



Digital Marketing Institute

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# DMI SPECIALIST

Certified Digital Marketing Specialist in **Search Marketing**  
in Partnership with Neil Patel

Specialist • 30 Hours • Study Online

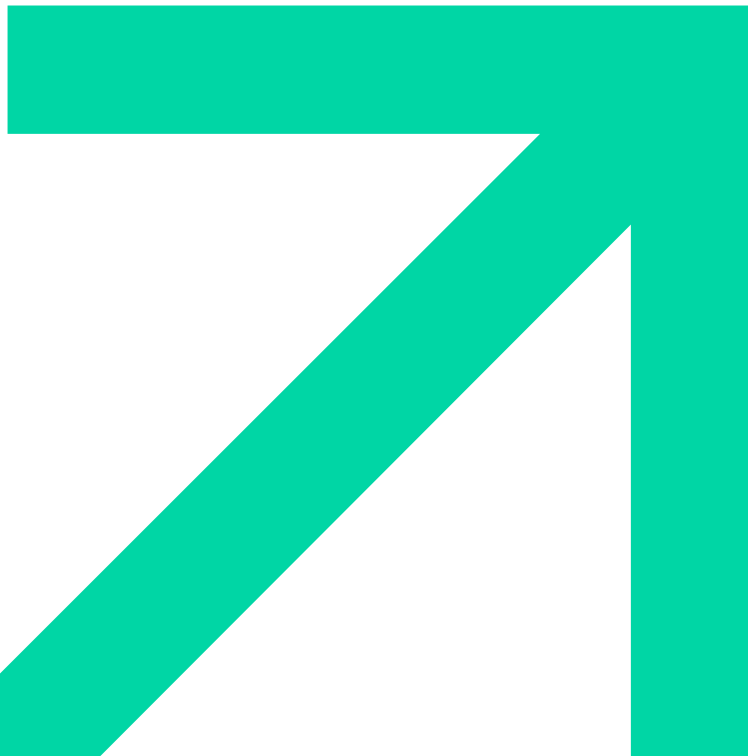
Under the guidance of Global Industry Advisory Champions including



[digitalmarketinginstitute.com](https://digitalmarketinginstitute.com)



# 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 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 over 200,000 **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 Power Member** which means you get access to our **Continuing 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 recognized 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
- 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
- Inspired career changers
- Entrepreneurs who want to be more entrepreneurial
- 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 Search Marketing?

Because you recognise the beautiful simplicity behind search marketing. You understand that while content may be extraordinary, moving and relevant, what's most important is that it's seen. You want to be there when it matters, to offer the hero product, the meaningful message. You want the power of making the unseen seen.

Learn from the best with modules delivered by leading SEO expert Neil Patel and DMI's industry experts. You'll get tools and tactics from people who actually use them in the field.

# WHAT WILL I LEARN?

## HOW TO:

- Rise up in Google rankings and become the go-to brand or authority
- Master the practical stuff. This course merges thought leadership and the technical skills, tools and tactics you need to get the job done. We give you everything you need to plan, implement and measure an effective SEO campaign – to make your brand seen
- Create and position content which ultimately leads on a journey to conversion. It's about context and relevance. Together they make meaning. And inspire behavior
- Get to grips with where search is going. From GA4 and AI to more effective demand generation and omnichannel strategies
- Optimize your website. Create a smooth and effective consumer journey
- Measure more. Succeed better. Apply key search marketing campaign metrics, performance analysis and campaign optimization for higher conversion rates
- Predict the future. Use all the data at your fingertips to help forecast future performance



**NEW** Brand New for 2022

# MODULES OF VISIBILITY

**Your program involves ten modules of white-hot techniques and practice. What you are acquiring is digital powers.**

**User behaviors are constantly changing. In order to keep up, your online search strategy has to shift too. Develop true Search Marketing expertise with this cutting-edge program. Designed and delivered by Neil Patel and DMI's industry experts.**

1. Introduction
2. SEO Set-up and Content
3. Optimizing SEO
4. Paid Search Fundamentals
5. Paid Search Campaigns
6. Demand Generation
7. Search Analytics
8. Data & Data Visualization
9. Search Strategy 1 - Research & Planning
10. Search Strategy 2 - Execution & Optimization

## Module 1

# INTRODUCTION

Being found in the right place at the right time may look effortless but it's an art. You're going to need lots of key concepts, tools and tricks.

