



Digital  
Marketing  
Institute™



Infrastructure  
University  
Kuala Lumpur

INSIGHT GUIDE

# Value Proposition

Student Successes, Industry Validation & Alumni



## INSIGHT GUIDE

# Introduction

Since 2008, the Digital Marketing Institute has set the global standard in digital education. As a digital specialist, it has pushed the boundaries and developed cutting-edge programs that teach the latest techniques and strategies across the entire digital spectrum to keep professionals ahead of the curve.

As digital tools and techniques outshine traditional advertising and selling approaches, the requirement for individuals with strong digital skills continues to grow. With the digital economy expected to add \$1.36 trillion to total global economic output by 2020<sup>1</sup>, businesses and industries are looking to maximize on the power of digital channels to generate high-quality leads, build brand awareness and maximize return on investment.

As a result, the demand for skilled digital professionals is substantial and is stimulating job creation and promoting competition between

employers as they struggle to secure individuals with exceptional digital capabilities. Yet despite the need for digital experts with specific capabilities, there is a gap in the skills that organizations want and potential and current employees have, making it difficult to recruit and retain valuable talent.

Digital now accounts for an ever-growing share of marketers' activities and channels with two-thirds of their total budget being spent on digital marketing channels<sup>2</sup>.

While traditional marketers and sellers are struggling to upskill, graduates have often studied a syllabus that doesn't include digital techniques, and digital professionals have inconsistent abilities due to a lack of standardized skills training. It may come as no surprise then that professional digital learning that can train and upskill individuals to an industry ready standard is in huge and growing demand.



# Our Certified Professionals Succeed

Our certified professionals are thriving going on to work in roles and across industry for brands such as:

Microsoft

facebook

ebay

Google



LinkedIn



Symantec

unicef

NOKIA



accenture

citibank

“

I decided that I would like to move my career towards a more focused marketing direction, specifically in digital... This allowed me to improve my prospects and step into a role that allowed me to really progress within the field.



Roisin Milmoe,  
DMI Expert Graduate



# Industry Validation

The Digital Marketing Institute works closely with global industry experts to develop programs that promote the current best practice, theory and applied skills in digital for individuals, educators and organizations.

We collaborate with a unique panel of industry insiders called the Global Industry Advisory Champions. These people are tech leaders and influencers from across the globe, and from top global and technology brands. They're digital trendspotters, on the trail of new ideas, razor-sharp insights and transformative opportunities.

The Champions works with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage by ensuring our courses are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

The Global Industry Advisory Champions includes experts from;





# What Our Alumni Say:

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.

- **95%** of our Certified Members are currently employed
- **81%** were promoted after earning their certification
- **88%** of our Members are now working at senior management level

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