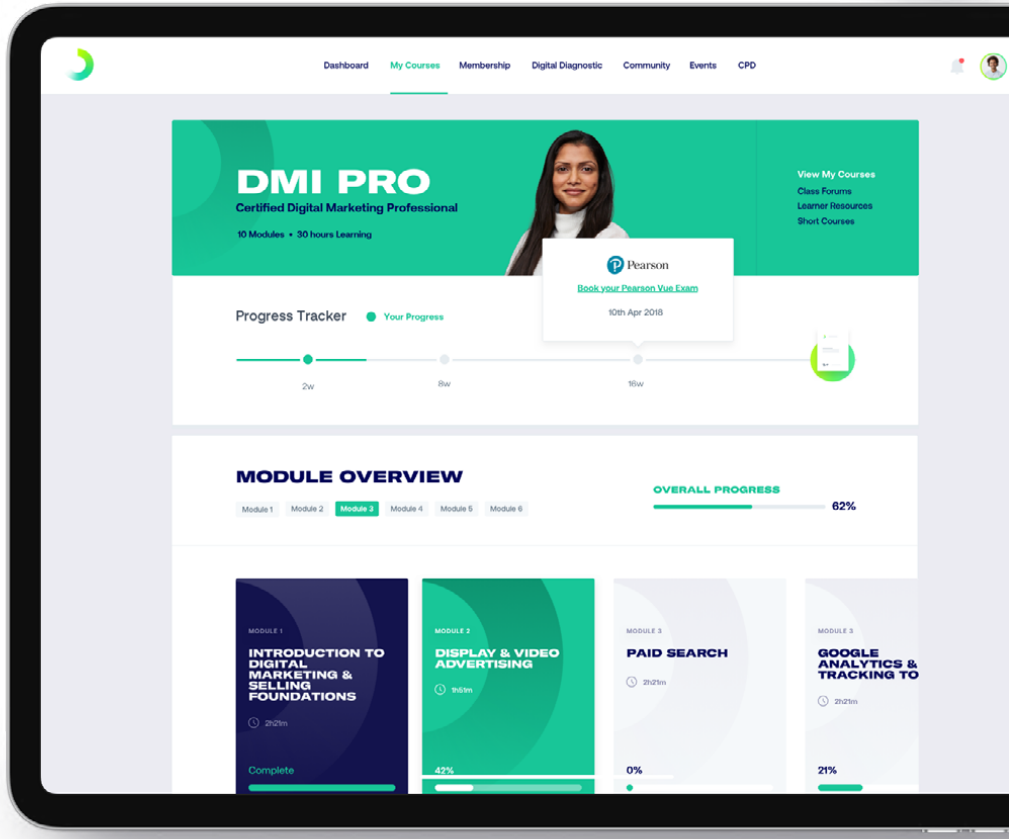
HOW WILL I LEARN?

We live our promise of new and relevant. 'No point learning new stuff in tired old formats' - our clever new Learning Platform is what they talk about when they talk about immersive. The user experience is smooth, seamless and all about you. Let it make you smart and happy on desktop, mobile or tablet.

Here's how the latest version walks the talk on new:

- Short courses called **DMI SPRINTS** (Analytics, Content Marketing, GDPR, UX Essentials, CX Essentials, Graphic Design). They're called sprints because this is efficient learning that takes you where you want to go - fast
- Up to 60% more learning interactions
- Bite-sized lessons (10-20 minutes)

But that's not all. We have also created a 360 degree learning environment for you, which we call **MYDMI**.



Our immersive learning platform **MYDMI**

CERTIFICATION AND BEYOND

The course ends. Your new life begins.

But first comes **The Test**. Yes, it's an assessment but not as you know it. **The Test** is punchy, focussed and dynamic. It happens via a screen (of course). Questions come in different formats including text-based multiple choice; image-based multiple choice, matching and hot spot questions. We use the *Pearson VUE* test center network which has over 5,200 centers in 180 countries.

You can take **The Test** anywhere in the world; everybody gets the same experience. It lasts 180 minutes, and afterwards (fingers crossed) you are never quite the same. You are a new kind of marketeer, a **DMI Certified** digital animal ready to thrive in the digital jungle. What's more, your slick new **DMI Certification** works as a virtual passport. It looks sharp and is recognised at the door of (just about) all the best opportunities.

DMI PRO is mapped to the European Qualifications Framework **(EQF)** AND positioned within the European Higher Education Area **(EHEA)**, a 'translation tool' between different qualifications systems. And both these facts are a big deal. They mean your **DMI Certification** gets recognised at a glance, fits within other educational frameworks and has value beyond borders. With **DMI Certification**, nothing gets lost in translation.

