



Digital  
Marketing  
Institute™

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**WEB** GRUPPEN

Approved Partner

# DMI SPECIALIST

Certified Digital Marketing Specialist in Search Marketing

Stay Relevant. Stay Ahead.

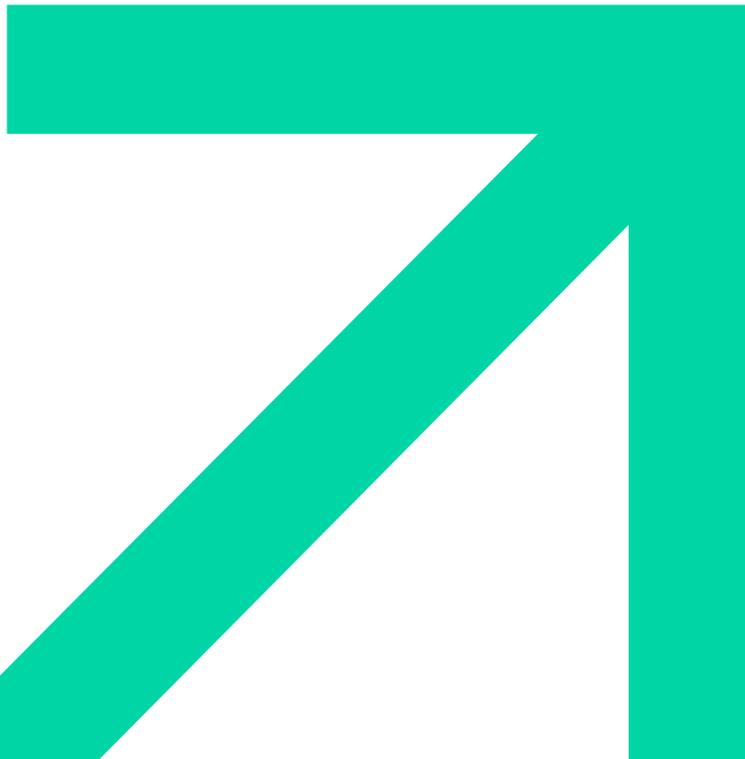
Under the guidance of Global Industry Advisory Champions including

Google *Coca-Cola* facebook sky The Economist HubSpot

[www.webgruppen.no](http://www.webgruppen.no)



# GETTING STARTED



Hello

The Challenge

Why choose Certification?

Who is **DMI SPECIALIST** for?

What will I learn?

How will I learn?

