



Digital
Marketing
Institute™

Approved Partner

Xcellimark®
DIGITAL MARKETING

DMI SPECIALIST

Certified Digital Marketing Specialist in Digital and Social Selling

Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including

Google

Coca-Cola

facebook

sky

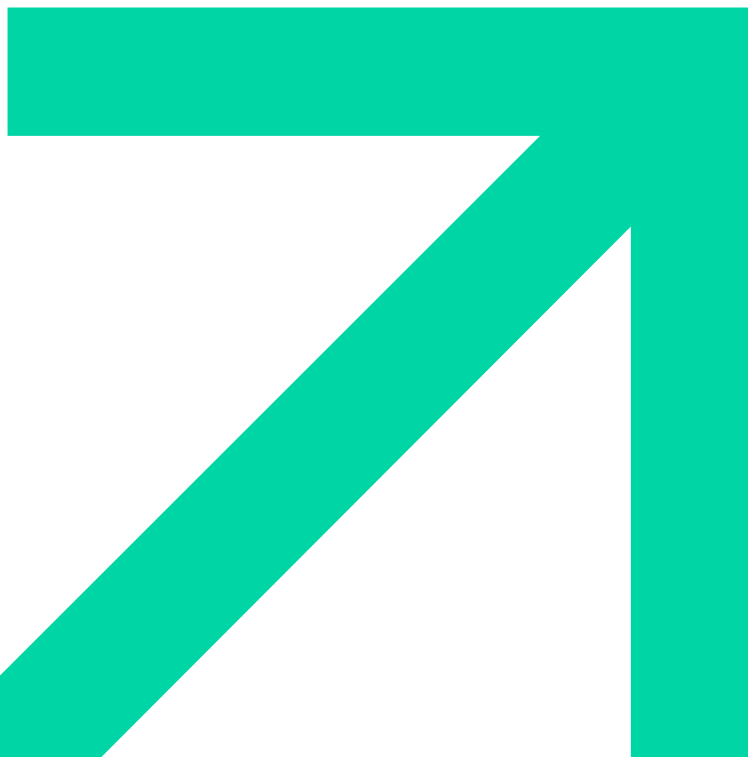
The
Economist

HubSpot

Xcellimark.com



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



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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

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



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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
- Inspired career changers
- Entrepreneurs who want to be more entrepreneurial
- 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
- 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 Digital and Social Selling?

Because you are clever. And you appreciate clever things. You find the sleek, silent capability of the media thrilling. You understand that implanting messages in millions of minds is an extraordinary power. You also enjoy the interplay of culture and task – how content is also driving the human conversation forward. How data gives you a deep and true insight into what people think and do. What happens with insight and content come together, and how the message changes and evolves across platforms. You choose the **DMI Specialist** in Digital and Social Selling because you 'get it'.

WHAT WILL I LEARN?

HOW TO:

- Work with tools, tactics and the freshest thinking to create campaigns that engage and convert. Define clear and actionable objectives. Measure so you know exactly what you're doing right
- Understand human beings (thanks to data) and apply that understanding to your purposes
- Take your message fluently across the various platforms
- Make meaningful content that speaks to the right people
- Create and distribute ideas that sink into brains and influence behavior
- Reframe customer service as a marketing tool and leverage its power
- Take your brand into unexplored territory, study its trajectory, re-calibrate the strategy. Succeed better

MODULES OF CONVERSION

Five modules of white-hot techniques and practice to make your online sales go stratospheric. What you are acquiring is digital powers.

1. What is Social Selling?
2. The Art of Targeting
3. Tools of Attraction
4. Increasing Engagement
5. Closing and Retaining

Module 1

WHAT IS SOCIAL SELLING?

The 'high street' is mutating into something very different. We get our inspiration on Insta and look for authority on LinkedIn. Nowadays, when we think of the moment of purchase, many of us get twitchy keyboard fingers. Things just aren't the same. They're way better.

This module will cover how the buying journey has taken a whole new, faster and more amazing route within the past ten years and how this means new and awesome selling potential in markets you have yet to tap. Learn 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 integrate digital sales tools, what is social selling, stages of the sale and how ROI tots up (nicely) in this dynamic new world.

Module 2

THE ART OF TARGETING

Now close your eyes and imagine your perfect target. Who are they? How do they think and what kind of virtual haunts do they hang out in?

We're going to give you the tools to find them – lots and lots of them. Of course, you may also need to do a little work on yourself. It's about relevancy and context, putting your brand out there at the right time and place so that you catch their eye. And then, the personal touch. Because connection is even more important on digital, not less. In this module you pick up vital and breath-taking techniques to reach across the internet, connect and keep the love alive with your customer.

- Craft and refine target personae – know thy target
- Use social intelligence and social listening (sounds delightfully sinister but isn't) to monitor online interactions and behavior. Know thy industry
- Use research and even more social intelligence to help you show up at the right time, say the right things and follow through with a personalised service. It's about context. And it also helps to know thyself



Module 3

TOOLS OF ATTRACTION

This is where things start to get really clever. Again, context and relevancy are the names of the game. Here we teach you techniques to make sure you show up in your target's social feeds and pop high in search results. Of course, your ideal target is a smart and interesting human being. So you can anticipate their need for informative, educational social content and make a subtle brand appearance at just the right moment. Create and curate content for social selling and give your brainchildren the best chance out there in the world by choosing the right platform for them. Oh and let us not forget the power of community. Build a network of buyers who love your work.

