Getting Started

Hello

Enhance Your Skills and Fast-track Your Career with DMI Certification Courses & Resources

Elevate your digital marketing career with DMI's Professional Diploma in Digital Marketing. This programme connects you to a global network of 330k+ professionals and industry experts who shape our cutting-edge courses.

Our program, guided by leaders from the world's bluechip companies such as **Google, Meta, IBM, Hubspot** - to name a few - on our Global Industry Advisory Council (GIAC), ensures what you learn is relevant and you stay ahead in the ever-evolving digital marketing landscape. Learn from active professionals in the field, providing **real-world experience and expertise.** Access the world's largest on-demand digital marketing library, featuring 2,000+ premium resources, practical toolkits, and templates to **apply your knowledge.** Stay current with expert-led webinars, micro-lessons, and more to drive real business impact.

DMI has a proven track record in accelerating career growth:

↗ 93% of our alumni say that DMI Certification had a **positive impact*** on their career

↗ 74% of our alumni received a **salary increase*** after completing their course

↗ 73% of those who were promoted say that DMI Certification helped them to get their **promotion*.**

↗ The #1 reason professionals choose DMI is our expertise and **exclusive focus on digital marketing*.**

Source: DMI Alumni Survey, 2024

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330k +
Members Worldwide

95%
Recommends DMI*

80k +
Certified Industry
Professionals

#1
Global Authority in
Digital Marketing*

* Graduate Survey 2024

The Challenge

The world of digital marketing moves fast. **The greatest professional challenge of the 21st century is staying relevant.** Today's marketers need to be agile and adapt from leveraging new technologies like AI to understanding changing social media algorithms.

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 experts to meet the real needs of digital now.** Constantly updated and highly adaptable, we're addressing the skills gap and anticipating future needs.

A career in digital marketing can be rewarding, but **it's important to stand out.** Whether you're looking for your first job, switching careers or climbing the ladder, a globally recognized DMI certification will advance your career by **showing you have industry aligned skills and knowledge** that can drive business success.

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86% of employers globally say that they are more likely to hire candidates with DMI Skills Certification on their CV.*

74% of DMI graduates received a **salary increase**** after completing their course.

73% of those who were promoted say that DMI Certification helped them** to get their **promotion.**

44% of graduates got a promotion within 12 months after completing their certification.

*Chief Marketing Officer Survey, 2024
**DMI Graduate Survey, 2024

Stay Relevant in an Ever-Evolving Digital World

Through our industry expertise and connections, we set the global standard in certification courses, resources and network that enables growth for professionals, businesses and universities globally. This means offering certification courses on **the most in-demand skills; resources that enable practical learning; and global recognition.**

Right from the moment you sign up for a course, you get a free subscription to our award-winning resource library, and become a **DMI Professional Member.** Access to Premium Resources (toolkits, walkthroughs, templates, and much more) developed by active industry experts for professionals to **stay relevant,** enhance quality of their work (while saving time & effort), and **get inspired.** You also get access to our **Continuing Professional Development (CPD)** area. With short video lessons and expert-led webinars, **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.

DMI Certification is not just recognised all over the globe – it's setting the global standard. We have certified more digital marketing professionals than any other certification body, and It drives career impact:

Facts:

93%
of our alumni are currently employed.

95%
say that DMI Certification had a **positive impact* on their career.**

**DMI Graduate Survey, 2024

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Leadership and Standards Assured by the Industry, for the Industry

On our Global Industry Advisory Council (GIAC), we collaborate with some of the most influential marketers in the world to ensure that **DMI courses (so your skills) are co-built and validated** by the industry leaders. This approach enables us to address the latest skills adoption needs of marketing professionals based on real-world experiences of active industry leaders.

The GIAC comprises the key stakeholders in the industry who shape the present and the future of digital marketing across global brands, key industry platforms, agencies and education. This diverse representation guarantees **the highest standard and relevance of DMI certifications** worldwide.

As a result, **the skills and knowledge you'll gain with DMI Courses align with the latest developments, trends and best practices** in the industry ensuring your personal and professional growth.

Global Industry Advisory Council

Google

Meta

HubSpot

Linked in

IBM

NP digital

Microsoft

THE APERTO PARTNERSHIP

KORN FERRY

TACK

KANTAR

TopRank MARKETING

Lucidchart

NEAL SCHAFFER

AM>

Glanbia Performance Nutrition

THE MARKETING SOCIETY

BPP UNIVERSITY

UCW UNIVERSITY CANADA WEST

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Why Choose Certification?

