



Digital
Marketing
Institute™

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Approved Partner

DMI SPECIALIST

Certified Digital Marketing Specialist in
Digital Strategy and Planning

Stay Relevant. Stay Ahead.

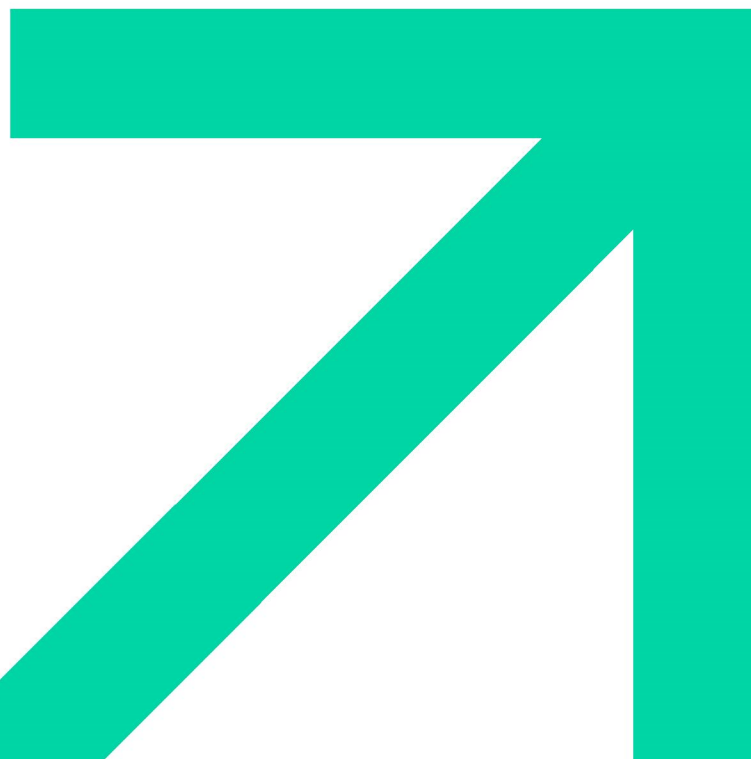
Under the guidance of Global Industry Advisory Champions including

Google Coca-Cola facebook sky The Economist HubSpot

<https://microcredential.iukl.edu.my>



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

HELLO

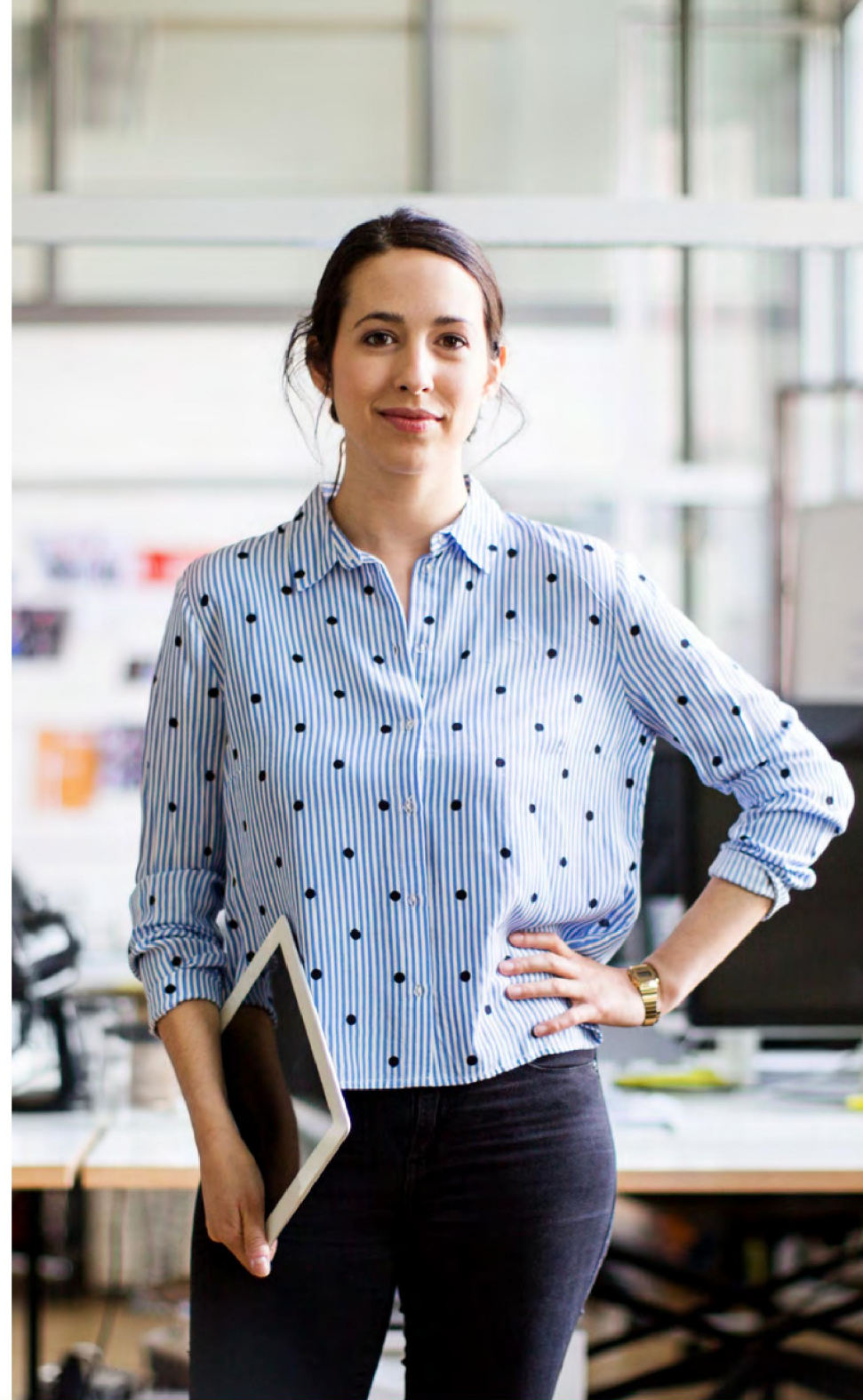
When you've got the skills,
it's all yours to play for.