DMI Certification and beyond

Playing the long game

Super-relevance

Get in touch

# HELLO

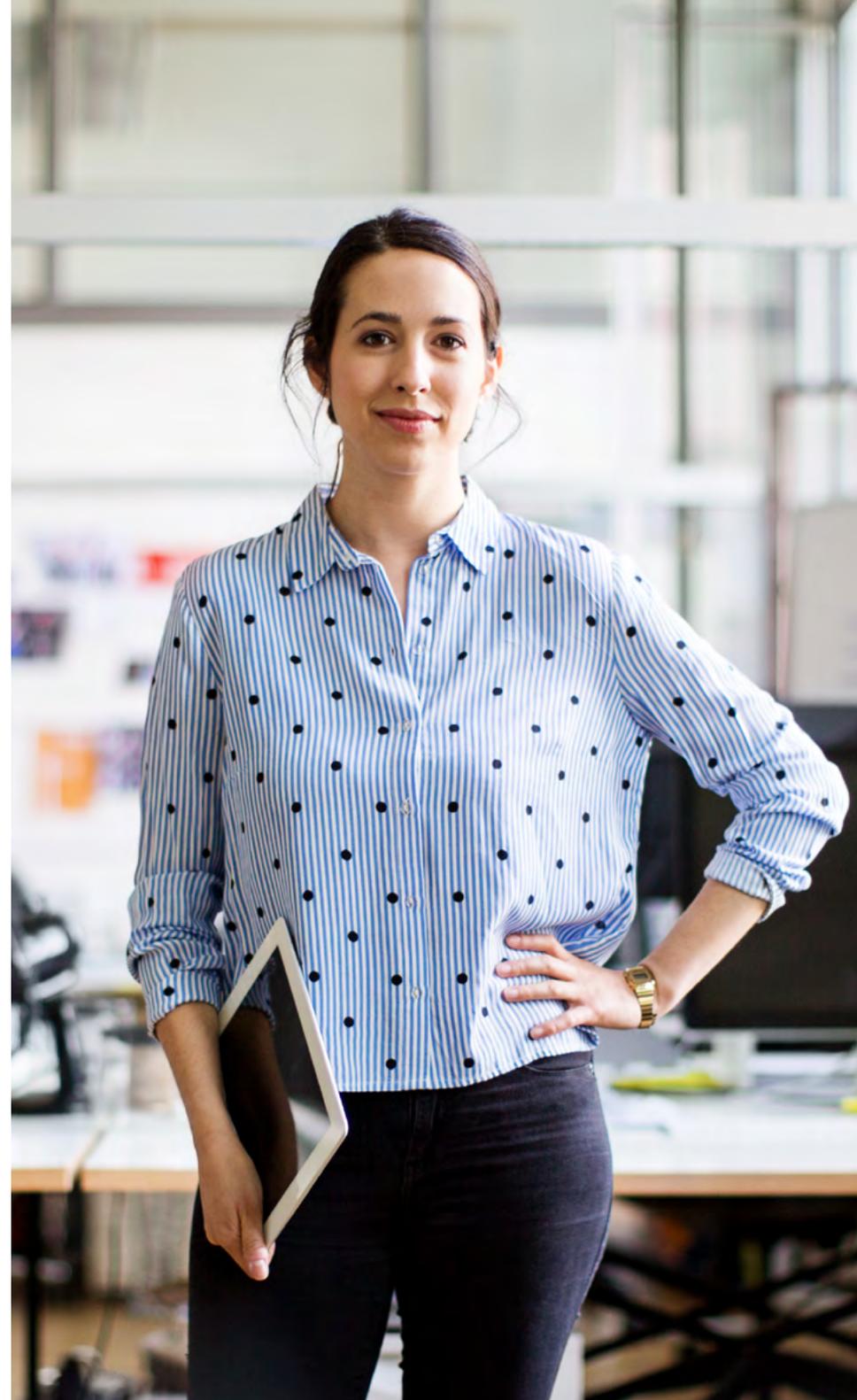
When you've got the skills,  
it's all yours to play for.

The Digital Marketing Institute gives you those skills and what's more - gives you Certification which is recognised 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 47,000 **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.**



# 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

# 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 Member** which means you get access to our **Continuous 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 recognised 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.**

# 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



# WHO ARE DMI SPECIALIST COURSES FOR?

- Sharp and experienced players of the digital sales and digital marketing game who aren't content to be mere players anymore. You want to drive the game. You want to change it
- Sales professionals. Marketing Managers. Team leaders. Business Consultants and Developers. Professionals who've taken their vision as far as they can go without specialized skills – and plan to fix that
- Inspired career changers
- Entrepreneurs who want to be more entrepreneurial
- Those who realise specialisation gives you a real, sharp, tangible competitive edge - with which to slice through the competition

Specialism means you can take control. You get the big and clear picture on what can be done. And then you go do it. No more outsourcing. No more waiting around. Build a reputation as someone who really can offer more. Grow your business or your career your way. **Stay relevant.**

## Why choose **DMI SPECIALIST** in Search Marketing?

Because you recognise the beautiful simplicity behind search marketing. You understand that while content may be extraordinary, moving and relevant, what's most important is that it's seen. You want to be there when it matters, to offer the hero product, the meaningful message. You want the power of making the unseen seen.

