



Digital Marketing Institute
Part of the **BPP Education Group**

Approved Partner

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DMI PRO

Get a Professional Diploma in Digital Marketing

Comprehensive • 31 Hours • Study Online

Under the guidance of Global Industry Advisory Champions including

Google *Coca-Cola* ∞ Meta sky  HubSpot

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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

Leadership and Standards Assured

What Member are you?

Get in touch

HELLO

Navigate new frontiers with DMI.

The Digital Marketing Institute gives you the skills to do that. For marketers seeking to fulfil their ambition, DMI takes you on a journey to discover the boundless potential of digital marketing. And what's more - gives you Certification that's 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 a growing community of over 300,000 people worldwide and a panel of razor-sharp Global Industry Advisory Champions guiding our course curriculum, we're right at the edge of big, new and clever.

Become a digital pioneer with DMI.



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. Our comprehensive range of courses are built and validated by industry to meet the real needs of digital now. Constantly updated and highly adaptable, we're addressing the skills gap and anticipating future needs.

79%

of DMI graduates say the course helped them get a promotion *

65%

say certification was a reason for their salary increase *

75%

of employers say that candidates with a DMI certification on their CV have an increased chance of getting hired **

* 2022 Graduate Survey.

** 2023 Chief Marketing Officer Survey

STAY READY IN AN EVER- CHANGING DIGITAL WORLD

DMI courses are created with insight from those who are already out there doing it. We bring you expert thought and practice. **Learn to become a trailblazer in the world of digital.**

Digital marketing is in perpetual motion, everchanging, always new. That's why we focus on keeping you up to date.

Right from the moment you sign up for a course, you get a free subscription to our resource library. Browse **thousands** of articles, tools, podcasts, eBooks and more to further your career.

You also get access to our Continuing Professional Development (CPD) area.

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.

We have certified more digital marketing professionals to a single standard than any other certification body. We know what we're doing, and the big industry players are aware of that.

And it works. The fact is that **89% of our alumni are currently employed*** and **79% were promoted after earning their certification.****

* 2022 Alumni Survey, ** 2022 Graduate Survey.

WHY CHOOSE CERTIFICATION?

Because it helps you look better,
travel better and navigate new frontiers.

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** that helps real skills get recognised 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, but who's awesome potential will reveal itself in new and startling ways throughout your career.



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WHO IS DMI PRO FOR?

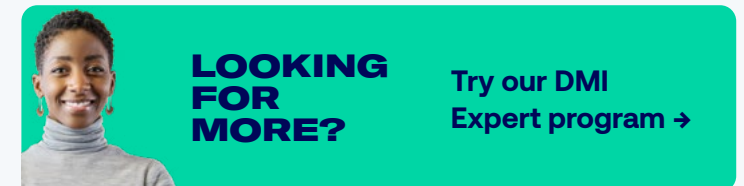
- Marketing Executives, Marketing Coordinators, Marketing Assistants, Marketing Interns, and Marketing Analysts
- Brand Managers, Brand Strategists, Event Planners, and Public Relations (PR) professionals
- Copywriters and Content Creators
- Media Planners and Media Buyers
- Market Research Analysts, Data Analysts, and Product Marketers
- Marketing managers and marketing directors
- Consultants and IT managers
- Entrepreneurs and small business owners
- Those with responsibility for developing or implementing an online marketing strategy for an organisation
- Anyone looking to pursue a career in digital marketing

Not sure if this is the right fit for you? Explore our full range of digital marketing certifications to reach your career potential [here](#).

WHAT WILL I LEARN?

