Digital Marketing Institute™

Approved Partner

× WEBGRUPPEN

DMI EXPERT

Become a Certified Digital Marketing Expert

Stay Relevant. Stay Ahead

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 EXPERT** 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 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.

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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 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.

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

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WHO IS DMI EXPERT FOR?

Being an Expert is about understanding and seeing a Bigger Vision and having the skills and insight to make it happen. It means having real and tangible capabilities to take your message, your brand or your career into unexplored territories. This is knowledge with breadth and depth. Knowledge of what's new. And what's possible. Few become Experts. **But Experts lead many.**

- Smart marketeers who may already play the digital game but see bigger and bolder opportunities
- Ideas people, change makers; those who need to bring white-hot digital strategy into the mix at boardroom level and beyond
- Entrepreneurs who want to be more entrepreneurial
- IT Managers
- Small Business Owners who may or may not want to stay small
- People who want to take their career to an exciting new place and realise that Certification opens more and better doors
- Graduates with no plans to wait around
- Anyone in marketing or business who wants to show the world what they can do

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WHAT WILL I LEARN?

Trends, tools, insights, strategies, new channels and more. Essentially, it's about practice – best, newest, most innovative. This is a practitioner-led course. You are learning about a compelling, responsive world, ultimately powered by the minds of billions of people, so we bring that sense of dynamism into the virtual classroom.

The best learning is doing, so **DMI Certification** happens when you have completed two real-world style assignments. What you produce is a comprehensive digital marketing strategy.

And it will be exciting.

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STAGES OF THOUGHT AND PRACTICE

Six stages for white-hot digital expertise, powerful planning and real-world change-making:

1. Social Media Marketing
2. Digital Strategy and Planning
3. Customer Experience (CX), E-commerce and Conversion Rate Optimization (CRO)
4. Search Marketing
5. Digital Selling
6. Essential Skills

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Stage 1

SOCIAL MEDIA MARKETING

There is a big conversation, with billions of people talking, non-stop, all over the world. The conversation is powerful. It can transform cultures, rip down belief systems, turn a reality star into the biggest mega-celeb in history and change the way we talk, eat, exercise and think about ourselves. It's called social media and you want in. And if you're already there, you want more in.

Influence is not a subtle thing you do from the shadows anymore. It's not even an artform, it's a science. There is a world of razor-sharp thought, insight and practice to help you get inside the conversation around your industry and your brand and lead it where you need it to go. But first go deep inside the minds you want to reach. Explore the networks, find your people and learn how to speak their digital language. We teach creative social media strategies. We teach how to implement budgets, set and measure KPIs and analyze the effectiveness of campaigns using key metrics such as click-through rates, open rates, likes and more. But really, we teach how to connect, engage, delight, amuse, make people aware. How to make people feel warm, cool and happy.

Modules:

- Social Research
- Content Creation and Outreach
- Facebook, Twitter, LinkedIn
- Instagram and Snapchat
- YouTube and Social Video
- Social Customer Service
- Strategy and Planning

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Stage 2

DIGITAL STRATEGY AND PLANNING

Digital isn't re-inventing the marketing wheel, just making it spin faster and faster, so it covers more ground, shoots to the moon, and comes right back to tell you about its adventures in real-time and in pinpoint detail. These extraordinary capabilities can translate into extraordinary plans and strategies. See further, think bigger.

This Stage is all about making your Bigger Picture manifest. It's about where you want your message and brand to be. Who you want it to speak to. What behavior your want it to create. We take that timeless and priceless marketing classic, the value proposition, and show how it works in this exciting new landscape (as brilliantly as ever, with a little inspired translation). Then how to deploy the new and powerful systems, tools, research and practices of the discipline. Explore big data, analytics, machine learning and AI. Reframe social media as a customer service channel. Consolidate state-of-the-art theory and practice in advanced digital strategies that wow even the most hardened boardrooms, captivate consumers and seamlessly convert into sales.

Modules:

- Traditional Communications
- Digital Communications and Channels
- Marketing Automation
- Budget and Resourcing
- Big Data and Analytics
- Strategy Formulation and Planning

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Stage 3

CUSTOMER EXPERIENCE, E-COMMERCE AND CONVERSION RATE OPTIMIZATION

Here we go deep into practice; into the customer experience, and how new technologies mean we can understand, serve and sell like never before.

Meet the key concepts underpinning effective website optimisation, conversation rate optimisation, and powerful, state-of-the-art e-commerce. Ultimately, analytics is the power. Acquire knowledge and use it to generate traffic, funnel experience and create thoughts, feelings and behaviors. Design a smooth road that leads one way – to conversion. Pick up the Graphic Design and Customer Experience essentials for a flawless look and feel.

This Stage is all about tools and tactics. The skills you need to make and manage human experiences and bend the internet to your will.

Modules:

- Web Optimization
- User Experience Research and Design
- E-Commerce strategy
- Applied E-Commerce
- Graphic Design Essentials for Marketeers
- Customer Experience Essentials

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Stage 4

SEARCH MARKETING

Search marketing is a stream of influence and power. Just ask 90% of people who search info and alternatives before purchase. The search engine is the oracle. Of course, we've got a whole bag of tricks and power tools to make the oracle work in your brand's favour.