# WHAT WILL I LEARN?

## HOW TO:

- Rise up in Google rankings and become the go-to brand or authority
- Master the practical stuff. This course merges thought leadership and the technical skills, tools and tactics you need to get the job done. We give you everything you need to plan, implement and measure an effective SEO campaign – to make your brand seen
- Create and position content which ultimately leads on a journey to conversion. It's about context and relevance. Together they make meaning. And inspire behavior
- Scatter seeds in millions of minds. Many will bear fruit
- Optimize your website. Create a smooth and effective consumer journey
- Measure more. Succeed better. Apply key search marketing campaign metrics, performance analysis and campaign optimization for higher conversion rates
- Make an entrance

# MODULES OF VISIBILITY

**Your program involves eight modules of white-hot techniques and practice. What you are acquiring is digital powers.**

1. Introduction
2. SEO Set-up
3. SEO Content
4. SEO Workshop
5. Paid Search
6. Display Advertising
7. Analytics with Google Analytics
8. Strategy and Planning

## Module 1

# INTRODUCTION

Making a timely and welcome appearance may look effortless but it's an art, and you're going to need lots of key concepts, tools and tricks.

- Learn how the core search elements, including search engine optimization, pay-per-click advertising, and analytics, work together to drive targeted traffic that converts into lots of delightful sales
- Why SEO? And why organic search has an edge over paid – up to a point
- The power of measurement. What worked in your campaign? What didn't? Succeed again. Succeed better

## Module 2

# SEO SET UP

The Search Engine is the oracle. All seeing, all knowing. It exists to help mere humans who must find things. We're going to show you how to appease the oracle, so that when it speaks, it speaks your name.

- Learn how to set your business, website, mobile and SEO objectives. Throw some free and paid keyword research tools into the mix
- The how-to of measurement and key SEO metrics
- Plenty of techy stuff
- Best practices for on-page optimization. How to perform keyword research
- How backlinks and your social media profiles really matter for SEO
- How to make your website mobile-friendly
- Improving local SEO – it's about relevance again
- The value of reflection. Which in this context means report and measurement tools

## Module 3

# SEO CONTENT

Context and relevance. Relevance and context. Because being seen is not enough. You want to be seen in the right place and at the right time, so your brand can step in and be a hero. Who doesn't love a hero?

### So, here's what you need to make it happen:

- Content that speaks to your audience. How SEO and content marketing work together as a team
- Tools and techniques of on-page optimisation. How to engage more across the various digital marketing channels
- Best practices for researching SEO content and how to conduct informed keyword research to identify topics and priorities
- How to turn your fascinating content into riveting conversion rates
- A big, beautiful, visionary content strategy. And nifty tools to evaluate the performance of your SEO content

## Module 4

# SEO WORKSHOP

Let's get techy. And hands-on in a techy kind of way. While keeping it strategic.

### Here you will learn:

- How to tighten the technical side of the SEO and sharpen your on-page optimisation
- Magic. When the magician does that trick with the saw, what really happens to the beautiful assistant in the box? Hint: it all happens out of view and behind the scenes. Learn more on how to build and maintain backlinks on your website
- How these tricks and tools enable bigger, better, more ambitious strategy

## Module 5

# PAID SEARCH

As you are clever, you can artificially grow those organic searches. However, Paid Search cuts right to the chase. This introduces the key concepts of PPC advertising. Again, relevance and context make an appearance, arm in arm, and you'll learn how to make best use of every single click.

### Also:

- How to set up a Google Ads account and create a paid search campaign
- Manage a paid search campaign budget and understand the rationale behind your bid choices to optimize campaigns effectively
- Optimize a paid search campaign using a variety of clever methods
- Determine success by measuring engagement and reporting on the results of a paid search campaign

## Module 6

# DISPLAY ADVERTISING

That means banners, text ads, video, flash, audio and more. Unlike much of what you do in search marketing, it's overt and practically traditional, though there are lots of unseen strings making it happen, and you're going to learn all about them:

- Meet the key concepts of display advertising, which include message, production values and of course, relevance and context
- Get familiar with the many different advertising formats, platforms and options. What look best suits your brand?
- The right questions to ask around targeting and bidding. How to set it all up
- Measuring and reporting. Rinse and repeat, only better

## Module 7

# ANALYTICS WITH GOOGLE ANALYTICS

Your website is the sun around which all your digital marketing activities orbit. Hence you need a deep knowledge of your target's experience on and around this core space. And that is why you need the superpower abilities granted to you by Google Analytics. This superpower is akin to the ability to see through walls – walls of data that is. Google Analytics lets you convert data into meaning and make actionable plans for your website and other marketing channels.

