



Digital
Marketing
Institute

Part of the
BPP Education
Group

Approved Partner

×



NEW & UPDATED

DMI Pro

Get a Professional Diploma in Digital Marketing

Comprehensive • 31 Hours • Study Online

Under the guidance of Global Industry Advisory Council including

Google ∞ Meta HubSpot LinkedIn IBM Microsoft

www.ibtc.co.za



Getting Started



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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



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.

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.**

*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

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



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?



- 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
- Those with responsibility for developing or implementing an online marketing strategy for an organisation
- Anyone looking to pursue a career in digital marketing
- Anyone looking to build AI skills to future-proof their career

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:

- Explore the game-changing impact of digital marketing, social media, and AI on business. Uncover the secrets underpinning the revolution that's reshaping today's business landscape.
- Master the art of social media and content marketing. Learn how to transform your brand into a household name and delight customers with engaging content that resonates with their needs.
- Integrate digital channels and explore how SEO, PPC, and display advertising can boost your **website's organic rankings, drive more traffic, and generate demand for your business.**
- Discover how to craft email campaigns that convert. Design, execute, and track your way to email marketing success using proven tactics and strategies.
- Unleash the power of data and metrics with web analytics to fine-tune your marketing **game. Better understand your customer's journey, uncover insights, and make data-driven decisions to elevate your campaigns.**
- Sharpen your professional skills and boost **your personal and career effectiveness in the** dynamic world of digital marketing. Master time management, agile thinking, and problem-solving skills and learn how to enhance your creativity and strategic thinking skills.
- Unleash the full potential of digital marketing. From concept to execution, discover the art of **crafting tailored marketing tactics and strategies** to propel businesses toward their goals.



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 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. Digital Marketing in the Era of AI
2. Content Marketing
3. Social Media Marketing
4. SEO (Search Engine Optimisation)
5. Paid Search (PPC) and Display Advertising
6. Email Marketing
7. Professional Skills for Digital Marketers
8. Website Optimisation and Ecommerce
9. Analytics with Google Analytics 4 (GA4)
10. Digital Marketing Strategy

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 transforming how businesses operate. From audience insights to 360-degree campaigns, explore how to connect more effectively with your target audience.

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
- 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 AI-powered insights to elevate your business's 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
- Analysing Content Performance

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.

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: Twitter (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
- Social Commerce Channels

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 optimisation.

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.

Topics covered include:

- How Do Search Engines Rank Pages?
- Search Engine Results Page (SERP)
- How to Conduct SEO Keyword Research
- Technical Optimisation
- Page Experience Ranking Signal
- Google Search Console
- On-Page and Off-Page Optimisation
- 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 optimisation in platforms like Google Ads, master the art of effective budgeting, strategic bidding, and compelling ad creation. Explore the Google Display Network, tapping into the potential of YouTube and display ads with new AI features and campaign types.

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 Optimisation

6 Email Marketing

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

Topics covered include:

- Email and Omnichannel Marketing
- Email Marketing Legislation and Regulations
- CRMs
- Marketing Automation
- Email Marketing Workflows and Benefits
- Email Subject Lines and Copy
- Email Design and Images
- Email Campaign Delivery Challenges
- A/B Testing for Email Optimisation
- Optimising Email Campaign Performance

7 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.

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

8 Website Optimisation and eCommerce

From portfolio websites to lead generation and user-centred design to eCommerce, 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 optimised platform aligned with business goals. Use metrics to capture, track, and measure website activity and to evaluate and optimise performance.

Topics covered include:

- Build Your Online Presence
- How to Design a Website
- Website Optimisation 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 Optimisation

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 to set up and configure GA4, harnessing AI-enhanced features to analyse performance and customer conversion journeys, and monitor digital campaigns with precision.

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

10 Digital Marketing Strategy

From using research insights to guide channel choice, messaging, and personas to setting actionable objectives and measurable KPIs, and developing a creative strategy that engages your audience, learn how to plan and execute a winning digital marketing strategy. Discover how to develop effective budget plans, ensuring maximum ROI for all of your digital endeavors.

Topics covered include:

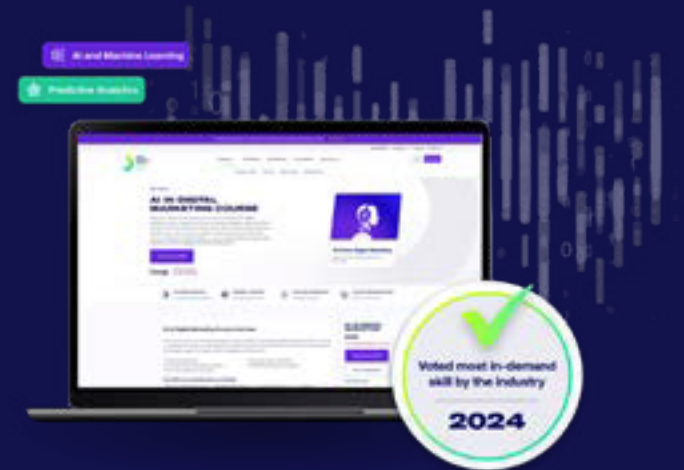
- Marketing Today
- Strategy and Return on Investment (ROI)
- Thinking Critically About Research
- Digital Audit
- Strategy and Forecasting
- Developing a Marketing Brief
- Creative Brief
- Working with an Agency
- Using a Media Plan
- Delivering a Campaign Action Plan

