



Digital
Marketing
Institute™

DMI PRO

Get a Professional Diploma in Digital Marketing

Comprehensive • 30 Hours • Study Online

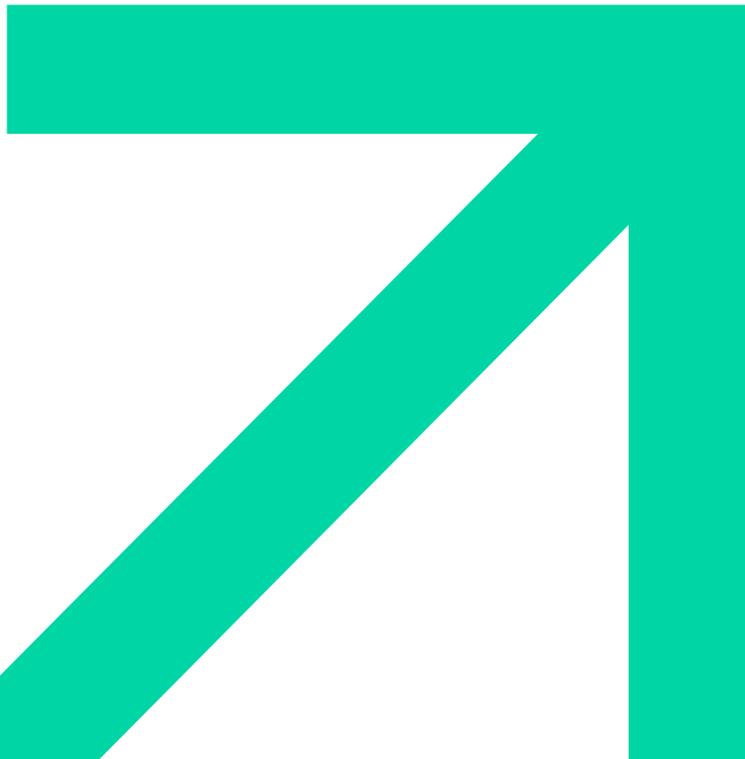
Under the guidance of Global Industry Advisory Champions including

Google *Coca-Cola* ∞ Meta sky The Economist HubSpot

digitalmarketinginstitute.com



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 which is recognized 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 200,000 people 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.

Pioneer in digital 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.

68%

of DMI graduates say the course helped them get a promotion

62%

say certification was a reason for their salary increase

38%

got a new role in digital marketing or changed their career path

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, ever-changing, 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, podcast, 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 recognized 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. Fact is **89% of our alumni are currently employed** and **68% were promoted after earning their certification.**

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** 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 IS DMI PRO FOR?



- Traditional marketers and marketing executives who want to get ready for the digital future.
- Marketing managers and senior management
- IT managers
- Small business owners who may or may not want to stay small
- Career changers
- Entrepreneurs who want to be more entrepreneurial
- Graduates with no plans to wait around
- Whoever needs to create and apply a digital marketing strategy for their organization
- Anyone in marketing or business who wants to show the world what they can do

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:

- Find your audience using the right media channel. Win hearts and minds and make your followers grow and grow and grow
- Make your website visible to more humans thanks to Search Engine Optimization (SEO) techniques
- Drive the right traffic to your website through smarter Pay-Per-Click (PPC) advertising
- Create compelling digital display campaigns
- Capture, segment and manage subscribers for fruitful email marketing campaigns
- Discover what works by measuring and optimizing social media campaigns. Then discover what works even better
- Leverage mobile marketing for a precision micro-targeting edge
- Create a cohesive digital marketing strategy for your business
- Take over the world



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 all 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. Introduction to Digital Marketing
2. Content Marketing
3. Social Media Marketing
4. Search Engine Optimization (SEO)
5. Paid Search (PPC) with Google Ads
6. YouTube and Display Advertising
7. Email Marketing
8. Website Optimization
9. Analytics Using Google Analytics
10. Digital Marketing Strategy

1 INTRODUCTION TO DIGITAL MARKETING

What's it all about? How do you reach customers? How can traditional and digital media work together to create a water-tight campaign that speaks its truth across any and every channel? This module takes you through all the basics, helps you explore the buyer journey and stays rooted in practice. The goal is always to keep things clear and actionable.