Whether you're looking to start, switch or advance your digital marketing career, a DMI certification **shows you have industry aligned practical skills and knowledge** that can drive business success. **Stand out from your peers** with a globally recognised skills certification valued by employers.

We've built a **Certification Framework** that helps real skills get recognised and rewarded. It's meaningful and it's working. Bluechip global brands, innovators, training companies and even universities in **over 100 countries recognise** and use Digital Marketing Institute's Certification Framework.

Your DMI Certification:

↗ Differentiates your resume for better career opportunities in a competitive international jobs market.

↗ Gives you the skills you need to speak loud and clear to the right audiences.

↗ Tells the employers 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.
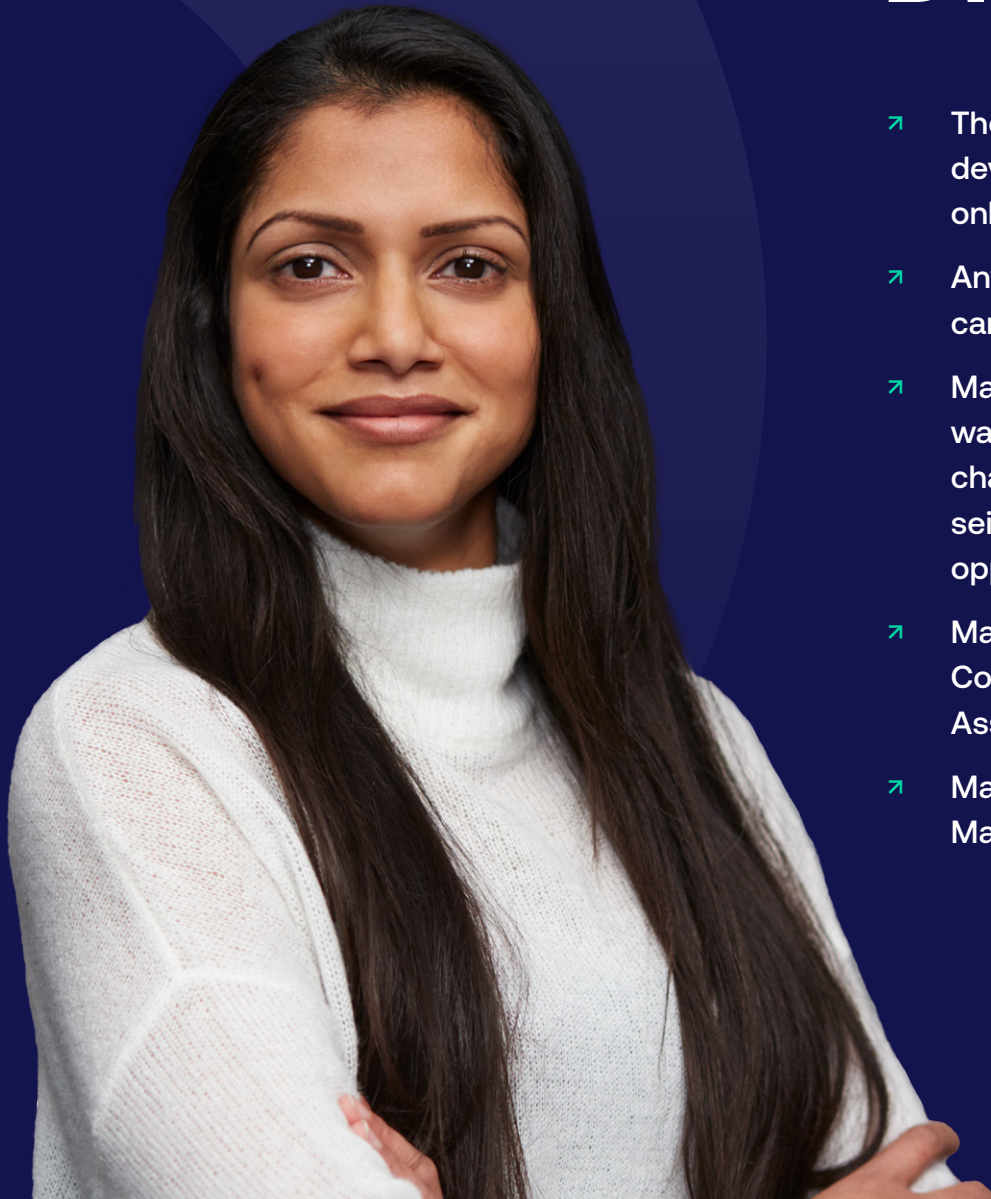
Who is DMI Pro for?