HOW TO:

- Explore the game-changing impact of digital marketing, social media, and AI on business. Uncover the secrets underpinning the revolution that's reshaping today's business landscape.
- Master the art of social media and content marketing. Learn how to transform your brand into a household name and delight customers with engaging content that resonates with their needs.
- Integrate digital channels and explore how SEO, PPC, and display advertising can boost your website's organic rankings, drive more traffic, and generate demand for your business.
- Discover how to craft email campaigns that convert. Design, execute, and track your way to email marketing success using proven tactics and strategies.
- Unleash the power of data and metrics with web analytics to fine-tune your marketing game. Better understand your customer's journey, uncover insights, and make data-driven decisions to elevate your campaigns.
- Sharpen your professional skills and boost your personal and career effectiveness in the dynamic world of digital marketing. Master time management, agile thinking, and problem-solving skills and learn how to enhance your creativity and strategic thinking skills.
- Unleash the full potential of digital marketing. From concept to execution, discover the art of crafting tailored marketing tactics and strategies to propel businesses toward their goals.



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 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. Digital Marketing in the Era of AI
2. Content Marketing
3. Social Media Marketing
4. SEO (Search Engine Optimisation)
5. Paid Search (PPC) and Display Advertising
6. Email Marketing
7. Professional Skills for Digital Marketers
8. Website Optimisation and Ecommerce
9. Analytics with Google Analytics 4 (GA4)
10. Digital Marketing Strategy

1 **DIGITAL MARKETING IN THE ERA OF AI**

Unleash the power of digital marketing in the era of AI disruption. Dive into core concepts, explore digital channels, and uncover why machine learning algorithms, large language models, and AI-powered tools are transforming how businesses operate. From audience insights to 360-degree campaigns, explore how to connect more effectively with your target audience.

Topics covered include:

- What is Digital Marketing?
- Inbound and Outbound Marketing
- Digital Marketing Channels
- What is AI in Digital Marketing?
- Staying Relevant in Digital Marketing
- Audience Listening Tools
- Competitive Research
- The Traditional Funnel and the Buyer's Journey
- The Evolution of the Buyer's Journey
- Integrating Offline and Digital Marketing

2 CONTENT MARKETING

Master the art of content marketing with a persona-focused, data-driven approach to planning and executing content marketing strategy. Connect seamlessly with your audience using best practices at each stage of the buyer's journey. From content creation to curation, learn how to amplify your impact, extend value, and measure your successes with AI-powered insights to elevate your business's content marketing performance.

Topics covered include:

- What is Content Marketing?
- Topical and Evergreen Content
- Content Intent
- Buyer Personas
- Getting Ideas for Content Topics
- Creative Brief
- Content Creation and Content Curation
- Getting Started with ChatGPT
- Content Scheduling
- Analysing Content Performance

3 SOCIAL MEDIA MARKETING

Set up a dynamic social media presence and unlock the potential of social media marketing for your business. Dive deep into the marketing capabilities of the core platforms and master tactics for growing and engaging an audience on social media. Unleash powerful paid social campaigns and learn how to extract data from the platforms' native analytics tools to elevate your social commerce game.

Topics covered include:

- Influencing the Consumer Journey Using Social
- How Do Social Media Algorithms Work?
- Key Social Media Platforms: Facebook, WhatsApp, and Instagram
- Key Social Media Platforms: Twitter (X) and LinkedIn
- Key Social Video Platforms: YouTube and TikTok
- Setting Up a Social Media Experience for a Business
- Sustaining a Social Community
- Engaging an Audience Using Social Media
- Five Key Steps for Creating a Social Campaign
- Social Commerce Channels

4 **SEARCH ENGINE OPTIMISATION (SEO)**

Explore the nuances and intricacies of SEO and learn how search engines and SERPs work. Unlock the power of a strategic SEO, from keyword research best practices to the three pillars of success – technical, on-page, and off-page optimisation.

Measure SEO wins with precision as you track keyword rankings, organic traffic, and website conversions. And stay ahead of the curve with insights into free and paid SEO tools while exploring the transformative impact of AI on SEO tasks.