Topics:

Principles of Digital Marketing

- Inbound and Outbound Strategies
- Digital Media Examples
- Traditional vs. Digital Marketing
- Principles of DMI's 3i Methodology
- Digital Channels

Developing Marketing Objectives

- SMART Objectives

Digital Research

- Audience Research
- Social Listening Platforms
- Social Listening and Audience Research Tools

Project Management **NEW**

- Effective Project Management Benefits
- Common Project Management Tasks
- Project Management Skill Sets
- 7-Step Framework for Managing Projects

Connecting with the Customer

- The Buyer's Journey
- Five Marketing Functions
- 360 Digital Marketing Campaign
- Marketing Functions and Buyer Journey Stages
- Digital Marketing Concepts, Principles, Procedures and Tools

Managing Your Time Effectively **NEW**

- Ways of Effectively Dealing with Requests
- Benefits of Effective Time Management
- Distinguish between Urgent and Important Tasks
- Best Practices
- Time Saving Strategies
- Eliminating Time-Stealers

2 CONTENT MARKETING

Digital marketing is fascinating and powerful because it's person-orientated, yet also data driven – you get to engage with how people think and also see how and what they do. This module is about creating content that speaks to people, but also about sending it out into the big wide digital world at the right time and via the right channels. Best of all, you get the ability to see what works.

Topics:

Content Marketing Concepts and Strategy

- Benefits of Content Marketing
- Qualities of Effective Content
- Types of Content
- Content Alignment with the Buyer's Journey
- Community Management
- Content Marketing Strategy

Using Content Research to Find Opportunities

- Social Listening
- Competitor Content Analysis
- Content Audit

Developing a Content Marketing Plan

- Content Marketing Goals
- Content/Business Goal Alignment
- Customer Personas
- Content Topics
- Content Calendar
- Content Management Systems

Creating and Curating Content

- Content Stakeholders
- Content Types and Formats
- Content Tools
- Content Creation and Curation
- Content Creation Best Practice
- Brand Components
- Content Personalization

Publishing and Distributing Content

- Content Platforms
- Benefits and Challenges of Content Seeding
- Content Scheduling Techniques and Tools
- Content Promotion Strategies

Metrics and Performance

- Content Marketing ROI
- Content Marketing Metrics
- Metrics and Content Marketing Strategy

Enhancing Your Creativity **NEW**

- Generating Ideas and Solutions
- Tactics to Remove Creative Barriers
- Effective Recognition of Idea Failure

3 SOCIAL MEDIA MARKETING

It's not just social media marketing it's a big, warm, pleasurable social media experience for your audience. Your brand needs to ring loud and clear through all the right platforms and we're going to show you how. Learn how to grow and engage a community around your offering. Give these people more to care about. Reach further with paid marketing and get deeper insights.

Topics:

Key Social Platforms for Digital Marketing

- Benefits of Social Media Marketing
- Social Media Marketer Responsibilities
- The Buyer's Journey Stages
- Influential Social Media Platforms
- Key Terminology

Setting up a Social Media Experience for a Business

- Best Social Media Account Practices
- Facebook for a Business
- Twitter for a Business
- LinkedIn for a Business
- Instagram for a Business
- Snapchat for a Business

Growing and Engaging an Audience

- Community Techniques and Best Practices
- Content Sharing Best Practices
- Sharing Stories Best Practices
- Video Content Best Practices
- Hashtag Usage Best Practices
- Twitter Content Best Practices
- LinkedIn Content Best Practices
- Instagram Content Best Practices
- Snapchat Content Best Practices

Creating and Optimizing Social Media Campaigns

- Campaign Set-up
- Facebook and Instagram Business Manager
- Twitter Ads Manager
- LinkedIn Campaign Manager
- Snapchat Ad Manager

Developing Data-Driven Audience and Campaign Insights

- Campaign Tools Analysis
- Facebook Tools and Analytics
- Twitter Tools and Analytics
- LinkedIn Tools and Analytics
- Instagram Tools and Analytics
- Snapchat Analytics and Campaigns

4 SEARCH ENGINE OPTIMIZATION (SEO)

You must be found. Which means you must make yourself found. Search Engine Optimisation is all about getting on that first Google page, staying top of the list and top of mind. Learn the tricks of the trade such as keywords, what kind of content attracts, how to create more engagement and the magical art of conversion. There is so much to 'like'.