↗ Those with responsibility for developing and implementing online marketing strategies

↗ Anyone looking to pursue a career in digital marketing

↗ Marketing professionals who wants to keep up with the rapid changes and stay relevant to seize and drive career growth opportunities

↗ Marketing Executives, Marketing Coordinators, Marketing Assistants

↗ Marketing Interns, and Marketing Analysts

↗ Brand Managers, Brand Strategists, Event Planners, and Public Relations (PR) professionals

↗ Copywriters and Content Creators

↗ Media Planners and Media Buyers

↗ Market Research Analysts, Data Analysts, and Product Marketers

↗ Marketing managers and marketing directors

↗ Consultants and IT managers

↗ Entrepreneurs and small business owners

Not sure if this is the right fit for you? Explore our full range of digital marketing certifications to reach your career potential here.

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What will I Learn?

Key Learning Outcomes

↗ AI-Powered Digital Marketing Expertise: Master your knowledge in competitor analysis, campaign execution, and performance measurement while harnessing AI tools to boost efficiency, streamline processes, and drive impactful results.

↗ Strategize for Success: Plan and execute comprehensive, AI-enhanced digital marketing strategies tailored to unique business goals and audiences.

↗ Build Brand Awareness and Drive Engagement: Utilize AI-driven social media and content marketing strategies to captivate audiences and foster engagement.

↗ Drive Traffic and Visibility: Implement SEO, PPC, display advertising, and AI tools to attract and retain target audiences.

↗ Craft Effective Email Campaigns: Design, execute, and monitor email marketing initiatives that deliver measurable outcomes.

↗ Optimize with Data-Driven Decisions: Harness web analytics to refine marketing efforts and make informed business decisions.

↗ Enhance Professional Effectiveness: Develop professional soft skills from strategic and agile thinking to presentations to thrive in dynamic digital marketing roles.

↗ Elevate Web and Ecommerce Experiences: Optimize digital touchpoints using user-centered design and a deep understanding of the Buyer's Journey.

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LOOKING FOR MORE? Try our DMI Expert program →
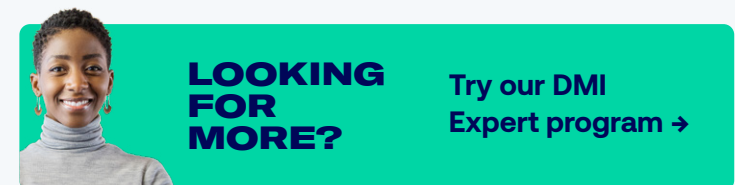
What is New & Updated?

The latest version of the course includes new lessons and resources that will enable you gain in-demand skills:

New:

- ↗ Leveraging AI for competitors, industry and customer research

- ↗ AI and Social Media lesson covering key AI tools and plugins and best practices for using AI in social media

- ↗ AI, Paid Search, and Crafting Demand lesson covering AI with Google Ads, Smart Bidding and Performance Max Ads

- ↗ Using AI with Data for Decision-Making lesson covering Data Collection, Analysis, Data-Driven Decision-Making and Customer Journey Mapping

- ↗ AI for Strategic Planning topic

Updated:

- ↗ Professional Membership resources on AI Overviews, Automation, UX, Google Tag Manager, and more

- ↗ ChatGPT for Digital Marketing lesson bringing together all ChatGPT topics into a single lesson.

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Modules of Capability

Skills That Will Make You
a Well-Rounded Digital Marketer

You'll gain the knowledge, practical experience, and insights to excel and speak with confidence in the digital marketing industry. In short, you'll become a versatile digital marketer, equipped to design, implement, measure, and optimize digital marketing strategies from the ground up

1. Digital Marketing in the Era of AI

2. Content Marketing

3. Social Media Marketing

4. SEO (Search Engine Optimization)

5. Paid Search (PPC) and Display Advertising

6. Email Marketing and Automation

7. Essential Soft Skills for Digital Marketers

8. Web Optimization, eCommerce, and Social Commerce

9. Analytics with Google Analytics 4 (GA4)

10. Digital Marketing Strategy

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1 Digital Marketing in the Era of AI

Unleash the power of digital marketing in the era of AI disruption. Dive into core concepts, explore digital channels, and uncover why machine learning algorithms, large language models, and AI-powered tools are disrupting and transforming how businesses operate today. From audience insights to 360-degree campaigns, explore how to connect more effectively with your target audience.