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

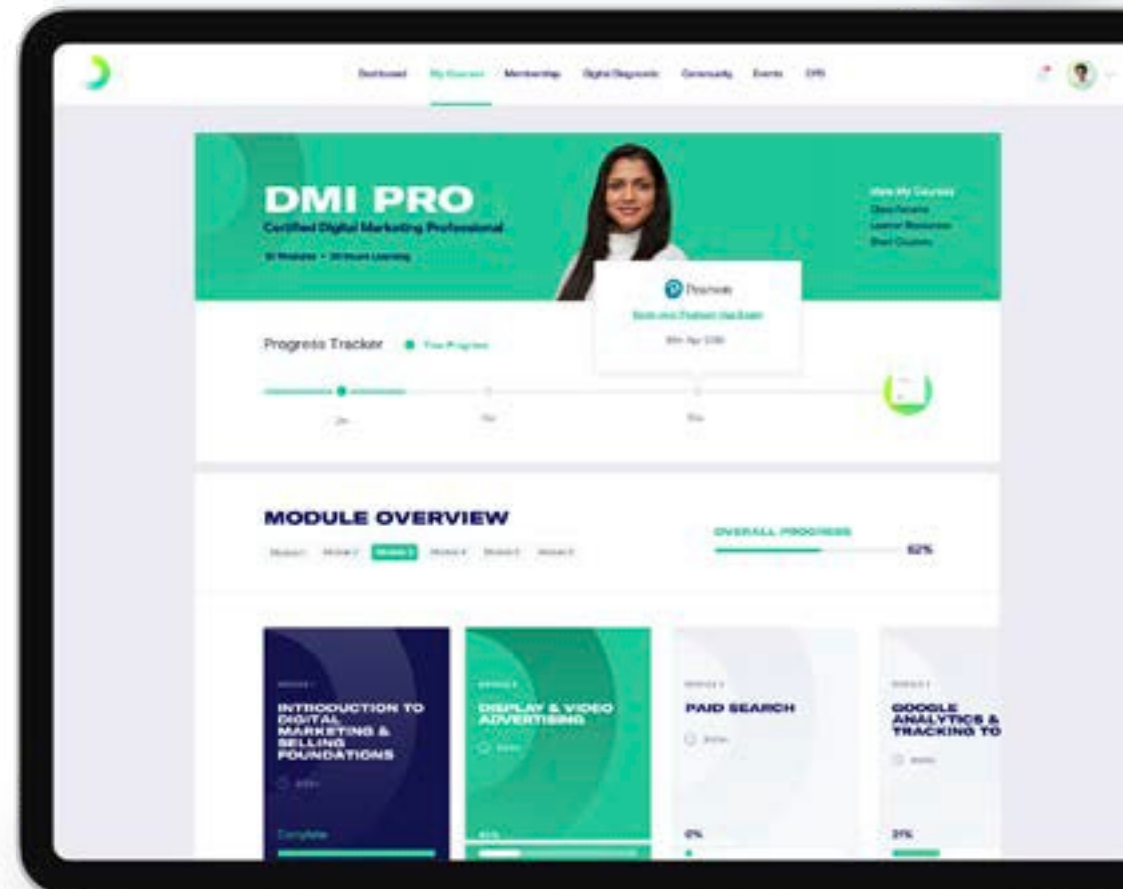
How will I learn?

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 **MY DMI**.

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



Our immersive learning platform **MY DMI**



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.

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

Hear from Our Graduates



Anna Moldovan
Industry Manager



"I took up a new role with Google! I now work as an Industry Manager, and I'm putting my digital skillset to good use."



Ade Lawal
Digital Marketing Manager



"My time with the Digital Marketing Institute has been enlightening. I feel more confident and grounded in the sector now. I've expanded my understanding of things I knew (Social media and SEO) to things I didn't (Mobile Advertising, Display, PPC and Google Analytics)"



Kelly Herbst
Sr. User Experience Researcher



"I had heard a lot of reviews from people in the industry about the benefits of DMI Membership. Additionally, the chance to learn from very tenured lecturers was the main draw for me."

Looking for **More?**

Expert-Level Certificate in Digital Marketing Course

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



Ready to Get Started?

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