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.



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



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 Strategy and Planning?

Because Strategy and Planning involves the power to envisage what success looks like. To define what it means for your brand, understand it from multiple angles at once, create actionable plans and make success manifest. This is the visionary's Specialism. All encompassing, creative and exciting. Yet thanks to analytics, digital visionaries can now create with a new sense of control – develop extraordinary campaigns. See what works. Create better.

WHAT WILL I LEARN?

HOW TO:

- Combine the power of data with state-of-art thinking to create measurable campaigns that effect human behavior and drive conversion rates. This course explores concepts and practices from the edge of new, but we also keep things rooted and deliverable. This is where ideas meet tools and tactics
- See what's possible. Push the limits of what's possible. Take the game to a new place
- Take the clarity and creativity of conventional marketing far beyond conventional limits. Set great ideas loose in a bigger, more exciting world
- Automate. Unleash the silent power. Let your vision unfold as you sleep or play
- Step up and lead. Where is the industry? What does it need tomorrow? Where can you take it? Planning means creating. Skills mean confidence
- Respond and grow. The powers of analytics
- Deliver as never before. Make everything you do and spend matter

MODULES OF THOUGHT

Your program involves nine modules of white-hot insight and practice. What you are acquiring is strategic powers:

1. Introduction
2. Traditional Communications
3. Digital Communications
4. Digital Channels
5. Marketing Automation
6. Budget and Resourcing
7. Big Data and Analytics
8. Digital Leadership
9. Strategy Formulation and Plan

Module 1

INTRODUCTION

We bring science to thought. We have created the 3i Framework which is designed to help you select the best digital strategy for your organisation and make it happen. The 3i is smart and rigorous. It's transformative. And you shall be impressed. This module introduces this nifty piece of brainwork. Later modules expand on it.

Meanwhile, meet:

- The fundamental concepts underpinning the DMI 3i Methodology
- Key components in an effective digital strategy
- The how-to of business strategy development
- Strategic management, a long-sighted look at lasting, growing success



Module 2

TRADITIONAL COMMUNICATIONS

Let us pause for a moment to appreciate the great, world-changing tradition of our discipline.

Classics never go out of style. The value proposition has held its value through the decades. Know thy audience (research) is still the challenge of a marketer's lifetime. The classic marketing mix, the customer journey, communications and creative planning, media strategy and amplifying brand performance are here to stay too.

However, along came digital. And it changed everything. How we read, shop, watch movies, date, cook. Our behavior and lifestyles have been warped around the wondrous possibilities granted to us by tech. Decision-making is not the same. This is what we talk about when we talk about disruption. And it's thrilling. In this model, we explore how the marketing classics still anchor any campaign – yet the contemporary digital campaign is a far more fantastical vessel. We look deep into how our tech is changing the consumer experience, and how we must respond. Explore:

- Traditional marketing and communication models and challenges
- Changing consumer lifestyles and the journey to purchase. What are the implications for marketing communications and strategy?
- How to conduct market research and identify the requirements for a creative brief and searing-hot marketing communications plan

Module 3

DIGITAL COMMUNICATIONS

We are living through extraordinary times. The opportunities are as big, sprawling and diverse as the World Wide Web. The challenge too is bigger. Markets are sophisticated and fragmented. Now, more than ever, you must know thy consumer (and thy digital channels).