Topics covered include:

- How Do Search Engines Rank Pages?
- Search Engine Results Page (SERP)
- How to Conduct SEO Keyword Research
- Technical Optimisation
- Page Experience Ranking Signal
- Google Search Console
- On-Page and Off-Page Optimisation
- Free SEO Tools
- AI Tools for SEO
- ChatGPT for SEO

5 PAID SEARCH (PPC) AND DISPLAY ADVERTISING

Unlock the power of pay-per-click (PPC) advertising, capturing active consumers searching for information, products, or services. Dive into the expansive landscape of digital display and video advertising, designed to raise brand awareness and generate interest. Explore the distinct benefits each strategy offers while discovering the synergy of using them together for a comprehensive digital marketing strategy.

From fundamental principles to hands-on optimisation in platforms like Google Ads, master the art of effective budgeting, strategic bidding, and compelling ad creation. Explore the Google Display Network, tapping into the potential of YouTube and display ads with new AI features and campaign types.

Topics covered include:

- PPC Keyword Research
- Budgets and Bidding in Google Ads
- Creating a PPC Campaign
- Display and Video Advertising
- GDN, AI, and Performance Max
- Display and Video Ad Formats
- Targeting for Demand Generation
- Remarketing for Display and Video Campaigns
- Paid Search Metrics and Reports
- Search, Display, and Video Campaign Optimisation

6 EMAIL MARKETING

Deep dive into email marketing and explore key tools and techniques enabling you to unlock the power of automation to streamline your campaigns. Optimise every aspect of your email campaigns, from subject lines to layout, and learn how to overcome delivery challenges.

Topics covered include:

- Email and Omnichannel Marketing
- Email Marketing Legislation and Regulations
- CRMs
- Marketing Automation
- Email Marketing Workflows and Benefits
- Email Subject Lines and Copy
- Email Design and Images
- Email Campaign Delivery Challenges
- A/B Testing for Email Optimisation
- Optimising Email Campaign Performance

7 PROFESSIONAL SKILLS FOR DIGITAL MARKETERS

Well-honed professional skills as well as digital and technical skills are key to success as a digital marketer in today's ever-changing working environment. But what are these essential professional skills?

Drill into project management techniques, foster innovation with agile thinking, enhance creativity, and sharpen strategic thinking skills. From time management to problem-solving and persuasion skills, elevate your professional toolkit for personal and business success.

Topics covered include:

- Seven-Step Framework for Managing Projects
- Using the “Test and Learn” Approach
- Applying the Agile Concept of the “MVP”
- Generating New Ideas
- Removing Barriers to Creativity
- Skills for Effective Problem Solving
- Benefits of Strategic Thinking
- Saving and Creating Time
- Strategies for Effective Communication
- Persuading an Audience

8 WEBSITE OPTIMISATION AND ECOMMERCE

From portfolio websites to lead generation and user-centred design to eCommerce, dive into the structures and activities that define online success. Understand the critical role the buyer's journey and UX play in shaping effective websites and providing an optimised platform aligned with business goals. Use metrics to capture, track, and measure website activity and to evaluate and optimise performance.

Topics covered include:

- Build Your Online Presence
- How to Design a Website
- Website Optimisation and the Buyer's Journey
- Main Pages of a Website
- Design Principles
- UX and UI
- eCommerce Solutions
- eCommerce Marketplaces
- Website Metrics
- A/B Testing for Website Optimisation

9 ANALYTICS WITH GOOGLE ANALYTICS 4 (GA4)

Reveal the power of website and app data with GA4. Master the fundamentals while navigating legal responsibilities and best practices for data collection, consent, and privacy. Learn to set up and configure GA4, harnessing AI-enhanced features to analyse performance and customer conversion journeys, and monitor digital campaigns with precision.

Topics covered include:

- Google Analytics 4 (GA4) Fundamentals
- Analytics, Data Privacy, and Protection
- GA4 Account Set-Up
- Linking GA4 to Other Tools
- Types of GA4 Events
- Advanced Custom Events in GA4
- Key GA4 Reports
- UTM Tracking with URL Builder
- Real-Time Data in GA4
- Audiences in GA4

10

DIGITAL MARKETING STRATEGY

From using research insights to guide channel choice, messaging, and personas to setting actionable objectives and measurable KPIs, and developing a creative strategy that engages your audience, learn how to plan and execute a winning digital marketing strategy. Discover how to develop effective budget plans, ensuring maximum ROI for all of your digital endeavors.