Topics:

SEO Fundamentals

- Paid and Organic Search
- Key SEO Components
- Search Engine Introduction
- Common Search Query Types
- SERP (Search Engine Results Pages) Components

Aligning SEO and Business Objectives

- SEO Objective Types
- Create and Implement SEO Objectives

Keywords and SEO Content Plan

- Keyword Research Benefits
- Short and Long Tail Keywords
- Conduct Keyword Research
- Convert Keywords into SEO Content

Optimize Organic Search Ranking

- Technical Components for Visibility
- On-page Optimization
- Off-page Optimization
- SEO Audit

Measuring SEO Performance

- Traffic Sources
- SEO Metric Types
- Success Measurement

Enhancing Your Problem-Solving Skills **NEW**

- Effectively Identify Problems
- Problem Solving Strategy
- Problem Solving Skill Sets

5 PAID SEARCH (PPC) WITH GOOGLE ADS

Pay-Per-Click campaigns using Google Ads, bid auctions, how to squeeze every drop of value out of paid search campaigns, the tracking of successful conversions, Google Analytics and more – this is turbo-charged marketing practice with pinpoint precision.

Topics:

Fundamentals of Paid Search

- Paid vs. Organic Search
- Customer Use of Search Engines
- Paid Search Benefits
- Elements of Paid Search Campaigns
-

Paid Search Campaign Creation with Google Ads

- Google Ads Manager Account vs. Child Account
- Google Ads Best Practice
- Google Ads Account Elements
- Paid Search and SEO Keyword Research
- Google Ads and Paid Search Campaigns

Search Campaign Management

- Advertising Budget Management
- Google Ads Bidding
- Google Ads Bid Simulator Tool
- Optimize Paid Search Campaigns
- Google Ads Editor

Paid Search Campaign Measurement

- Paid Search KPIs
- Conversion Tracking
- Success Metrics
- Google Analytics Measurement
- Google Analytics and Search Console Reporting

The Art of Persuasion

NEW

- Persuasion when Interacting with Others
- Persuasion Techniques for Audience Proposals
- Maximizing impact of Proposals
- Overcoming Objections to Proposals

6 YOUTUBE AND DISPLAY ADVERTISING

YouTube. Because we have eyes to see. Learn how to set up, manage, analyze and optimise a channel worthy of much viewing. Also release the sales power of Google Display Network and more. Visual is where it's at.

Topics:

Fundamentals of Display and Video Advertising

- Key Concepts, Benefits and Value
- Key Advertising Platforms
- Advertising Buying Mechanisms
- Strategy Objectives

Creating and Managing a YouTube Channel

- YouTube Channel Setup
- Video Best Practices
- Content Management Best Practices
- YouTube Analytics and Reporting

Google Display Network and Video Ad Formats

- Google Display Network Campaign Types
- Ad Formats and Sizes

Creating Display and Video Campaigns

- Google Ads Display Ad Campaign
- Responsive and Non-responsive Ads
- YouTube Channel and Google Ads Linking
- Standard Video Ad Campaigns
- YouTube Ads

Targeting Display and Video Campaigns

- Targeting Types
- Audience Targeting
- Contextual Targeting
- Advanced Google Ads Features
- Configure Ad Exclusions
- Remarketing Options
- Bidding Strategy

Measurement and Optimization

- Key Display Campaign Metrics
- Video Campaign Metrics
- Performance Analysis of Display Campaigns
- Performance Analysis of Video Campaigns
- Impact Performance Analysis
- Campaign Optimization

7 EMAIL MARKETING

Are email lists still relevant? Oh yes. An email is post sent to your virtual home address so it's important - but do it right so that email gets opened and starts your target on a click-through journey of discovery. Also see how it can all be automated for max efficiency. And let's not forget the all-important regulatory stuff.

Topics:

Email Marketing Fundamentals

- Key Concepts
- Inbound Email Marketing
- Legislation and Regulations e.g. Permissions and Data Protection

Tools and Strategy

- Key Strategy Principles
- Email Service Providers
- Recipient Sources
- Contact Databases

Marketing Automation

- Benefits of Automation Tools
- Key Process Building Blocks

Email Design

- Email Writing and Design
- The Buyer's Journey Alignment
- Subject Lines
- Copy Essentials
- Design Best Practices
- Call-to-Actions (CTAs)
- Image Best Practices

Creating an Effective Email Campaign

- Email Campaign Creation
- Delivery Factors
- Delivery and Placement Challenges
- Campaign Management Best Practices

Testing and Optimizing an Email Campaign

- Test Components
- A/B Testing
- Key Campaign Measurement Metrics
- Optimize Open and Click Through Rates
- Mobile Optimization
- Bounce Rates and Unsubscribes

How To Be A Better Communicator NEW

- Benefits of Effective Communication in the Workplace
- Nonverbal Cues
- Distinguish Different Types of Communication
- Communication Strategies

8 WEBSITE OPTIMIZATION

What makes a winning website? This module gives you the skills to create a simple, well-designed, optimised WordPress site that not only looks good but also delivers for your business – goals and solutions stay lined up, nice and clear. Also, let's get user-centric with best practice UX and go deep with data; activity tracking means insight - and insight is power.