- Explore how search elements like SEO and PPC work together to drive targeted traffic that converts into sales
- Learn all about how the algorithms match up with what people are searching for and how to make the most of them
- Measure your campaigns. What worked? What didn't? Use data and reporting to keep getting better

## Module 2

# SEO SET UP AND CONTENT

The search engine can feel all seeing, all knowing but it can be won over. SEO is the way to come out on top. Understanding the algorithms and ranking factors puts you in the driver's seat.

But that's not all. What does it take to really engage people? Content that speaks to them. So, here's what you need to make it happen:

- Conduct keyword research to discover what your audiences care about
- Build an SEO content plan to find people where they are
- Create quality content that both your audience and the search engine like
- Implement on-page optimization for better engagement

## Module 3

# OPTIMIZING SEO

Everyone wants to get their website in front of more people. The right people. That's where search engine optimization comes in. There's a lot to get a handle on with SEO, many elements working together to make your content more visible.

### So, here's what you need to make it happen:

- Choose the best SEO tactics for different points of the buyer's journey
- Become the pro who can troubleshoot technical SEO, crawlability, and performance issues
- Earn trust and authority with backlinks
- Optimize for local, national, and international SEO to find people anywhere

## Module 4

# PAID SEARCH FUNDAMENTALS

So you know how to grow those organic searches and it's going well. But you want to succeed faster. Cut right to the chase with paid search. Learn the fundamentals of PPC advertising and how it can work to promote your business.

- Choose the right keywords for the best results
- Create compelling landing pages and ad copy – you want to make sure you're advertising content your audience will be interested in
- Set up a Google Ads account and create paid search campaigns

## Module 5

# PAID SEARCH CAMPAIGNS

Now that you know the basics, it's time to start running your campaigns. Use PPC advertising to boost your visibility and make the best out of every single click.

- Manage a paid search campaign budget and understand the rationale behind your bid choices
- Optimize a paid search campaign using a variety of clever methods
- Determine success by measuring engagement and reporting on campaign results

## Module 6

# DEMAND GENERATION

Capture interest wherever people are in their journey with demand generation. Whether they're a first time visitor, just getting to know you or coming back again and again. Be patient, it takes time but it's worth the payoff.

- Plan campaigns that generate interest and capture search intent
- Get familiar with Responsive Display Ads for effective campaigns on any device
- Reach your audience with targeting, bidding, and remarketing tactics
- Campaigns can always be better, use reports to spot opportunities for next time

## Module 7

# SEARCH ANALYTICS

Search analytics can feel a bit like having a superpower. There's so much you can know about what your target market is doing, what they want, how they speak. All of this data is at your fingertips, you just need to know how to use it. So let's dive in.

- Set up, measure, monitor and optimize your digital marketing campaigns for success
- Meet legal responsibilities and best practices for data collection, explicit consent and privacy
- Configure a Google Analytics account and install a tracking code
- Analyse digital campaign performance and the customer conversion journey
- Conduct user research on a budget, prioritize opportunities, and execute a CRO roadmap
- Get familiar with GA4, the new Google Analytics interface

## Module 8

# DATA & DATA VISUALIZATION

Data is full of insights and opportunities. But we're always looking for ways to make data more engaging, especially in a digital world where we have so much of it. Tell the story of what you've discovered with data visualization.

