Digital Marketing Institute™

Approved Partner

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Infrastructure University Kuala Lumpur

DMI SPECIALIST

Certified Digital Marketing Specialist in Social Media

Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including

Google Coca-Cola facebook sky The Economist HubSpot

https://microcredential.iukl.edu.my



Digital Marketing Institute™

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

Digital Marketing Institute™

HELLO

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

The Digital Marketing Institute gives you those skills and what's more - gives you Certification which is recognised and wanted around the globe.

Everyone can see what you're capable of and what opportunities you can slot right into - or go create.

With over 47,000 **DMI Members** worldwide and a panel of razor-sharp **Global Industry Advisory Champions** guiding our course curriculum and more, we're right at the edge of big, new and clever.

Join us.



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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

Digital Marketing Institute™

GETTING YOU IN THE GAME AND KEEPING YOU IN IT

Digital Marketing Institute courses are white hot, created with insight from those who are already out there doing it. We bring you expert thought and practice. We're about getting you in the game.

But it's a game of perpetual motion, ever-changing, always new. So we are also about keeping you in the game. Right from the moment you sign up for a course, you also become a **DMI Member** which means you get access to our **Continuous Professional Development (CPD)**. Learn and upskill as your needs and ambitions change. **Stay tuned into** the hive mind of new insight. **Stay connected** to the industry's best opportunities. **Stay relevant.**

DMI Certification is not just recognised all over the globe – it's setting the global standard. It also helps that we have Certified more professionals to a single digital marketing standard than any other certification body. We know what we're doing - and key industry players know that we know what we're doing too.

And it works. Fact is **95% of our Certified Members are currently employed** and **81% were promoted after earning their Certification**.

It's your turn next.

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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

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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 Social Media Marketing?

Because you are a social animal who recognises that digital does extraordinary. Speak to billions, one person at a time. For a smart player, it's an intriguing proposition. This is reach that is both vast and intimate – my time, my platform, I 'like', I share. Here is opportunity, a space that is big, elastic and malleable. Fill it with your message. Bend it towards conversion. See tangible, multi-dimensional results in real-time. Take your brand, your organisation and your career to new places and do something that non-specialists simply can't do.

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WHAT WILL I LEARN?

HOW TO:

- Use thought, tools and tactics. Access everything you need to reach into the minds of millions. This course weaves thought leadership with practical skills. Learn what's possible, create powerful, actionable strategies, and use capabilities to make your brand vision manifest
- Perfect the art and craft of social voodoo
- Work the various platforms so your brand speaks the right language and stays meaningful
- Create mesmerising content and put it in the right place at the right time
- Drive online consumer behavior towards conversion
- Apply the superpowers of analytics to optimize your offering. Do better and then do better again
- Win friends and influence people

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MODULES OF CONNECTION

We give you the superpower abilities to implant messages in minds via ten modules of white-hot thought and practice:

1. Social Research
2. Content Creation
3. Content Outreach
4. Facebook
5. Twitter
6. LinkedIn
7. Instagram and Snapchat
8. YouTube and Social Video
9. Social Customer Service
10. Strategy and Planning

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Module 1

SOCIAL RESEARCH

Just who are your audience? What do they do, think, feel, eat, love, hate and 'like'? And what do they think about you? Knowledge is power. And both knowledge and power are fascinating.

This module gives you the research techniques to know your audience, and cultural and industry trends. Every day the very people you want to reach throw up gigantic amounts of data. Without the right tools and thinking, it's a critical mass of meaningless banality. With the right tools and thinking, you have insight deep into hearts and souls.

Module 2

CONTENT CREATION

Twitter spats. Facebook kittens. Instagram bodies. Humans of Everywhere can't get enough content – so better content means world-size opportunities.

First up, what do your people want to see and share? Once upon a time, putting the right content before the right eyeballs at the right time was a digital game of 'pin the tail on the donkey'. Nowadays, we have sleek and powerful content management functions to target, select your platform and make use of social listening (which sounds delightfully sinister but isn't) and competitor analysis.

This module covers key considerations, the various content formats on the platforms, the awesome power and practice of scheduling content and how to tie it all together with super-strategies.

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Module 3

CONTENT OUTREACH

Your content seeds must be scattered widely - yet carefully - so that they fall on fertile minds. From these humble seeds, fantastical money trees shall bloom.

Content seeding is an oh-so-clever way to squeeze every last drop of effectiveness out of your content. It's all about relevance. Scatter your brand messages in the places where your audience are likely to be. Choose canny paid promotion, and influencers with true influence. Watch as your pertinent, entertaining, heart-warming or slick content or brand message grows legs of its own and flies around on invisible wings. Measure your success, then rinse and repeat - only better - because now you have all the tools and skills you need to build a titanium strategy from which to scatter your super-seeds.