Here we look at:

- The fundamentals of planning with a focus on better ROI
- Understanding your audience. Where can they be found? How to engage them?
- Budgeting for your digital strategy and effective resources
- Reviewing, measuring, and analysing your digital strategy

Module 4

DIGITAL CHANNELS

Facebook, LinkedIn, Instagram, Twitter, Snapchat and so on. They multiply and they proliferate. Yet in this great distraction and fragmentation, there is also great opportunity.

This module covers:

- Inbound and outbound strategies, cross media planning, the digital channel mix, and mobile marketing social media marketing. Content marketing that is relevant, timely and riveting
- The what, how and why of search engine marketing
- Email marketing, affiliate marketing, and marketing automation
- Display and video advertising best practice. Because we have eyes to see

Module 5

MARKETING AUTOMATION

Automation doesn't beat inspiration but it makes a marketer's life easier and more exciting. Here is superpower, working quietly and perfectly under your orders, night and day. See how smart businesses are sharpening their edge with CRM software for better sales enablement, lead nurturing and way more.

- Key concepts in marketing automation
- Automation for generating, managing and nurturing leads
- Communications - automated, yet still true and relevant
- Automation data to analyse and report on leads

Module 6

BUDGET AND RESOURCING

Money makes marketing go 'round. But value is where it's at. This model goes deep on how to hit max ROI for any given budget. Then some consideration for that other precious resource, human talent.

Explore:

- Key factors to consider when planning a marketing budget
- Setting that marketing budget
- How to monitor and optimize a budget during campaign execution
- The human element. Recruit, train and keep good people

Module 7

BIG DATA AND ANALYTICS

Anything with 'big' in the title has got to be fascinating, right? If a shade evil? Not so. Let's change evil to effective because what we have here is a vault of compelling human behavior. All of humanity is in the data. What is deep and dark, frivolous, light, banal and extraordinary. The secrets of the human heart and existence. And this is great. But the challenge is to turn this vault of humanity into meaning – commercial meaning. But fear not, we've got some ideas and practices around that, and they shall be effective.

The Big Data and Analytics module will provide you with a broad understanding of Big Data, Advanced Analytics and Artificial Intelligence. You will learn the fundamental frameworks and understand how cutting-edge analytics tools are being used to help businesses succeed wildly.

The learnings:

- Best practices to clean up, prepare, and manage data
- New and better ways to collect, upload, and process data
- Effective storage and – this is the exciting part – extract meaning from it
- Use insight-rich data to drive decision-making and reporting

Module 8

DIGITAL LEADERSHIP

As stated, we are living in extraordinary times, which call for extraordinary leaders. That means you. You shall lead the transition from the last remnants of traditional marketing and into the brave, new digital marketing world which you are helping to invent. And you shall lead with razor-sharp thought and strategy. You shall take your brand and your organisation to places yet undreamed of.

And we're going to show you how.

- The concepts underpinning effective digital leadership
- The actions and behaviors of an effective digital leader (you)
- Directing change. Leading your teams as they implement your winning strategy
- Evaluating and reporting on a digital strategy. And reflecting on your journey from mere digital player to creator-in-chief

Module 9

STRATEGY FORMULATION

By now, you'll have come a long way. You are (almost) ready to go forth, carve out new and unexplored neural pathways and digital markets. You are standing on the very edge of the leading-edge, and you are just about ready to spread those new digital super-wings and soar.

But first, the ultimate strategy module.

- All you need to know about strategic planning. How to leave the competition in the dust
- Tactics and effective implementation. The clever stuff
- Assessing internal capabilities and addressing skills gaps, benchmarking, information gathering, SWOT analysis, evaluating digital channel tactics, and strategy implementation
- Documenting a digital strategy using SMART criteria and evaluating the effectiveness of a digital strategy using KPIs, targets, and marketing analytics
- Reviewing effectiveness. Succeed again, succeed better