- Get to grips with the fundamentals of collecting and processing data
- Validate the information you're collecting
- Forecast the future with comparative data
- Make your discoveries visual and bring everyone along for the journey

## Module 9

# SEARCH STRATEGY 1 - RESEARCH & PLANNING

So you have tools, techniques, and practiced skills. You've learned all of the stepping stones behind making search work hard. Now is your chance to get an action plan together. A strategic, focused plan that really delivers. One backed up by research and structured by set objectives.

- Best practices for planning a search strategy
- Researching search campaigns so you know what you're working with
- How to set search marketing strategy objectives

## Module 10

# SEARCH STRATEGY 2 - EXECUTION & OPTIMIZATION

It's time to put everything you've learned into practice with a high-performing search marketing strategy. You have the skills, you've done the research, your action plan is prepared. Let's execute the strategy and make it a reality. Exciting, isn't it?

- Make the magic happen and implement your search strategy
- Identify omnichannel tactics to generate customer interest and maximize sales
- Evaluate how your strategy is performing and optimize
- The industry is always shifting, keep optimizing over the long term for bigger and better results



# 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

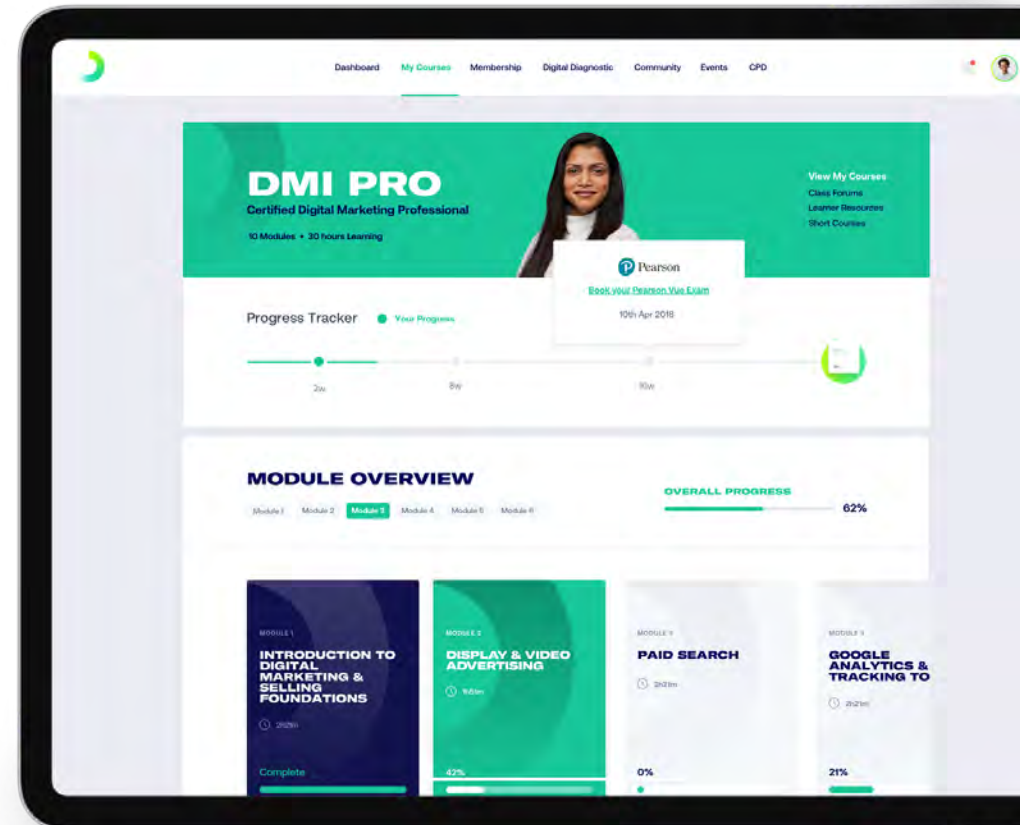
# HOW WILL I LEARN?

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)
- 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, focused 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 centre network which has over 5,200 centres 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 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 recognised at the door of (just about) all the best opportunities.