Module 4

FACEBOOK

Facebook is the behemoth of community building so the opportunities here are biblical in scale. This module helps you:

- Understand the enduring appealing of this great big, sprawling original
- Set up a Facebook Business page and build a community around it
- Unleash the potential of the platform feature, create compelling Facebook ads and ensure they come before the right eyeballs thanks to a canny mix of targeting strategies
- Learn all about KPI monitoring, ongoing measurement and more
- Reach up to 1.6 billion human beings on any given day

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Module 5

TWITTER

Twitter is a different animal - less community, more punch. It's also surprisingly young and ever-so-slightly more male. The media is the message (think about it) - Twitter literally challenges you to be 'more clever', and this module shows you how.

We cover:

- What a winning Twitter account looks and acts like
- How to use Twitter Ads Manager for your campaign
- The right Twitter Ad format or you campaign
- Using Twitter Analytics for even more cleverness
- How to create more Twitterish content - snappy, sharp, shareable and short. Because Twitter doesn't suffer fools

Module 6

LINKEDIN

This one is all about slick and effortless professionalism. Learn how to use features such as Company pages and Showcase pages, to create an exemplary presence for your company – and gain a deep understanding of what that means in this context. Here you encounter ad formats such as Text ads, Sponsored ads, Sponsored InMails, Display ads, and the aptly named Dynamic ads. See what best practice means on this platform, strategize like a CEO and measure the effectiveness of your campaigns. Linkedin can be trickier than it first appears - it's a bit like wearing smart casual. Tonally, it's a balancing act. But do Linkedin well and your competitors shall be painfully outclassed. You've got this – because we have.

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Module 7

INSTAGRAM AND SNAPCHAT

And now for something young and cool, where product placement is as easy and seamless as 20 minutes of unplanned scrolling. Behold Instagram, behemoth of the future, and Snapchat. The module gives you a deep understanding of how these platforms work (faster, more visual), how to make your brand work in these very different spaces and why you need this great spread of messaging across the platforms. Create a go-to Insta account. Work those tricky Snap features. Strategize, advertise and optimise. And learn how here too analytics equals #superpowers.

Module 8

YOUTUBE AND SOCIAL VIDEO

YouTube because you have eyes to see. And a picture speaks a thousand words – and this being social, should inspire a few thousand too. Social video is one of the most awesome tools in your new bag of digital tricks. And video is no longer the preserve of guys with film study degrees. This power is now yours, and here we give you all the tech and thought basics to make it happen, including how to set up and manage a YouTube channel and create strategies that don't treat creativity like a buzzword. Learn how video sits within the rest of your mix across platforms, build your online audience and use advertising and analytics for visual campaigns that mesmerise.

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Module 9

SOCIAL CUSTOMER SERVICE

One of the most interesting dynamics of social media is how it manages to be collective - the hive mind containing the thoughts of billions - yet also personal (it's about what I 'like') and actually kind of intimate (my platform, in my own time). This leaves miles of scope for that important personal interaction - meaning social customer service is an opportunity to shine bright like a digital diamond.

This module shows you which platforms do service best and how. It's about happiness – best practice in how to measure your customers'. How to train happiness-inducing social customer service agents, and how to build and run online support communities that make people happy. You also get to evaluate your performance and explore how to make Peer-to-Peer(P2P) communities (where consumers rate your offering) happy too. This is human values dressed up as tech.

Module 10

STRATEGY AND PLANNING

You've got skills, tools, followers, know-how, tech, savvy, smarts and big ideas. Now learn to tie it all together with cutting-edge strategy, the visionary stuff, as practiced by the world's leading brands on social. And work out how your wild and responsive social offering sits with – or carries – the rest of your marketing mix.

Here we look at research – owned, accessed, desk and audience research – because knowledge is razor-sharp and super-specific these days. Work the silent superpower of deep social listening. Set actionable objectives and KPIs. Turn your plan into a vast, fast-unfolding and hyper-responsive reality. Make it happen and then make it happen better with analytics and measurement tools. You a now a true player of the game. Choose your prize and win it.