↗ Unlock the digital marketing playbook and start crafting a roadmap for business success

↗ Uncover the core principles of digital marketing, digital media, and digital channels

↗ Harness AI tools to gain industry insights and develop clear marketing objectives, fueled by digital research that sets a business apart

↗ Explore how to seamlessly engage an audience across 360 digital channels and learn how to master the buyer's journey to connect with audiences

Topics covered include:

↗ What is Digital Marketing?

↗ Inbound and Outbound Marketing

↗ Digital Marketing Channels

↗ What is AI in Digital Marketing?

↗ Staying Relevant in Digital Marketing

↗ Audience Listening Tools

↗ Competitive Research

↗ Industry and Customer Research with AI (NEW!)

↗ The Traditional Funnel and the Buyer's Journey

↗ The Evolution of the Buyer's Journey

↗ Integrating Offline and Digital Marketing

2 Content Marketing

Master the art of content marketing with a persona-focused, data-driven approach to planning and executing content marketing strategy. Connect seamlessly with your audience using best practices at each stage of the Buyer's Journey. From content creation to curation, learn how to amplify your impact, extend value, and measure your successes with cutting-edge AI-powered insights to elevate your business's content marketing performance.

↗ Unleash the power of content to elevate a digital strategy

↗ Build a content marketing strategy that aligns with goals and targets personas with precision. Tailor topics for impact and set the stage for real audience engagement.

↗ Learn the art of digital storytelling, beginning with effective research, crafting a compelling creative brief, and weaving an authentic brand story

↗ Create personalized, compelling content and navigate the benefits and risks of leveraging AI tools to increase the velocity and quality of your output

↗ Master the tools of the trade and choose the right tactics, techniques, and tools to manage, distribute, and promote your content. Learn why effective community management is a linchpin to content marketing success.

↗ Use content marketing metrics to measure success and identify the right opportunities to harness the power of AI to boost content marketing performance

Topics covered include:

↗ What is Content Marketing?

↗ Topical and Evergreen Content

↗ Content Intent

↗ Buyer Personas

↗ Getting Ideas for Content Topics

↗ Creative Brief

↗ Content Creation and Content Curation

↗ Getting Started with ChatGPT

↗ Content Scheduling

↗ Analyzing Content Performance

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③ Social Media Marketing

Set up a dynamic social media presence and unlock the potential of social media marketing for your business. Dive deep into the marketing capabilities of the core platforms and master tactics for growing and engaging an audience on social media. Unleash powerful paid social campaigns and learn how to extract data from the platforms' native analytics tools to elevate your social commerce game.

↗ **Find the right social platforms for your business and transform its social strategy using the most impactful social media channels.**

↗ **Build, manage, and sustain a thriving community on social. Harness the power of social connections to propel your brand forward with an engaged community.**

↗ **Master paid advertising on social and create compelling campaigns with advanced tools for boosting your social presence.**

↗ **Gain insights into best practices for leveraging AI to elevate your social media presence**

Topics covered include:

↗ Influencing the Consumer Journey Using Social

↗ How Do Social Media Algorithms Work?

↗ Key Social Media Platforms: Facebook, WhatsApp, and Instagram

↗ Key Social Media Platforms: X and LinkedIn

↗ Key Social Video Platforms: YouTube and TikTok

↗ Setting Up a Social Media Experience for a Business

↗ Sustaining a Social Community

↗ Engaging an Audience Using Social Media

↗ Five Key Steps for Creating a Social Campaign

↗ Best Practices for Using AI in Social Media (NEW!)

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4 Search Engine Optimisation (SEO)

Explore the nuances and intricacies of SEO and learn how search engines and SERPs work. Unlock the power of a strategic SEO, from keyword research best practices to the three pillars of success – technical, on-page, and off-page optimization. Measure SEO wins with precision as you track keyword rankings, organic traffic, and website conversions. And stay ahead of the curve with insights into free and paid SEO tools while exploring the transformative impact of AI on SEO tasks.

↗ Position a business for online growth and success by demystifying SEO and grasping the key elements of an effective SEO strategy.

↗ Propel brands with effective SEO keyword research and strategy.

↗ Boost a website's organic search rankings and transform your business's online presence by choosing the right technical, on-page, and off-page optimization techniques.

↗ Gain valuable insights on the best-known free and paid SEO tools and discover how emerging AI technologies are transforming SEO tasks and activities.

↗ Measure success with SEO metrics and fine-tune your SEO strategy based on data-driven decisions, ensuring your business thrives in the competitive online arena.