Digital Marketing Institute™

LEADERSHIP AND STANDARDS ASSURED

The industry recognises what DMI does because we work with the best people and we're helping to move the whole industry forward. We have created a 27 person panel of diverse influencers, thought leaders, tech gurus and C-suite change-makers called the **Global Industry Advisory Champions**.

These people don't just play the game – they are the game. Hailing from the USA, Europe and Asia, the Champions have millions of followers, win awards, get published globally, manage multi-site teams and multi-million dollar budgets and are right at the edge of new and fast as well as established and influential.

They have a direct line to us, bringing in crisp industry ideas, research, commentary and new best practices. We work with them year-round to deliver better - sharper products; a clearer, more meaningful Roadmap.
And they develop hot content and webinars exclusively for **DMI Members**. For you.
Working with the Champions means we create better players. And a better game.

DMI'S

GLOBAL INDUSTRY ADVISORY CHAMPIONS

Google
Coca-Cola
HubSpot
IBM
MobileMonkey
Microsoft
facebook
Drift
DirectLine Group
Lucidchart
LinkedIn
The Economist
abra
bitly
AccuWeather
terminus
TopRank Marketing
sky
Henley Business School

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PLAYING THE LONG GAME

We're getting you in the game as a DMI Power Member.

But this is a fast game. You need to hit the ground running, so right from the moment you sign-up for a course, you become a **DMI Power Member**, which means you join the conversation with a whole generation of marketeers around the globe who we've helped take their place at the leading edge. They are a living library of savvy and skills.

Being a **DMI Power Member** means being connected – to their smarts, to trends in industry, to experts who can bring unique insights to your work; to other great people with a task, vision or stellar trajectory like yours. You are connected to opportunities.

Here's the small print on what you get:

- Thought and practice-leading, world-class content from the edge of new
- High-quality templates and toolkits. Looking the part is not just about smart casual
- A career zone. Real insight from the inside
- Industry news and analysis. The exciting stuff

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WHAT DMI MEMBER ARE YOU?

MEMBER

Sign up today, join 125k Members today at no cost, enjoy restricted access to our great member benefits.

POWER MEMBER

Enjoy unrestricted access to all Member content within your MyDMI Account. You also receive one year free Power Membership with the purchase of our courses.

POWER + MEMBER

Already a Power member? Get certified, unlock CPD and become a Power+ Member.

Member Benefits	MEMBER	POWER	POWER +
Podcasts	✓	✓	✓
Articles	✓	✓	✓
Webinars	✓	✓	✓
Expert Walkthroughs	✓	✓	✓
eBooks	20%	✓	✓
Case Studies	20%	✓	✓
Toolkits	20%	✓	✓
Exclusive Interviews	20%	✓	✓
Community Forum	✓	✓	✓
Short Courses		✓	✓
Audio Books		✓	✓
Audio Case Studies		✓	✓
Audio Interviews		✓	✓
Presentations		✓	✓
Member Spotlight - Publish Your Content		✓	✓
CPD Program & CPD Designation			✓

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WE ALSO KEEP YOU IN THE GAME

As this is the game of perpetual motion, we've gone beyond what we offer you as a **DMI Power Member** and created not one but two other hot routes to perpetual relevancy.

1. **To keep you top of your game,** we also give you Just-in-Time (J-I-T) learning activities through webinars and online short courses called **DMI SPRINTS**.

DMI SPRINTS effective-straight-away-learning short courses in Analytics, Content Marketing, GDPR, UX Essentials, CX Essentials, Graphic Design.

Hot content. Always.

2. **Continuing Professional Development (CPD)** for **Power + Members** is about being the best digital marketing professional that you can be - and taking the industry with you. You get access to a special CPD zone and rack up credits as you rack up fresh knowledge – 40 credits over 3 years means your Certification stays up-to-date. And so do you. **Becoming a Power + Member.**

- Recognition. CPD is a brilliant way for you to communicate just how great you are
- You hold your status among an elite group of high performing digital marketing professionals. CPD is a Badge of Honor
- You look the part on LinkedIn
- You are empowered to expect a higher income
- Access to key Skills Experts through our annual webinar portfolio
- In-platform bitesize learning activities. Stay sharp
- CPD Accredited eBooks and Webinars

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SUPER-RELEVANCE

True leaders don't go it alone. They surround themselves with great people who channel great ideas. That's what we've done. We've even created special 'great people' teams.

