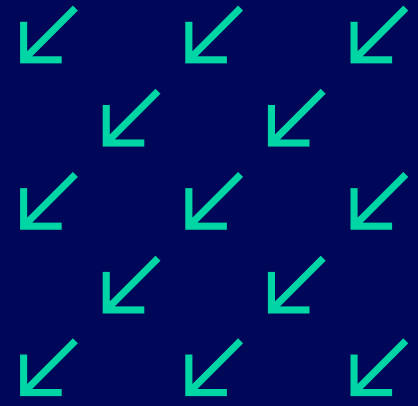


IT'S ALL TO PLAY FOR, GET IN THE GAME WITH THE DMI.



If you want to get in and get on in digital marketing today, and make an impact tomorrow, the Digital Marketing Institute is the modern network you need to be part of.

With more graduates than any other certification body, the DMI is the global authority on digital marketing and selling capabilities. By working with a network of carefully selected Subject Matter Experts globally, the DMI's dedicated product team produce certifications that make a difference and serve to empower both businesses and professionals with the skills, confidence and industry know-how to stay relevant.

GIAC

A digital powerhouse, the Global Industry Advisory Champions (GIAC) was formed to promote excellence in digital marketing and sales, strengthening professions through the creation of standards, insights and best practices globally. These standards, contributed to by some of the worlds most influential digital brands and figureheads, inform DMI content. In turn ensuring DMI members are taking away the most up-to-date and relevant competencies needed, as validated by the digital industry.

Members include:

facebook  Google  Microsoft

WHY WE'RE NUMBER ONE:



41,000
Members
Worldwide



120+ Education
Partners in over
100 countries

95%

Graduates
Employed

81%

Received a
Promotion



Certification
Exams in
1,600 Cities



1 Global
Standard

53%

Received a
Pay Rise

92%

Positive Impact
on their Career

DMI PRO

Certified Digital Marketing Professional

Get in the game and become an in-demand Certified Digital Marketing Professional by knowing the fundamentals of digital marketing and gaining an understanding of key digital specialisms, from mobile and social media marketing to email, PPC and SEO.

Modules covered include:

- Introduction to Digital Marketing
- Content Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Paid Search (PPC) with Google Ads
- Display and Video Advertising
- Email Marketing
- Website Optimization
- Analysis with Google Analytics
- Digital Marketing Strategy



All Digital Marketing Institute assessments are completed through Pearson VUE testing centers (5,200 test centers available in over 175 countries) ensuring that learners have the flexibility with dates and also the ability to find a test center close to their professional/ personal location.

The use of Pearson also ensures the certification is recognised, secure and stands up to the scrutiny of any employer, manager or HR professional globally.

A 2019 SURVEY HIGHLIGHTED THE REAL IMPACT OF A DIGITAL MARKETING INSTITUTE CERTIFICATION:

- Enhances Employability: 95% of Professional Certification graduates are currently employed, with 74% working in digital marketing roles
- Fast Track Careers: 81% of graduates were promoted after completing a professional certification, while 88% felt their learning made them well prepared for their roles
- Increased Salary Potential: 53% of graduates received a pay rise after completing a professional certificate
- Personal Satisfaction & Fulfilment: 84% of graduates would encourage friends, family or colleagues to study a Digital Marketing Institute course, whilst 92% of graduates say their certification has had a positive impact on their career

PERSONAS + FEATURES / BENEFITS

A number of key personas have already been identified and defined by the Digital Marketing Institute as a fit for certification. Build upon these personas as you learn more about your specific audience and marketplace:

CAREER CHANGER / EVOLVER:

| | |
|--------------------------|---|
| KEYWORD | 'Take Control of Your Career' |
| DESCRIPTION | Very motivated by growing and evolving in an organization even if that means changing career paths, 3-7+ years' experience |
| MOTIVATION/ GOALS | Vision to manage own projects/teams, growing in an organization, managing teams, managing projects, keeping on top of trends |
| CHALLENGE | Has little/no digital skills or experience |
| CERTIFICATION USP | 'Make the move to a rewarding digital career in just 10 weeks with a Professional Certification in Digital Marketing.' 'There are more jobs in digital marketing than qualified people to fill them.' |

TRADITIONAL MARKETING / PR PROFESSIONALS:

| | |
|--------------------------|--|
| KEYWORD | 'Upskill' |
| DESCRIPTION | Has studied traditional academic degree with no digital content, 5+ years' experience in their field |
| MOTIVATION/ GOALS | Campaign execution and coordination, generating integrated business strategies at senior management level |
| CHALLENGE | Little to no skills in digital, managing external digital agencies |
| CERTIFICATION USP | 'Enrol for a digital certification that builds on your existing marketing experience to upgrade skills by providing a solid foundation in digital.' 'For a busy working professional, the certification can fit around schedules and requires minimal investment.' |

RECENT GRADUATES:

| | |
|--------------------------|--|
| KEYWORD | 'Further Develop' |
| DESCRIPTION | Very motivated with an educational background (from certificate up to a bachelor degree) in relevant subject areas i.e. business, media or selling |
| MOTIVATION/ GOALS | Gaining practical experience, developing knowledge in relevant tools and finding employment ahead of other graduates. |
| CHALLENGE | Has some digital skills and may have touched on it in college. However, they have little experience in managing campaigns, finance could also be a challenge |
| CERTIFICATION USP | 'Become work ready with a Professional Certification and set yourself up for a rewarding career.' |

CONSULTANT:

| | |
|--------------------------|---|
| KEYWORD | 'Become a Digital Marketing Expert' |
| DESCRIPTION | Needs to implement digital in order for their business to grow/reposition, 4 -10+ years' experience. Driven & Independent with a vision for success. SME's. |
| MOTIVATION/ GOALS | High business growth and development through quality campaigns. Generate opportunity and new business leads through digital. |
| CHALLENGE | Has minimal skills in digital, managing digital budgets and managing external digital agencies. |
| CERTIFICATION USP | 'Take control of your digital strategy and grow your business by connecting with your customers online.' 'Manage your digital vendors/agencies more effectively to drive digital strategy.' |

DIGITAL MARKETING PROFESSIONALS:

| | |
|--------------------------|--|
| KEYWORD | 'Certify your skills' |
| DESCRIPTION | Already in the digital industry with 4-9+ years' experience. Confident with skills in some aspects of digital |
| MOTIVATION/ GOALS | Ambition to grow within their team/ organization and hoping to have ownership of larger campaigns and projects |
| CHALLENGE | No certification to back up experience which is preventing personal career growth. Limited knowledge in some areas of digital whilst an expert in others |
| CERTIFICATION USP | 'Validate your existing work skills' 'Become a digital thought leader and drive the digital conversation within your company.' 'Confidently make decisions on digital strategy at a higher management level and be rewarded for doing so.' |