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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**

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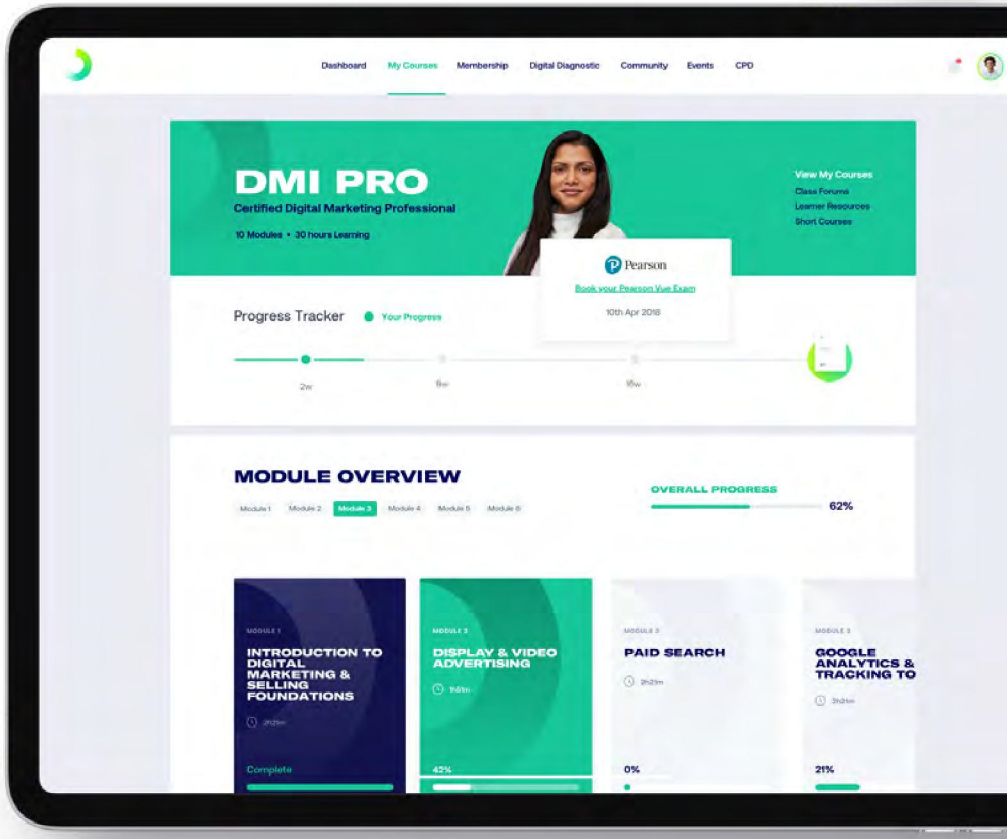
HOW WILL I LEARN?

We live our promise of new and relevant. 'No point learning new stuff in tired old formats' - our clever new Learning Platform is what they talk about when they talk about immersive. The user experience is smooth, seamless and all about you. Let it make you smart and happy on desktop, mobile or tablet.

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

- Short courses called **DMI SPRINTS** (Analytics, Content Marketing, GDPR, UX Essentials, CX Essentials, Graphic Design). They're called sprints because this is efficient learning that takes you where you want to go - fast
- Up to 60% more learning interactions
- Bite-sized lessons (10-20 minutes)

But that's not all. We have also created a 360 degree learning environment for you, which we call **MYDMI**.



Our immersive learning platform **MYDMI**



CERTIFICATION AND BEYOND

The course ends. Your new life begins.

But first comes **The Test.** Yes, it's an assessment but not as you know it. **The Test** is punchy, focussed and dynamic. It happens via a screen (of course). Questions come in different formats including text-based multiple choice; image-based multiple choice, matching and hot spot questions. We use the *Pearson VUE* test 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. That's because it comes with true authority.

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LEADERSHIP AND STANDARDS ASSURED

The industry recognises what DMI does because we work with the best people and we're helping to move the whole industry forward. We have created a 27 person panel of diverse influencers, thought leaders, tech gurus and C-suite change-makers called the **Global Industry Advisory Champions**.

These people don't just play the game – they are the game. Hailing from the USA, Europe and Asia, the Champions have millions of followers, win awards, get published globally, manage multi-site teams and multi-million dollar budgets and are right at the edge of new and fast as well as established and influential.

They have a direct line to us, bringing in crisp industry ideas, research, commentary and new best practices. We work with them year-round to deliver better - sharper products; a clearer, more meaningful Roadmap.
And they develop hot content and webinars exclusively for **DMI Members**. For you.
Working with the Champions means we create better players. And a better game.

DMI'S

GLOBAL INDUSTRY ADVISORY CHAMPIONS

Google
Coca-Cola
HubSpot
IBM
MobileMonkey
Microsoft
facebook
Drift
DirectLine Group
Lucidchart
LinkedIn
The Economist
abra
bitly
AccuWeather
terminus
TopRank Marketing
sky
Henley Business School

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PLAYING THE LONG GAME

We're getting you in the game as a DMI Member.

But this is a fast game. You need to hit the ground running, so right from the moment you sign-up for a course, you become a **DMI Member**, which means you join the conversation with a whole generation of marketeers around the globe who we've helped take their place at the leading edge. They are a living library of savvy and skills.