This Stage gives you a deep understanding of how to design and manage powerful search marketing campaigns. Create effective SEO plans that align seamlessly with your content strategy – nowadays, being in the right place at the right time is a science. Get the full low down on Pay-Per-Click advertising (PPC) and where email marketing fits in the mix. Also learn how to do a search engine optimization audit and whip up a suitably dynamic and responsive strategy. Acquire the all-seeing, all knowing, godlike powers of web analytics – and use that knowledge to create campaigns that convert users into consumers and consumers into cash. When the oracle speaks, it shall speak your brand's name.

Modules:

- SEO Setup and Content
- SEO Workshop
- Paid Search and Display Advertising
- Analytics with Google Analytics
- Strategy and Planning
- Email Marketing Strategy
- Applied Email Marketing

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Stage 5

DIGITAL SELLING

This Stage covers how the buying journey has taken a whole new, faster and more amazing route within the past ten years and how this means awesome selling potential in markets you have yet to tap. Learn more on how to funnel consumer experience and behavior towards conversion. Explore how the social networks function as giant and powerful collective minds which need to hum with your message and influence, and how online, the personal brand is king.

Also, how to pinpoint target and personalise engagement (build trust) with your brand. Re-frame content as a sales tool, integrate digital capabilities and tactics, and see how ROI tots up (nicely) in this dynamic new world. This is essential learning for business leaders, B2B marketeers and expert players of the world's most exciting game.

Modules:

- Fundamentals of Social Selling
- Finding and Targeting Prospects
- Attracting Customers
- Increasing Engagement
- Closing and Retaining

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Stage 6

ESSENTIAL SKILLS

Working in digital marketing is different. This is the most responsive of media and of industries. It is a big and dynamic conversation, and to operate in this empowering and open world requires specials skills, a special mindset.

And that is what this Stage is all about. How to work with change, how to work with people in this most collaborative, innovative environment; how people skills travel through screens yet also transcend them. It's not just an industry, it's a culture, right at the forefront of human culture, and this Stage explores how digital marketeers and business leaders can roll with the changes, adapt, connect, communicate and lead the Great Game.

Modules:

- Creativity Skills
- Personal Skills
- Working with Others

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DMI MEMBER STORIES

"Between the **DMI EXPERT** 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**

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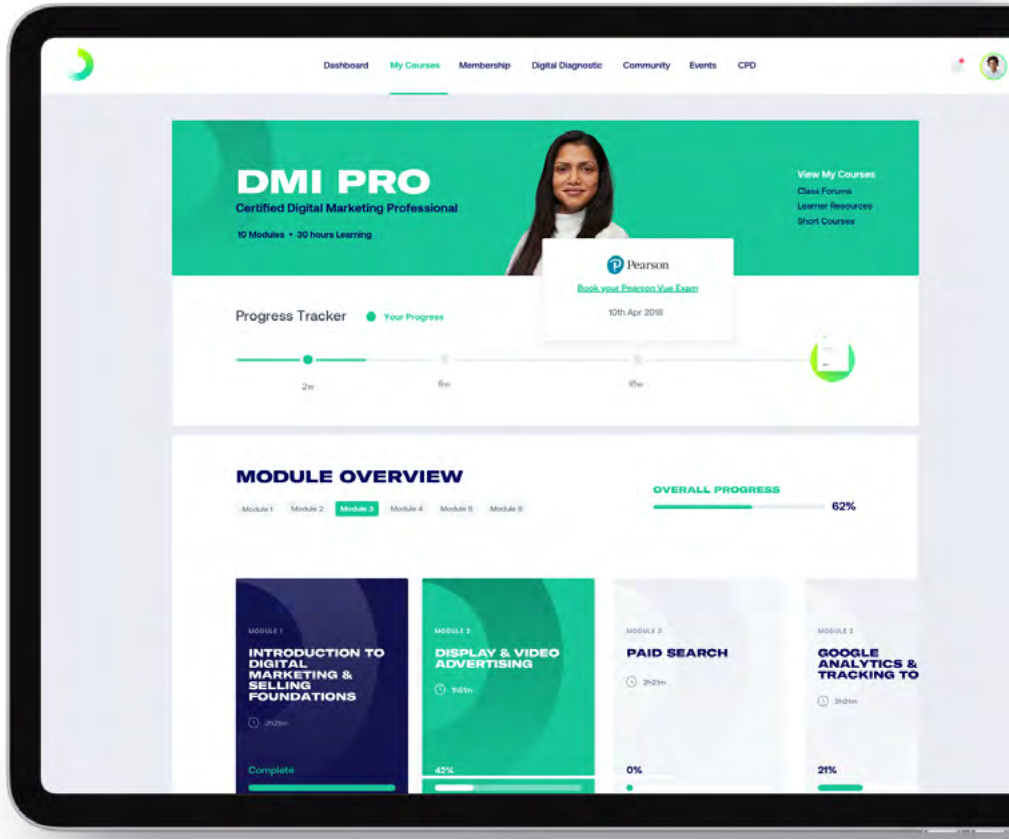
HOW WILL I LEARN?

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 Assessment aka your rite of passage into the advanced digital world. Digital Marketing at Expert level is a true meeting of thought and practice, so assessment involves two 5000 word assignments – a digital marketing research paper and a digital marketing strategy document. What you produce is a meaningful and grounded digital marketing campaign, from conception to completion - from that first glint in your marketeer's eye all the way through final measurements and analysis of success. This is as close to real world experience as it gets. You are now ready to lead.

You are now 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. 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.

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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 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 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 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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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

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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

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.

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