Topics:

Web Design and Website Optimization

- Website Optimization and SEO
- Optimization and Digital Marketing Strategy
- Design, Construction, Maintenance and Optimization in a Marketing Context
- Key Components of Web Design

Publishing a Basic Website

- Website Hosting Options
- WordPress.org Setup
- WordPress Themes

Design Principles and Website Copy

- Web Design Principles
- Mobile-First Design and SEO
- Copy Best Practice
- A/B Best Practice Testing

User-Centered Design and Website Optimization

- UX and UI Design, Benefits and Principles
- UX Assessment
- User Experience Improvement and User-Centered Design Methods
- Key Optimization Performance Factors

Website Metrics and Developing Insight

- Website Monitoring
- Evaluation Tools
- Implement Monitoring and Optimization Best Practice

Agile Thinking **NEW**

- Principles of Agile Thinking
- Test and Learn Approaches
- Test and Learn Benefits to Marketers
- Applying MVP concepts to Digital Marketing Campaigns
- Agile Thinking Benefits to Marketers

9 ANALYTICS WITH GOOGLE ANALYTICS

Be all seeing, all knowing. This module helps you unleash the awesome capability of data. Discover what your customer wants, likes, needs and does. Go deep inside their journey so you can perfect their seamless path to purchase and beyond. This is not just great power, it is super power. And we also cover the legal stuff because with that thrilling, addictive power comes responsibility.

Topics:

Web Analytics Fundamentals

- Insight Types for Digital Marketers
- Analytics Tools for Data Collection, Measurement and Analysis
- Google Analytics Benefits and Limitations
- Analytics Reporting Terminology
- Legal Requirements, Responsibilities and Best Practice

Creating and Configuring a Google Analytics Account

- Account Setup
- Tracking Code Installment
- Key Settings and Navigational Functions
- Account Settings and Filters
- Benefits and Risks of Sharing Access
- Linking Google Analytics and Other Tools

Setting Goals with Google Analytics

- Setup Goals
- Match Website Activity to Goals
- Use Goal Funnels to Analyze Customer Conversion Journey

Monitoring Campaigns with Google Analytics Reports

- Campaign Types
- Audience, Acquisition, Google Ads, Behavior, Events and Conversion Reports
- Multichannel Funnels Reporting

Analyzing and Recording Google Analytics Data

- Track Traffic Changes in Real-Time
- Custom reporting, Annotations and Custom Segments
- Standardized Data Process

10

DIGITAL MARKETING STRATEGY

We give you capability, influence, reach, data, insight and tools, tools and more tools. But you still need solid objectives, otherwise you are drunk on power, driving a high-performance sports car round and round in circles on your way to the corner shop. That's why we tie it all together with a Strategy module. Have a big and clear vision of where you really want to go, and make it actionable with budget, channel and media plans, Key Performance Indicators and more.

Topics:

Digital Strategy Fundamentals

- 🚀 Core Digital Marketing Strategy Components
- 🚀 Strategy Purpose
- 🚀 Strategy for plan communication
- 🚀 Digital Marketing and Digital Media
- 🚀 Resource Mapping
- 🚀 Budget Planning
- 🚀 ROI and Success Metrics

Setting Strategy Objectives and KPIs

- 🚀 Common Business Objectives and Campaign Expectations
- 🚀 Identify and Distinguish KPIs
- 🚀 Past Performance and Industry Benchmarks for Forecasting
- 🚀 Regular Performance Reviews

Digital Strategy Research

- 🚀 Key Research Activities
- 🚀 Research Mapping
- 🚀 Strong Research vs. Potentially False Reports
- 🚀 Owned, Accessed and Desk Research
- 🚀 Audit Factors
- 🚀 Audience and Competitor Research
- 🚀 Social Listening Study
- 🚀 Creative vs. Media Brief

Developing a Creative Strategy

- 🚀 Key Creative Strategy Ingredients
- 🚀 Maximize and Repurpose Creative Output
- 🚀 Content Strategy Elements
- 🚀 Creative Format Specifications

Executing a Digital Marketing Strategy

- 🚀 Strategy Objectives
- 🚀 Optimize Channel and Budget Mix
- 🚀 Media Planning for Paid Channels
- 🚀 Key Campaign Components

Communicating a Digital Marketing Strategy

- 🚀 Stakeholder Communication Tools
- 🚀 Digital Marketing Strategy Best Practice

Becoming a Strategic Thinker NEW

- 🚀 The Importance of Strategic Thinking
- 🚀 Emergent Strategy
- 🚀 Benefits of Strategic Thinking
- 🚀 Strategic Thinking Behaviors
- 🚀 Future-basing® Steps

LOOKING FOR MORE?