- Learn how to set up, measure, monitor and optimize your digital marketing campaigns for success
- With power comes responsibility. There are legal responsibilities and best practices concerning data collection, explicit consent and privacy. We cover the stuff you need to know
- Set up and configure a Google Analytics account and install Google Analytics tracking code
- Learn how to set goals. Analyse digital campaign performance and the customer conversion journey using Google Analytics. Stop your targets from getting distracted and wandering off
- Monitor campaigns with Google Analytics Reports
- Track live data and use Google Analytics custom reporting features to record and analyse campaign data

## Module 8

# STRATEGY AND PLANNING

So now you have tools, techniques, practices, powers and more tools. You've learned how to make an entrance (relevance and context) and your brand, new anti-invisibility cloak is hanging in your wardrobe. Now all you need is a search marketing strategy and an actionable plan for your action-hero brand appearances. Exciting, isn't it?

### Here you'll learn:

- Best practices for planning and research
- How to set search marketing strategy objectives
- Implementation (the magic of making it happen) and evaluating all your hard, wonderful, inspired work
- The stage is now set. You are ready to be seen.

# “ DMI MEMBER STORIES

“Between the **DMI Specialist** management 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

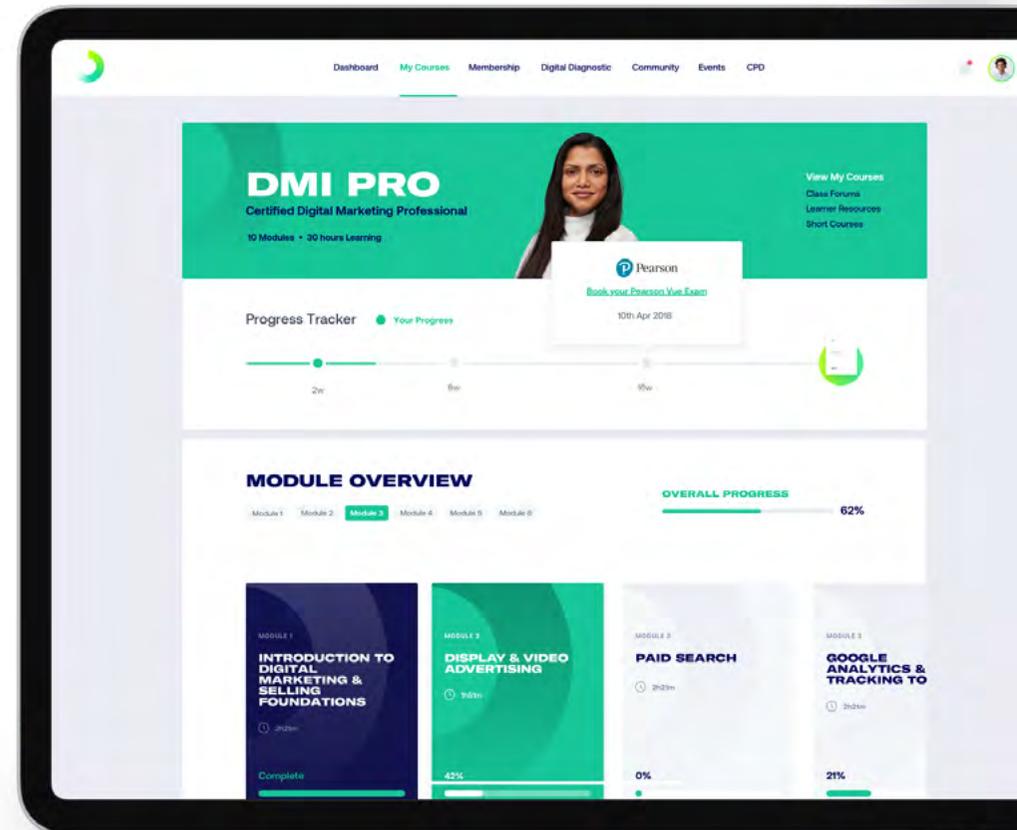
# HOW WILL I LEARN?

