Digital Marketing Institute™

Approved Partner

Xcellimark® DIGITAL MARKETING

DMI ESSENTIALS

Certified Digital Marketing Associate

Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including

Google Coca-Cola facebook sky The Economist HubSpot



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GETTING STARTED



Hello

The Challenge

Why choose Certification?

Who is **DMI ESSENTIALS** 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

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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.

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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 ESSENTIALS FOR?



- Anyone who knows there's a bigger game out there and wants in
- Experienced professionals who've taken their vision as far as they can go without digital skills – and plan to fix that
- Entrepreneurs who want to be more entrepreneurial
- Inspired career changers
- Sales, Finance or HR professionals
- People who need to speak to people. All the big and relevant conversations are happening online. So too are the smaller, intimate but hugely important ones where the service experience happens
- Anyone working in a customer-facing role responsible for dealing with queries or complaints
- People who work with data (e.g. operations, purchasing, production)
- Talented people who know that Certification makes doors open

DMI ESSENTIALS is for anyone who understands the importance of staying relevant; who knows the game has changed – and won't stop changing anytime soon. Digital has transformed customers' behavior too, so an understanding of key digital concepts is essential in reaching, engaging and retaining them. It's about taking back control, responding dynamically and creating change in your career and in your organisation

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WHAT WILL I LEARN?

- How consumers think, feel and behave in this new digital age
- How does your brand work on digital? How to create a presence that people engage with
- Social media because we are social animals. How social means your brand travels further and better – and how to make it happen
- Social media as a new and terrific customer service channel
- The challenges, risks and reputational issues that affect organizations. How to take charge of your brand narrative and respond to challenges
- The digital mindset. A new way to achieve business goals
- All kinds of tech tools and clever tactics to create, implement and measure effective digital campaigns

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MODULES OF TRANSFORMATION

The course only takes six hours but what you learn is all the key stuff. White-hot thought and practice. Tactics and techniques to make your business goals actionable. How to equip your team with digital superpowers. The six modules:

1. Foundations of Digital
2. Web and Email
3. Social Media
4. Social Customer Service
5. Challenges and Risks
6. The Digital Mindset

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Module 1

FOUNDATIONS OF DIGITAL

The basic yet vital stuff. A study of consumers' behavior and expectations in today's fragmented, digital marketplace. Explore the new consumer journey to purchase. Where are the opportunities for your brand? Here we talk about digital touchpoints, digital disruption and transformation – and what this means for you..

Module 2

WEB AND EMAIL

If you're not on the web you don't exist. Here we look at key web concepts and terminology, how to create an online presence and what works for your brand. Also, online advertising and the magical art of digital conversion.

The User Experience (UX) is all about bringing people where you want them to go – right to the relevant page – so we take you through the basics of good, simple but effective web design. Next up, ecommerce. Where does a humble email fit in the process and why is it (still) so important?

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Module 3

SOCIAL MEDIA

Welcome to the hive mind of human consciousness, aka social media. It's where billions of people share thoughts, and your brand has a place here. This module gives you everything you need to claim it.

We look at the bigger platforms including LinkedIn, Facebook, Twitter, Instagram and Snapchat and explore what each is best at, and how brands look, feel and behave differently across the platforms – yet again, it's all about relevance. Then, a look at social advertising and how it allows for pinpoint targeting. And how social is the natural home of customer service.

Module 4

THE SOCIAL CUSTOMER SERVICE

Today's consumer is a different animal, a social animal. Social media gives you extraordinary tools to know and respond to this new animal - live chat, AI, listening reputation and more. Here you also get tactics, techniques, approaches, best practices and a full bag of customer-friendly digital tricks. There is a big conversation going on around your brand and your industry and you can subtly take back control. Explore online complaints handling, reporting mechanisms, negative feedback and reviews. Social media gives you power to manage your brand like never before. Step up and claim it.

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Module 5

THE CHALLENGES AND RISKS

Digital is a big, wide wonderful world but it's not without a few risks. This one covers data protection, cyber-security, identity theft, malware and hacking. Also, the less definable but equally disruptive reputational issues that social exposes us to. It's all about some careful prep - risk mitigation (internal and external), data protection, contingency planning and readiness to respond. And all that important regulatory stuff – laws and guideline, GDPR, data security and collection.

Module 6

THE DIGITAL MINDSET

Digital is fast, responsive, agile and cool. But do not be fooled. Behind that sleek and shiny screen works sharp business intelligence, enabled by commercial superpowers.

Data analytics and pinpoint targeting means you can create actionable business plans like never before. Here we look at S.M.A.R.T (Specific, Measurable, Achievable, Relevant, Timely) business goals and the importance of Key Performance Indicators (KPIs). The Digital Mindset means you think digital first. And why wouldn't you? You can reach the whole world through your screen. What will you do with all that power?