Topics covered include:

↗ **How Do Search Engines Rank Pages?**

↗ **Search Engine Results Page (SERP)**

↗ **How to Conduct SEO Keyword Research**

↗ **Technical Optimization**

↗ **Page Experience Ranking Signal**

↗ **Google Search Console**

↗ **On-Page and Off-Page Optimization**

↗ **Free SEO Tools**

↗ **AI Tools for SEO**

↗ **ChatGPT for SEO**

5 Paid Search (PPC) and Display Advertising

Unlock the power of pay-per-click (PPC) advertising, capturing active consumers searching for information, products, or services. Dive into the expansive landscape of digital display and video advertising, designed to raise brand awareness and generate interest. Explore the distinct benefits each strategy offers while discovering the synergy of using them together for a comprehensive digital marketing strategy. From fundamental principles to hands-on optimization in platforms like Google Ads, master the art of effective budgeting, strategic bidding, and compelling ad creation. Explore display and video advertising through the Google Display Network, leveraging AI-powered features and advanced targeting to engage audiences.

↗ Harness the power of paid search advertising - a strategic approach that maximizes impact and minimizes costs. Grasp its fundamental principles and master techniques and best practices for effective budgeting and bidding in pay-per-click campaigns

↗ Elevate your brand with display and video advertising and understand the pivotal role these strategies play in demand generation

↗ Differentiate between campaign types, ad formats, and audience targeting options

↗ Understand the metrics that matter in paid search, display, and video campaigns and unlock key tactics to minimize CPCs in Google Ads bid auctions, maximizing campaign ROI and performance

↗ Manage budgets, measure success, and optimize campaigns, while gaining insights into the benefits and limitations of AI-driven Google Ads strategies

Topics covered include:

↗ PPC Keyword Research

↗ Budgets and Bidding in Google Ads

↗ Creating a PPC Campaign

↗ Display and Video Advertising

↗ GDN, AI, and Performance Max

↗ Display and Video Ad Formats

↗ Targeting for Demand Generation

↗ Remarketing for Display and Video Campaigns

↗ Paid Search Metrics and Reports

↗ Search, Display, and Video Campaign Optimization

↗ Using AI with Google Ads (NEW!)

↗ AI and Performance Max (NEW!)

6 Email Marketing

Deep dive into email marketing and explore key tools and techniques enabling you to unlock the power of automation and AI to streamline your campaigns. Optimize every aspect of your email campaigns, from subject lines to layout, and learn how to overcome delivery challenges.

↗ Understand the pivotal role of email in omnichannel campaigns and navigate the legislative landscape surrounding email permissions and data protection, ensuring your campaigns reinforce the message of a trusted brand

↗ Build on the core principles shaping email and marketing automation strategies and harness the potential of CRM to support more personalized email campaigns

↗ Craft compelling emails that drive results. Design balanced messages to generate leads, retain customers, and inspire brand evangelists. Learn how to transform your message into a powerful tool for business growth and brand loyalty

↗ Create and manage email campaigns and boost open and clickthrough rates. Overcome deliverability and Inbox placement hurdles, ensuring your messages reach your audience.

↗ Utilize metrics, tactics, and best practices to report on and optimize your email marketing campaigns

Topics covered include:

↗ Email and Omnichannel Marketing

↗ Email Marketing Legislation and Regulations

↗ CRMs

↗ Marketing Automation

↗ Topic TBC on AI and Automation

↗ Email Marketing Workflows and Benefits

↗ Email Subject Lines and Copy

↗ Email Design and Images

↗ Email Campaign Delivery Challenges

↗ A/B Testing for Email Optimization

↗ Optimizing Email Campaign Performance

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Professional Skills for Digital Marketers

Well-honed professional skills as well as digital and technical skills are key to success as a digital marketer in today's ever-changing working environment. But what are these essential professional skills? Drill into project management techniques, foster innovation with agile thinking, enhance creativity, and sharpen strategic thinking skills. From time management to problem-solving and persuasion skills, elevate your professional toolkit for personal and business success.

- ↗ Apply project management techniques and best practices to drive success with your marketing campaigns and business projects

- ↗ Develop an agile mindset and learn techniques and best practices to foster innovation and drive efficiency to help stay ahead in today's dynamic workplace

- ↗ Learn how to transform challenges into opportunities, develop fresh ideas, unleash your creativity, and apply innovative problem-solving in the workplace

- ↗ Hone strategic thinking skills and time management to become more personally effective and efficient

- ↗ Master the art of persuasion and elevate your communication skills with tips and techniques to ensure your messages resonate with your audience

Topics covered include:

- ↗ Seven-Step Framework for Managing Projects

- ↗ Using the "Test and Learn" Approach

- ↗ Applying the Agile Concept of the "MVP"

- ↗ Generating New Ideas

- ↗ Removing Barriers to Creativity

- ↗ Skills for Effective Problem Solving

- ↗ Benefits of Strategic Thinking

- ↗ Saving and Creating Time

- ↗ Strategies for Effective Communication

- ↗ Persuading an Audience

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8 Website Optimisation and eCommerce

From portfolio websites to lead generation and user-centered design to ecommerce and social commerce, dive into the structures and activities that define online success. Understand the critical role the Buyer's Journey and UX play in shaping effective websites and providing an optimized platform aligned with business goals. Delve into metrics used to capture, track, and measure website activity, and discover how to use social commerce channels and tactics to increase social commerce sales.