Meet DMI Skills Experts. Because digital doesn't gather dust, we throw open the doors of our virtual classrooms and welcome in new ideas and creativity. The Skills Experts ensure our courses are as dynamic as the world they equip you to enter - and that your new skills are a flawless fit for real industry needs. They have their ear to the industry ground, meet with the big players and shape your course materials – and reshape them in response to this most responsive of disciplines. We've designed the zeitgeist right into your programme.

What next for digital marketing? The answer is always change. And that's great. We champion change.

DMI's **Global Industry Advisory Champions** are tech leaders, industry insiders and influencers from across the globe; from top global and technology brands. They're digital trend-spotters, on the trail of new ideas, razor-sharp insights and virgin opportunities. They feedback the cream of what they find into our skills framework - a framework that defines new global standards for the whole industry. It's a circle of better.

Our Champions are moving the industry conversation forward and bringing you right into the conversation too.

Under the guidance of
Global Industry Advisory Champions
including

Google Coca-Cola facebook sky The Economist HubSpot

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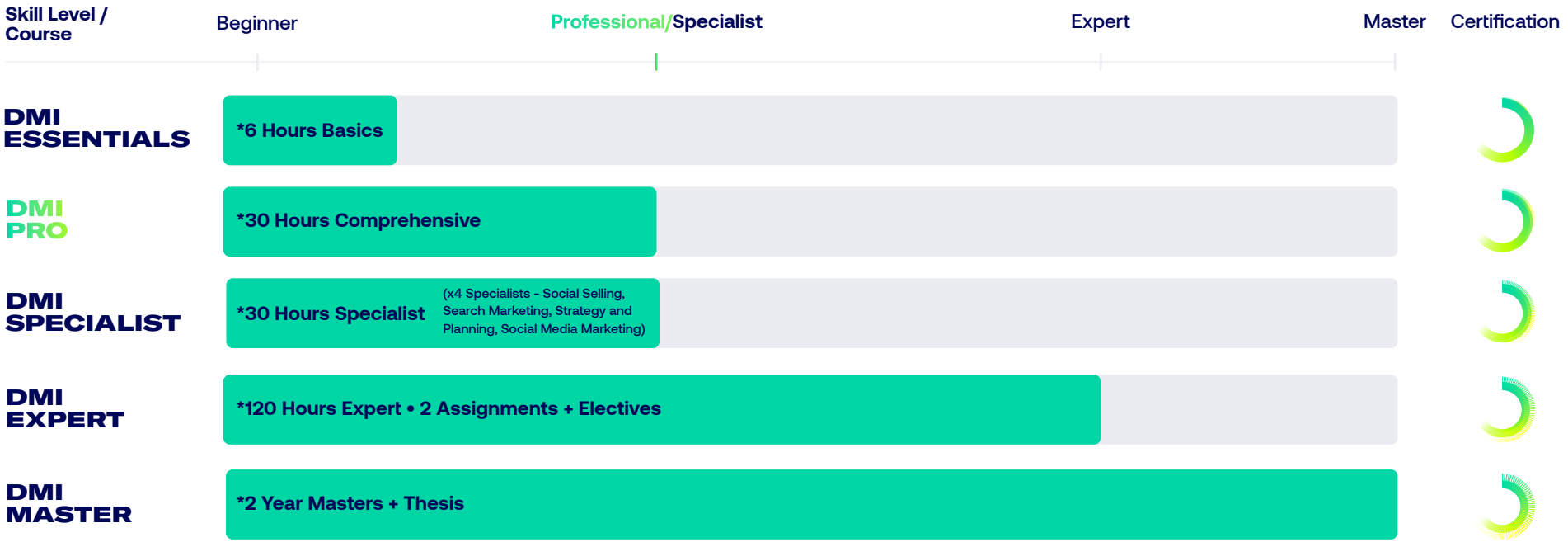
BECOME A DMI MEMBER

By now, your digital marketing path is so clear it even comes with a Roadmap, which tells you exactly where your **DMI Certification** stands. Follow the Roadmap to even more relevance and recognition. Or stop. Enjoy the scenery. Branch off and explore. Get back on the road when you're ready to achieve more. **Go as far as you want.**



* Projected Learning Time to complete course

Digital Marketing Institute™

FIND AUDIENCES
BE FOUND
CHOOSE SEO
GO PLACES
GO MOBILE
CREATE CONTENT
GO VIRAL
BOOST SALES
LEARN PPC
BOOST YOUR SALARY
CHOOSE COURSES
STAY RELEVANT
STAY AHEAD

Get in the game with DMI.

digitalmarketinginstitute.com

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Approved Partner

READY TO GET IN THE GAME?

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