DMI Postgraduate Diploma in Digital Marketing

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

[View the Course](#)





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

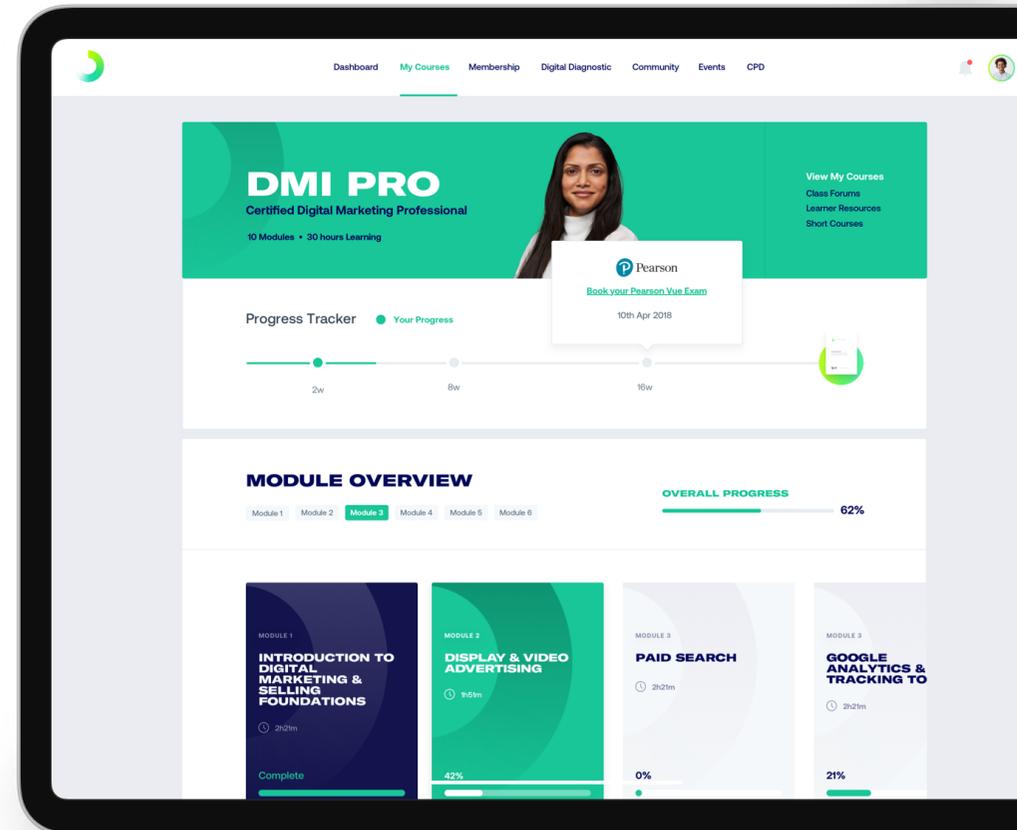
HOW WILL I LEARN?

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.

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

- Short courses take you where you want to go fast – learn Analytics, Content Marketing, GDPR, UX Essentials, CX Essentials, and Graphic Design
- Bite-sized lessons (10–20 minutes)
- Highly interactive with chances to practice everything you learn
- Practical live classrooms each month on the latest trending topics and updates to platforms

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. 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. We use the *Pearson VUE* test center network which has over 5,200 center 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**.

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

DirectLine Group

Lucidchart

LinkedIn

The Economist

abra

bitly

AccuWeather

terminus

TopRank Marketing

sky

Twitter

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			✓

READY TO GET STARTED?

The digital marketing world is ready for you. To respond, share, grow, anticipate, evolve. To find the edge and go further. Make your move and start your learning adventure.

Talk to an advisor today.

USA / Canada

1 917 636 5832

Europe

+353 1 531 1200

UK

020 3411 2035

Australia / New Zealand

07 3062 9429

[Email an Advisor](#)