↗ Elevate your brand with a purpose-driven online presence that captivates and converts.

↗ Craft a website that speaks volumes and appreciate the pivotal role marketers play in planning webpage structures

↗ Elevate audience engagement and satisfaction with a frictionless online experience. Apply principles of user-centered design, ensuring a seamless and responsive journey for every website visitor

↗ Win at ecommerce, applying best practices when planning and implementing a powerful digital storefront. Build seamless customer interactions and drive e-commerce success with an effective customer service solution.

↗ Ensure your website performs at its peak by selecting the right metrics, tools, and tactics

↗ Drive success using A/B testing to ensure your digital presence stands out in the competitive online landscape.

↗ Unlock social commerce and maximize its revenue potential using the right channels and tactics to drive your business's sales

Topics covered include:

↗ Build Your Online Presence

↗ How to Design a Website

↗ Website Optimization and the Buyer's Journey

↗ Main Pages of a Website

↗ Design Principles

↗ UX and UI

↗ eCommerce Solutions

↗ eCommerce Marketplaces

↗ Website Metrics

↗ A/B Testing for Website Optimization

↗ Social Commerce Channels

↗ Analyzing and Reporting Using Social Media Tools

9 Analytics with Google Analytics 4 (GA4)

Reveal the power of website and app data with GA4. Master the fundamentals while navigating legal responsibilities and best practices for data collection, consent, and privacy. Learn how to set up and configure GA4, harnessing AI-enhanced features to analyze performance and customer conversion journeys, and monitor digital campaigns with precision. Use GA4's AI-powered features for campaign monitoring and in-depth analysis.

↗ Maximize insights from marketing data and help to ensure businesses operate ethically by mastering the essentials of digital marketing analytics

↗ Drive insights from a business's digital presence by utilizing best practices to set up, fine-tune, and connect other marketing tools to a GA4 account

↗ Transform data into actionable insights by setting up and optimizing events in GA4.

↗ Maximize campaign impact and optimize performance with insights from GA4 reports, explorations, and funnel reports

↗ Gain valuable skills in leveraging AI-driven insights to make data-driven marketing decisions that drive business results

Topics covered include:

↗ Google Analytics 4 (GA4) Fundamentals

↗ Analytics, Data Privacy, and Protection

↗ GA4 Account Set-Up

↗ Linking GA4 to Other Tools

↗ Types of GA4 Events

↗ Advanced Custom Events in GA4

↗ Key GA4 Reports

↗ UTM Tracking with URL Builder

↗ Real-Time Data in GA4

↗ Audiences in GA4

↗ AI for Data-Driven Decision-Making for Marketing (NEW!)

↗ AI in Customer Journey Mapping (NEW!)

Digital Marketing Strategy

10

Build a dynamic digital marketing strategy that integrates AI to optimize planning and execution. Set actionable objectives, KPIs, and budgeting for maximum ROI. Learn to conduct key research for channel selection and messaging, and create engaging, research-driven creative strategies. Execute a digital strategy with confidence using detailed action plans, paid media strategies, and clear documentation.

↗ Embrace the power of research to guide channel choice, messaging, personas, and priorities. Make informed budget allocations, ensuring every digital marketing activity maximizes impact.

↗ Use AI to ensure digital marketing efforts are focused, measurable, and contribute significantly to business goals.

↗ Engage and captivate an audience with a creative strategy that not only resonates but delivers on campaign goals.

↗ Execute a digital marketing strategy with an optimal channel and budget mix supported by a paid media plan and campaign action plan.