Our Certifications are mapped to the European Qualifications Framework (**EQF**) AND positioned within the European Higher Education Area (**EHEA**), a 'translation tool' between different qualifications systems. And both these facts are a big deal. They mean your **DMI Certification** gets recognised at a glance, fits within other educational frameworks and has value beyond borders. With **DMI Certification**, nothing gets lost in translation.

# 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

Meta

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 Power 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 Power 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 Power 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

# WHAT DMI MEMBER ARE YOU?

## MEMBER

Sign up today, join 200k Members today at no cost, enjoy restricted access to our great member benefits.

## POWER MEMBER

Enjoy unrestricted access to all Member content within your MyDMI Account.

## POWER + MEMBER

Already a Power member? Get certified, unlock CPD and become a Power+ Member.

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			✓

# 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 Power 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 **Power + 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.

### **Becoming a Power + Member.**

- 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  
Global Industry Advisory Champions  
including

Google

Coca-Cola

∞ Meta

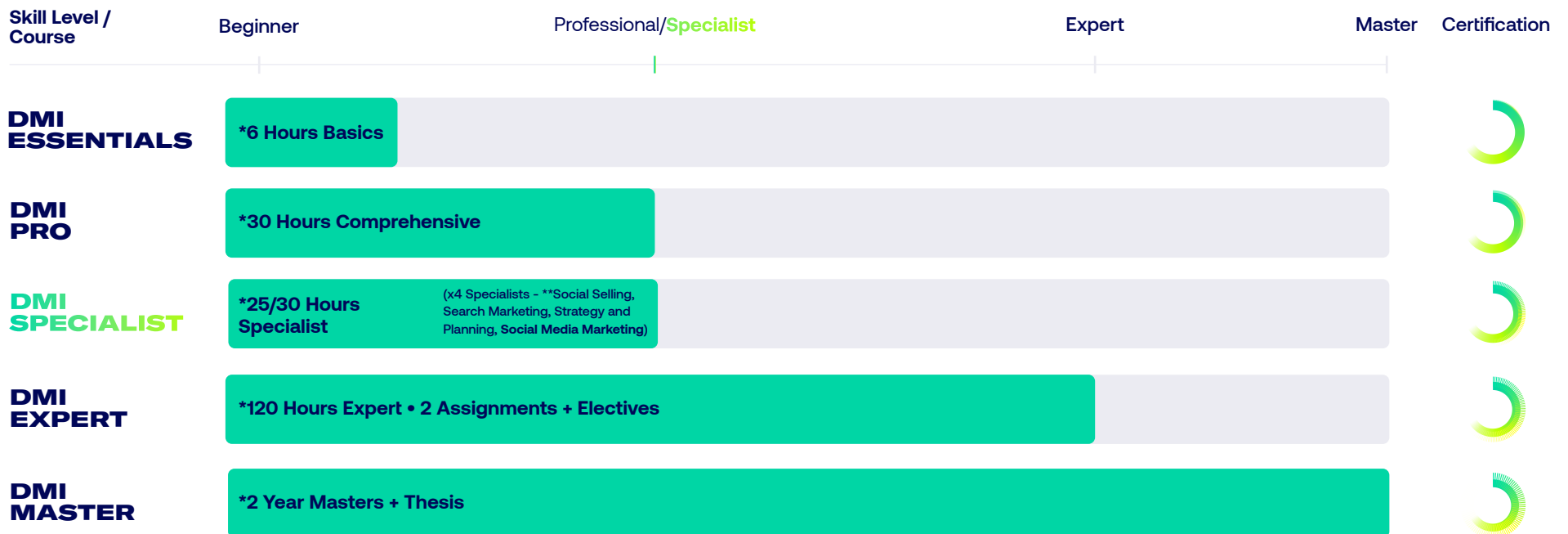
sky

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 STARTED?

The power of online search is changing fast. To succeed, you need to know where to focus. Learn straight from one of the best in the business, Neil Patel, along with DMI's search experts.

**Talk to a Digital Transformational Advisor today.**

**USA**

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