Being a **DMI Member** means being connected – to their smarts, to trends in industry, to experts who can bring unique insights to your work; to other great people with a task, vision or stellar trajectory like yours. You are connected to opportunities.

Here's the small print on what you get:

- Thought and practice-leading, world-class content from the edge of new
- High-quality templates and toolkits. Looking the part is not just about smart casual
- A career zone. Real insight from the inside
- Industry news and analysis. The exciting stuff

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WE ALSO KEEP YOU IN THE GAME

As this is the game of perpetual motion, we've gone beyond what we offer you as a **DMI Member** and created not one but two other hot routes to perpetual relevancy.

1. **To keep you top of your game,** we also give you Just-in-Time (J-I-T) learning activities through webinars and online short courses called **DMI SPRINTS**.

DMI SPRINTS effective-straight-away-learning short courses in Analytics, Content Marketing, GDPR, UX Essentials, CX Essentials, Graphic Design.

Hot content. Always.

2. **Continuing Professional Development (CPD)** for Certified Members is about being the best digital marketing professional that you can be - and taking the industry with you. You get access to a special CPD zone and rack up credits as you rack up fresh knowledge – 40 credits over 3 years means your Certification stays up-to-date. And so do you.

- Recognition. CPD is a brilliant way for you to communicate just how great you are
- You hold your status among an elite group of high performing digital marketing professionals. CPD is a Badge of Honor
- You look the part on LinkedIn
- You are empowered to expect a higher income
- Access to key Skills Experts through our annual webinar portfolio
- In-platform bitesize learning activities. Stay sharp
- CPD Accredited eBooks and Webinars

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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.

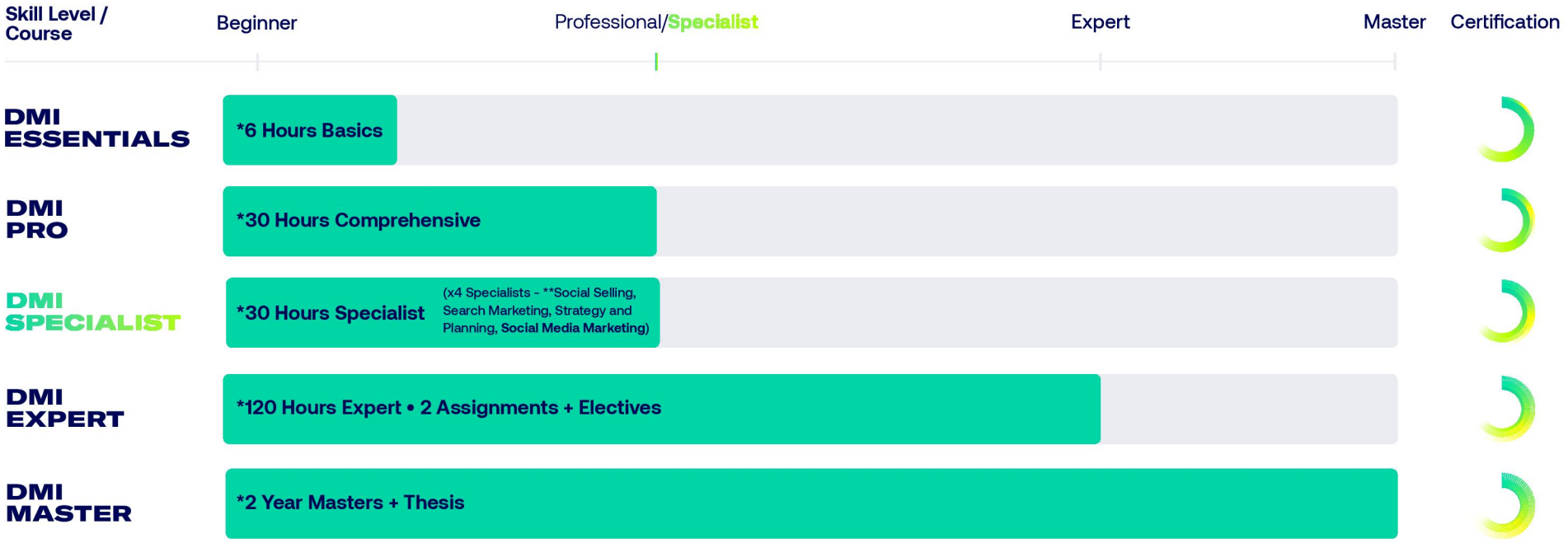
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BECOME A DMI MEMBER

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

Digital Marketing Institute™

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.



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READY TO GET IN THE GAME?

https://microcredential.iukl.edu.my

CIK NUR AINA AISHAH

603-89266993 Ext. 351

aina@iukl.edu.my