Topics covered include:

- Marketing Today
- Strategy and Return on Investment (ROI)
- Thinking Critically About Research
- Digital Audit
- Strategy and Forecasting
- Developing a Marketing Brief
- Creative Brief
- Working with an Agency
- Using a Media Plan
- Delivering a Campaign Action Plan

LOOKING FOR MORE?

Expert-Level Certificate in Digital Marketing Course

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

[View the Course](#)





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DMI MEMBER STORIES

“The DMI certification allowed me to transition within my department to a newly created position specific for digital marketing. The DMI Certificate has allowed me to be more confident in the digital area of my job.”



Digital Marketing Specialist,
MC&A, USA

“I was plugging away in a job I hated ... DMI allowed me to completely shift gears and try something new.”



PPC Specialist,
Canada

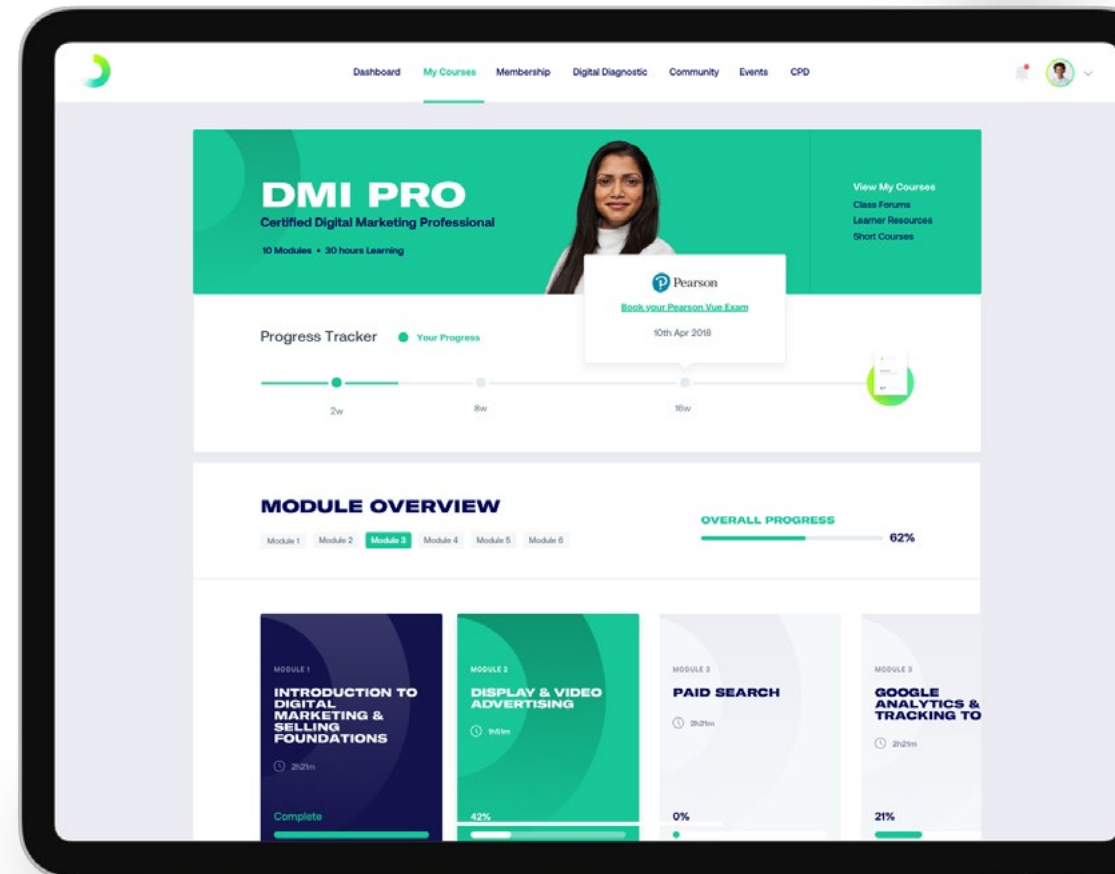
HOW WILL I LEARN?