And then, finally, do everything you've done again - only better - thanks to an analysis of content engagement. Consider yourself hot.

Module 4

INCREASING ENGAGEMENT

More deep psyche work here. This is a closer look at the needs and motivations of buyers so that you can add more value with content which truly speaks to them. Make them feel understood; make them feel known. (And they will indeed be known by you, as you will have been applying your bag of digital super-tricks to pick up valuable info about their hang outs, interests and behavior). Curate content that they desire to see. Analyze how best to satisfy. Build a lasting rapport. Build trust. And mean it.

Module 5

CLOSING AND RETAINING

Here's where the magic happens. In a process akin to alchemy, you transform hope and dreams (yours and theirs) into cool, hard coinage. Of course, this very special moment can be tricky. And is once ever enough?

This module covers how to keep building that buyer community and use social to engage and convert more with a whole cloudful of clever digital tools and techniques. Work out when to up-sell and cross-sell via tools and platforms. Leave your customers happy, and excited about their new relationship with you. And as ever, do reflect on what you've done (with analytics and measurement tools comes self-knowledge).



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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

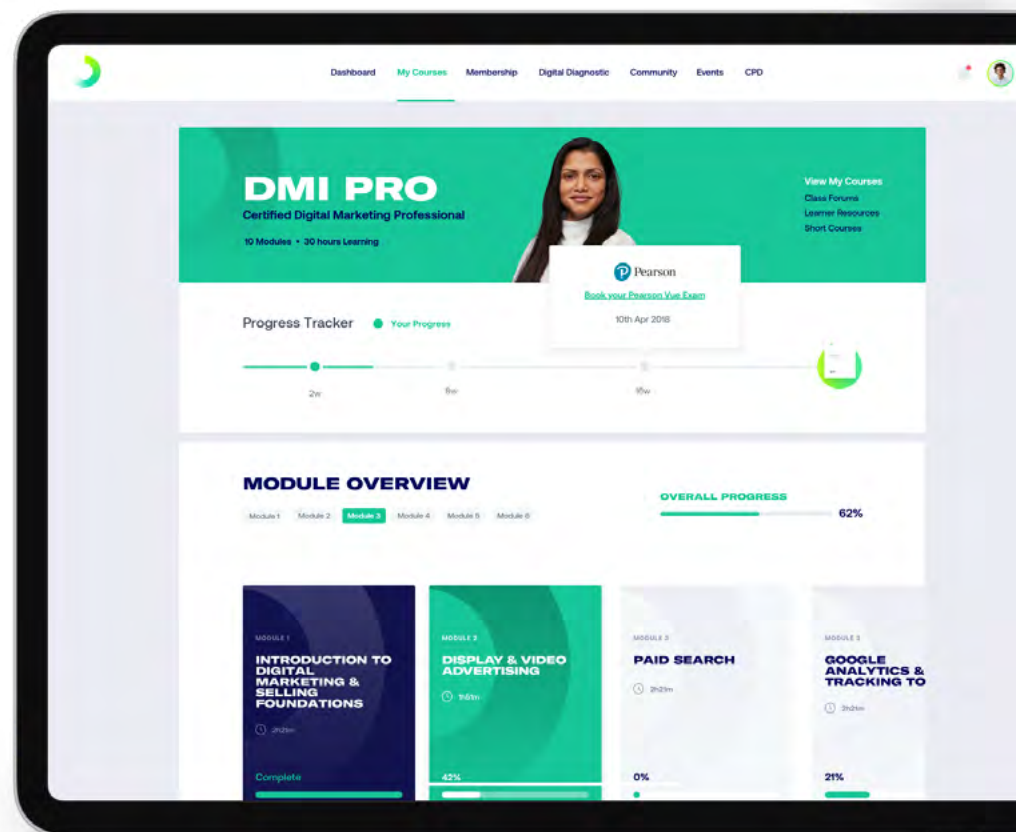
HOW WILL I LEARN?

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**



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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 60 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.



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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

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.

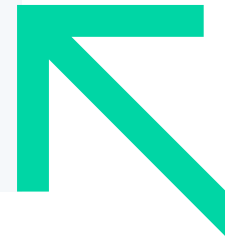
1. **To keep you top of your game**, we also give you Just-in-Time (J-I-T) learning activities through webinars and online short courses called **DMI SPRINTS**.

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





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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

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.**

Skill Level / Course	Beginner	Professional/Specialist	Expert	Master	Certification
DMI ESSENTIALS	*6 Hours Basics				
DMI PRO	*30 Hours Comprehensive				
DMI SPECIALIST	*30 Hours Specialist	(x4 Specialists - **Social Selling, Search Marketing, Strategy and Planning, Social Media Marketing)			
DMI EXPERT	*120 Hours Expert • 2 Assignments + Electives				
DMI MASTER	*2 Year Masters + Thesis				

* Projected Learning Time to complete course

** 6 Hour Specialist course

**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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