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 centre network which has over 5,200 centres in 180 countries.

You can take **The Test** anywhere in the world; everybody gets the same experience. It lasts 120 minutes, and afterwards (fingers crossed) you are never quite the same. You are a new kind of marketer, 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. That's because it comes with true authority.

# 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

Direct Line Group

Lucidchart

LinkedIn

The Economist

abra

bitly

AccuWeather

terminus

TopRank Marketing

sky

twitter

Henley Business School

# PLAYING THE LONG GAME

## We're getting you in the game as a DMI 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 Member**, which means you join the conversation with a whole generation of marketers 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 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

# 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 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 Certified 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.

- 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

# 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.

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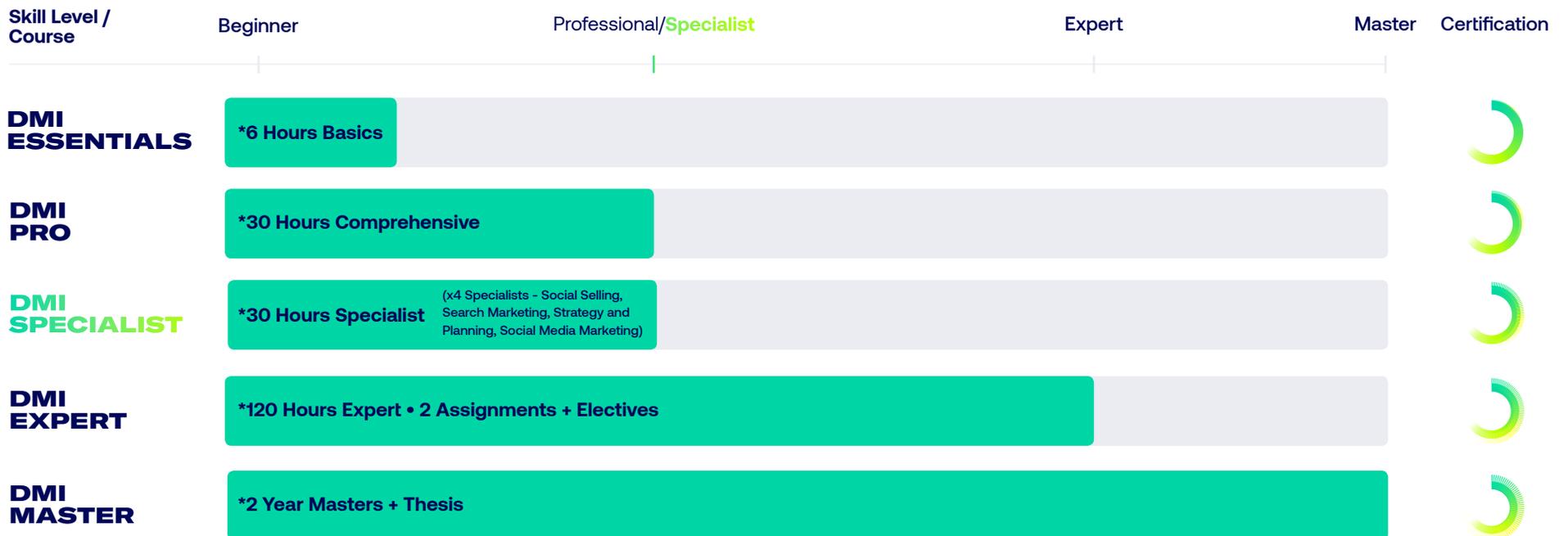
sky

The  
Economist

HubSpot

# 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.





# **READY TO GET IN THE GAME?**

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