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DMI MEMBER STORIES

"Between the **DMI ESSENTIALS** 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**

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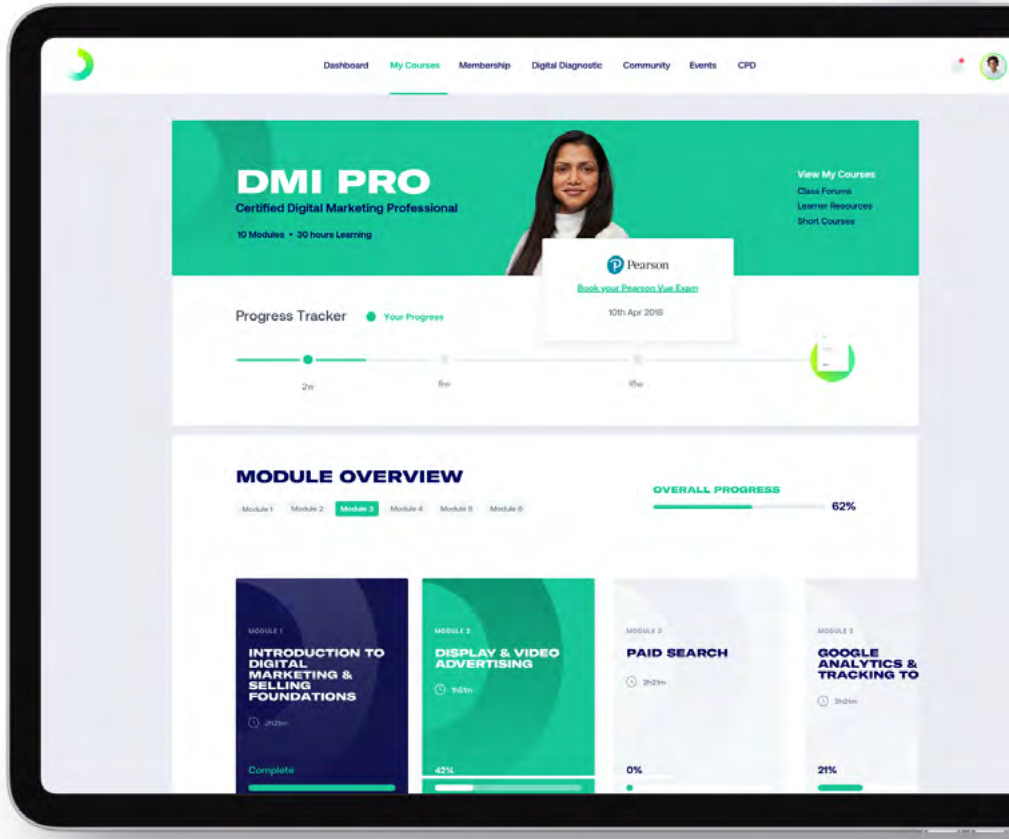
HOW WILL I LEARN?

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 **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 60 minutes, and afterwards (fingers crossed) you are never quite the same. You are a new kind of marketeer, a **DMI Certi ied** 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

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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

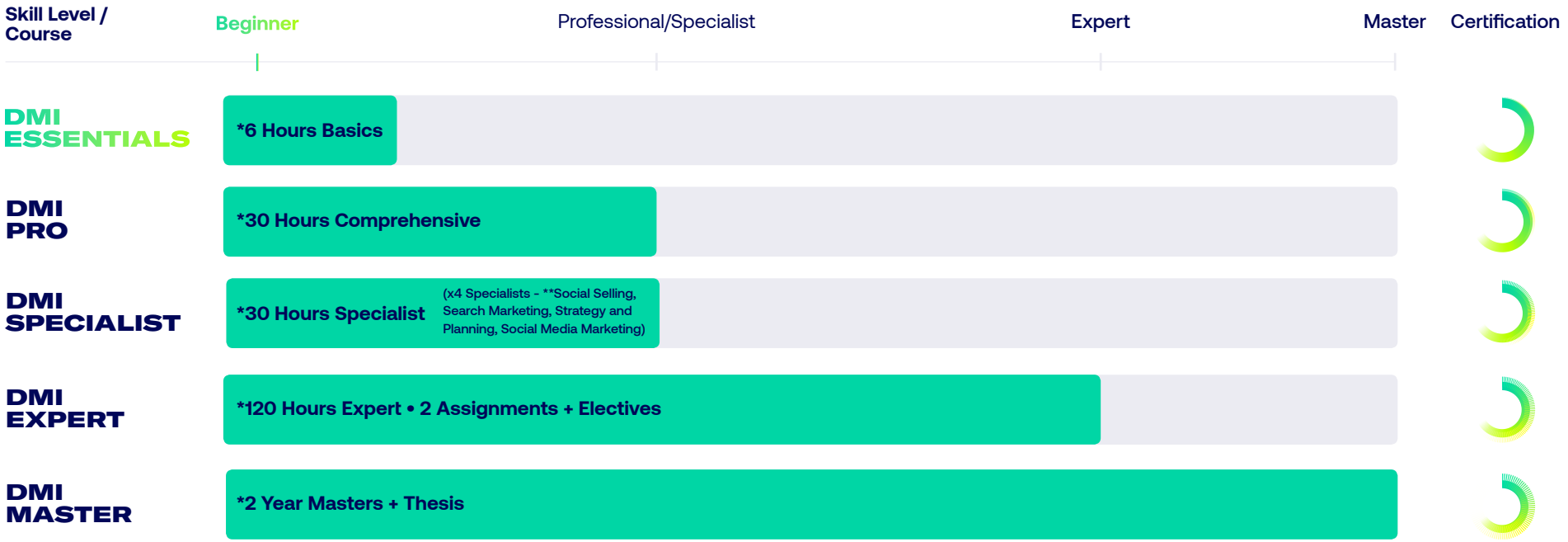
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BECOME A DMI MEMBER

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

** 6 Hour Specialist course

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DIGITAL MARKETING

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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