“ 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

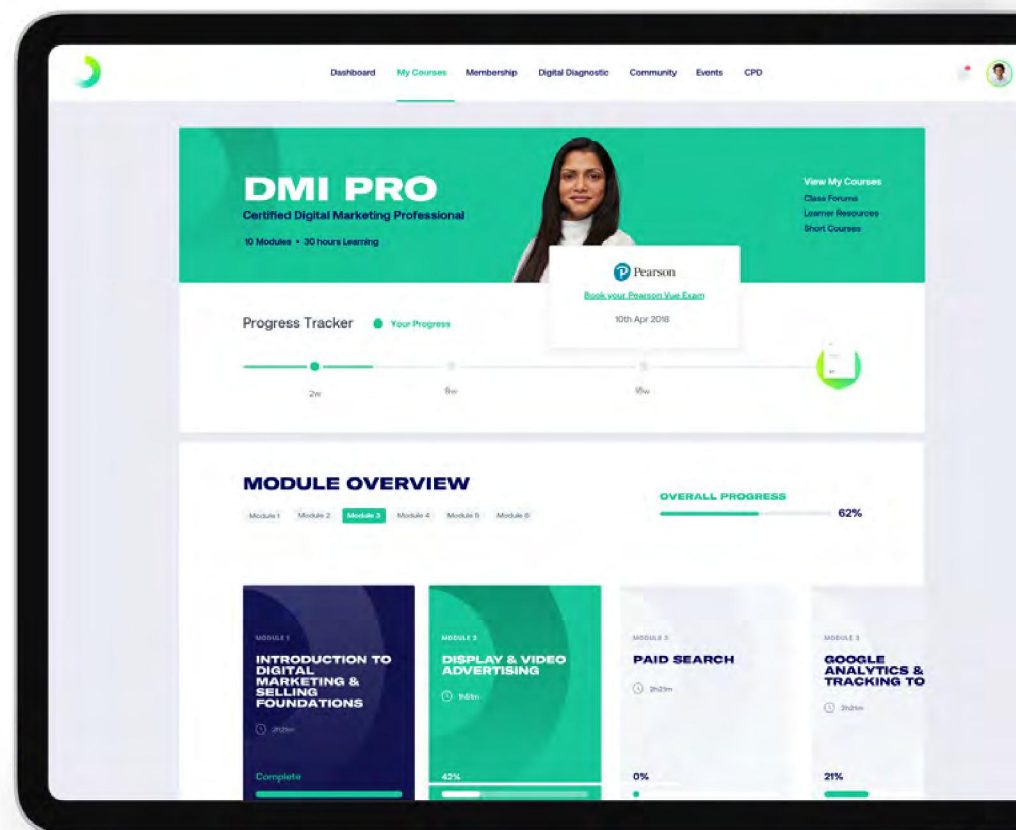
HOW WILL I LEARN?

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**



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 120 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.

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

twitter

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

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
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including

Google

Coca-Cola

facebook

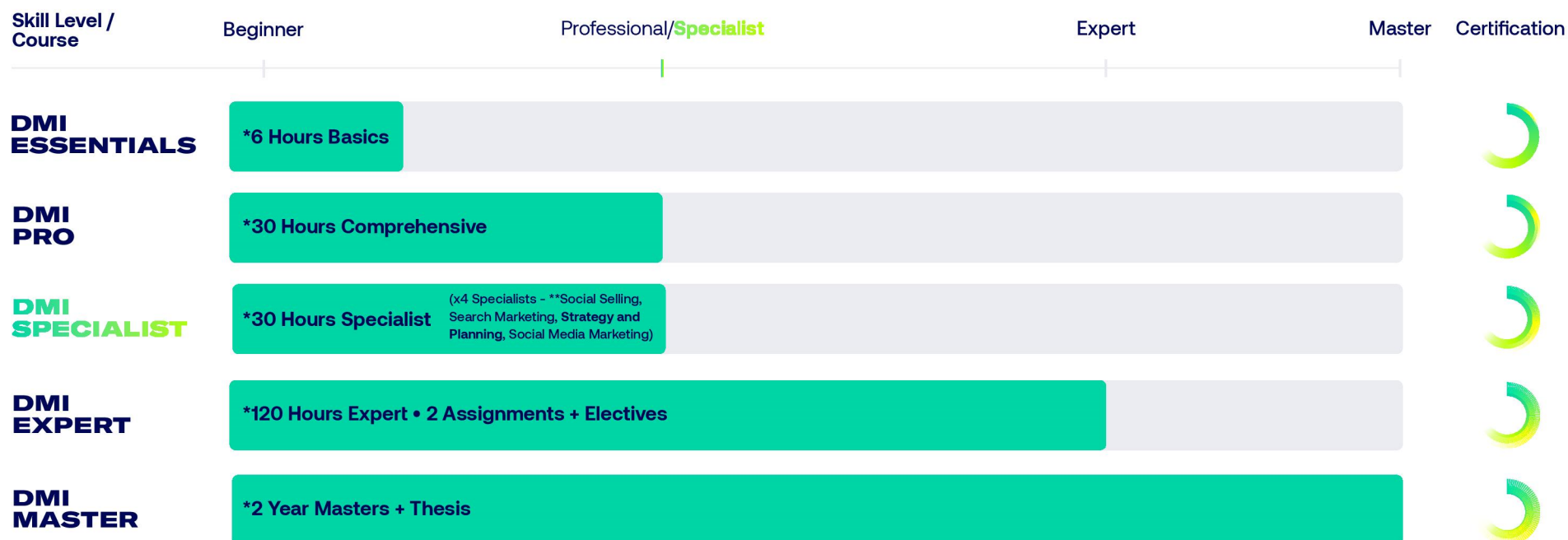
sky

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.**



* 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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