Topics covered include:

↗ Marketing Today

↗ AI for Strategic Planning

↗ Strategy and Return on Investment (ROI)

↗ Thinking Critically About Research

↗ Digital Audit

↗ Strategy and Forecasting

↗ Developing a Marketing Brief

↗ Creative Brief

↗ Working with an Agency

↗ Using a Media Plan

↗ Delivering a Campaign Action Plan

Unlock the Power of AI in Digital Marketing with our Exclusive AI Bundle Offer

AI is disrupting the digital marketing industry and presenting unprecedented efficiency, growth, and career opportunities for marketers. It's not surprising that AI is the #1 skill that marketers want to develop within the next 12 months (DMI Member Survey, 2024). Ready to take your career to the next level? Don't miss out on our special discount for the AI in Digital Marketing Course (limited time only) when you purchase a DMI Pro course with us.

AI Course Overview
The short course (5.5 hour) is **designed for marketers looking to incorporate AI into their job to enhance and optimize digital marketing activities.** Through a combination of hands-on practical lessons, toolkits and real-world examples, you will know how to leverage AI technologies to gain key insights, refine campaigns and drive growth.
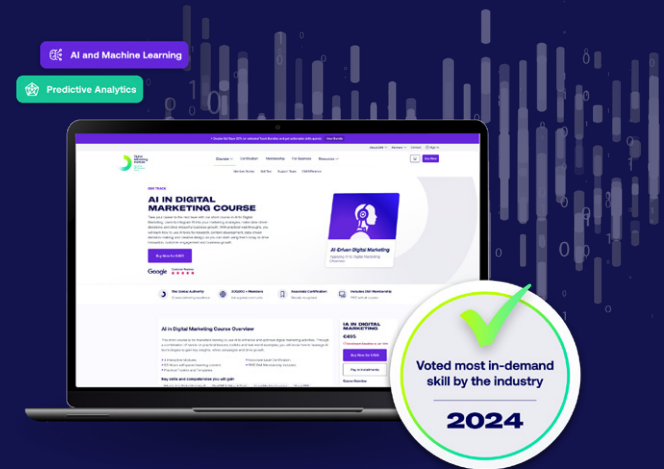
Key AI skills you will gain:

↗ ChatGPT & Other AI Tools
↗ AI and Machine Learning
↗ Generative AI and Predictive Analytics
↗ Use Cases for AI In Digital Marketing
↗ Using AI with Data for Decision-Making
↗ Data Collection and Analysis for AI
↗ Applying AI to Digital Marketing Channels
↗ AI-Driven Campaign Optimization
↗ AI in Content Marketing
↗ Monitoring Social Media with AI
↗ AI and SEO
↗ Using AI to Improve CX
↗ Streamlining Marketing Automation with AI
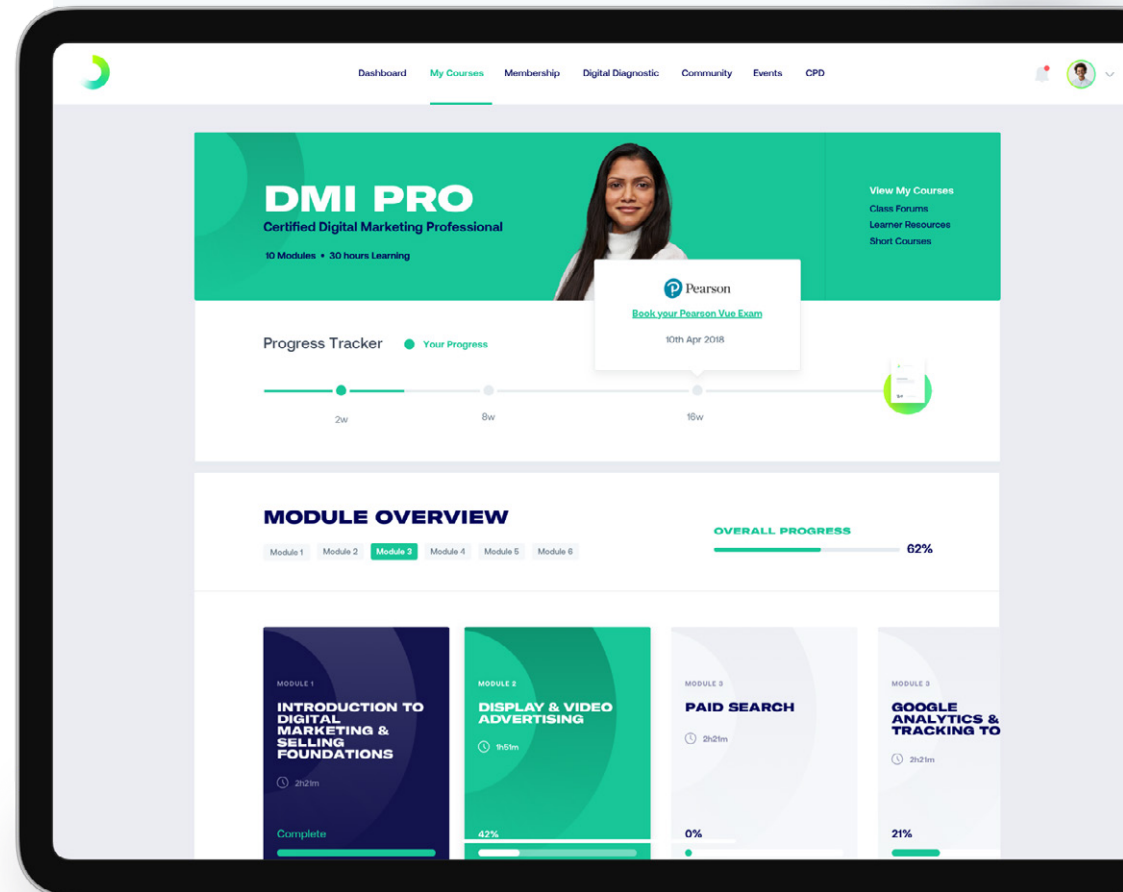↗ Using AI to Enhance Digital Strategy