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

- Short courses take you where you want to go fast - learn Analytics, GA4, Content Marketing, UX and CX Essentials, Email Marketing, Website Optimisation, PPC and AI's impact on marketing, and Graphic Design
- Learn Analytics, Content Marketing, GA4, UX and CX Essentials, Email Marketing, Website Optimization, PPC, AI's impact on marketing, and Graphic DesignBite-sized lessons (10-20 minutes)
- Highly interactive with chances to practise everything you learn
- Practical live classrooms each month on the latest trending topics and updates to platforms
- New practical exercises, reflections and up-to-date 'Extend Your Learning' content

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

We live our promise of new and relevant. 'No point learning new stuff in tired old formats' - our dynamic learning platform is what they talk about when they talk about immersive. Get a smooth, seamless learning experience across desktop, mobile and tablet.



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 drag and drop formats.

Want to test out your skills first? Try out the practice exam. With 100 questions in 90 minutes, it's the ideal way to get you ready for the real thing.

You can take **The Test** anywhere in the world; everybody gets the same experience. It lasts 120 minutes, and afterward (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**.

They're the people driving change. 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 our **DMI community**. Working with the Champions means we can guide you towards an even brighter future.

DMI'S

GLOBAL
INDUSTRY
ADVISORY
CHAMPIONS

Google

Coca-Cola

HubSpot

IBM

MobileMonkey

Microsoft

Meta

DRIFT

Direct Line Group

Lucidchart

LinkedIn

The Economist

abra

bitly

AccuWeather

terminus

TopRank Marketing

sky

X

Henley Business School

KNOWLEDGE AT YOUR FINGERTIPS WITH MYDMI

**Continue your journey to success
with our extensive content library.**

You need to hit the ground running. So right from the moment you sign-up for a course, you get access to our library of practical resources for free. A living library of savvy and skills. Built to help at every stage of your career.

Get connected – 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:

- **Premium content** - Articles, ebooks, case studies, podcasts and more. With tried-and-tested tips and the latest in digital marketing.
- **Templates and toolkits** - Practical resources to download, built so you can put them to work in your role right away.
- **Courses** - Unlock access to free short lessons exclusive to Power Members, along with special discounts on all DMI courses.
- **Community** - Talk, interact, work together and connect with our global member community through our lively forum.
- **Webinars** - Meet & learn from top industry leaders through our live interactive webinars. Ask questions, get insights, and connect with peers.
- **Continuous Professional Development (CPD)** - Once you're certified, you can keep learning and earning CPD points to keep your certification up-to-date.

KEEP LEARNING. STAY FRESH.

Never stop exploring with even more learning routes to stay relevant.

1. **Short courses** are there to make the most of the opportunities in front of you. It's Just-in-Time (J-I-T) learning, ready for whatever the changing world of digital throws your way. Built to take in any order for the skills you need right now.

Explore short courses in Analytics, Content Marketing, GDPR, UX Essentials, CX Essentials, Graphic Design.

Hot content. Always.

2. **Continuous Professional Development (CPD)** 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



WHAT DMI MEMBER ARE YOU?

Pick your subscription level

FREE

There's still plenty to explore when you sign up at no cost. Sign up today for access to articles, podcast, webinars and more.

POWER MEMBER

Enjoy unrestricted access to all of the content MyDMI has to offer.

POWER + MEMBER

POWER+ is all about certification. It gives you all that POWER has to offer, while unlocking our CPD area to track your development and keep your skills up-to-date.

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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