How will I learn?

With our dynamic learning platform, get a seamless learning experience across desktop, mobile and tablet.

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

- ↗ Our courses are self-paced and delivered online via our cutting edge platform MyDMI. Each course also comes with interactive content via live webinars, community forums, tutor support and more.

- ↗ Short courses take you where you want to go fast - learn Analytics, Content Marketing, GA4, UX and CX Essentials, Email Marketing, Website Optimization, PPC, AI's impact on marketing, and Graphic Design. Bite-sized lessons (10-20 minutes)

- ↗ Highly interactive with chances to practise everything you learn

- ↗ Practical live classrooms each month on the latest trending topics and updates to platforms

- ↗ New practical exercises, reflections and up-to-date 'Extend Your Learning' content

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 Exam and Our Support

The Course Ends. Your Career Progression is Just Ahead.

But first comes **The Test.** Yes, it's an assessment but not as you know it. **The Test** is punchy, focused and dynamic. It happens via a screen (of course). Questions come in different formats including text and image-based multiple choice, matching and drag and drop formats.

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.

You can take **The Test** anywhere in the world; everybody gets the same experience. It lasts 120 minutes, and afterward (fingers crossed) you are never quite the same. You are a new kind of marketeer, 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 recognized at the door of (just about) all the best opportunities. That's because it comes with true authority.

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Bonus:
DMI Professional Membership

Home of Hands-on Learning & Practical Resources

Right from the moment you sign-up for a course, you'll become a DMI Professional Member and get access to our library of premium resources for **free for 6 months.**

DMI Membership Hub is the world's largest library of on-demand practical resources designed by top industry experts that will enable you to **easily implement your learnings, and make an instant business and career impact.**

You will also **enhance your work while saving time and effort** with 2000k+ professional resources including toolkits, templates, and **stay relevant with bite-sized continuous learning** opportunities such as webinars and short video lessons on the latest skills from AI to GA4.

✓ AI tools for content marketing
✓ Digital Marketing Plan template
✓ AI tools for SEO
✓ Funnel Conversion Reporting Toolkit
✓ Social Competitor Analysis Tracker
✓ Social Media Calendar Template
✓ On-site SEO Audit Handbook & Toolkit
✓ SEO Keyword Research Toolkit
✓ Email Campaign Calendar 2024
✓ Digital Media Tracker and Planner

Templates and toolkits - Practical resources to download, built so you can put them to work in your role right away. **Premium content -** Articles, ebooks, industry reports, case studies, podcasts and more. With tried-and-tested tips and the latest in digital marketing.

Courses - Unlock access to free short lessons exclusive to Professional Members, along with special discounts on all DMI courses.

Community - Talk, interact, work together and connect with our global member community and industry experts 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 Your Skills and Certification Up-to-Date With Continuous Professional Development (CPD)

As a Professional DMI Member, you will have the chance to gain new skills even beyond the course you enrol in with our Short Courses (Video Lessons) that enable bite-sized learning.

You will also have access to our comprehensive Continuous Professional Development (CPD) activities to gain and record CPD credits that will keep your skills and certification up-to-date.

Short courses:
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.

Continuous Professional Development (CPD):
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

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Hear from Our Graduates

More Testimonials & Success Stories on our website.

See More Reviews

Anna Moldovan
Industry Manager

Google

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Ade Lawal
Digital Marketing Manager

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Kelly Herbst
Sr. User Experience Researcher

HubSpot

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