



Digital  
Marketing  
Institute™

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Approved Partner

# DMI SPECIALIST

Certified Digital Marketing Specialist in Social Media Marketing

Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including

Google

Coca-Cola

facebook

sky

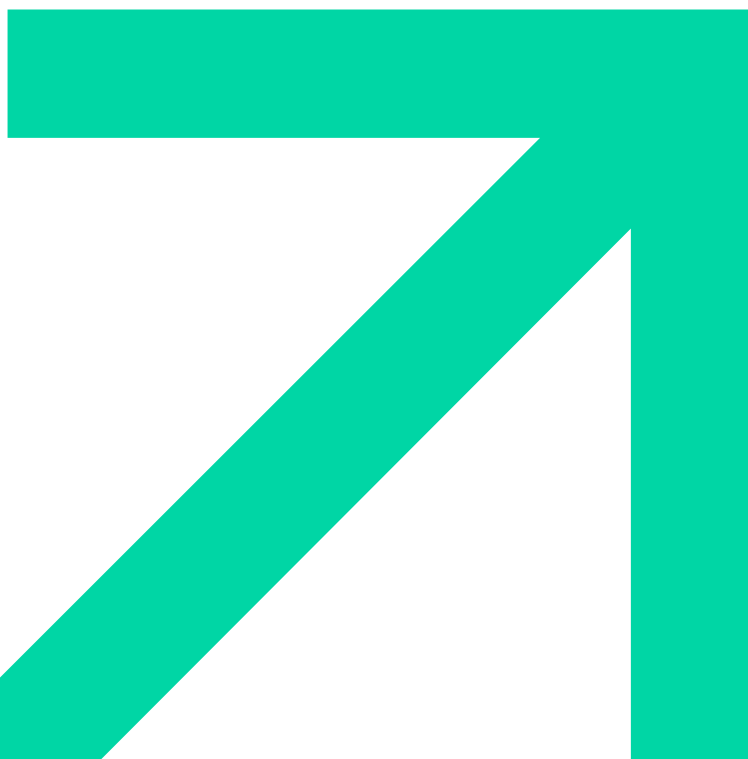
The  
Economist

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# 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 155,000 **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?

- Experienced digital sales and digital marketing professionals who don't want to just be players anymore. You want to take control of the social media game. You want to lead it.
- Senior marketers, Marketing Managers, Consultants, and Team Leaders. Professionals who've taken their vision as far as they can go – and want to fix that with specialized skills!
- Inspired career changers looking for a new challenge in a realm of endless possibilities.
- Entrepreneurs who want to learn new initiatives, take risks and reap the rewards.
- Those of you who realize that specialization gives a real, sharp, tangible edge – so you can soar above the competition.

Becoming a specialist means you can take control. You can get a big and clear picture of what can be done on social media. And then you go do it. No more outsourcing. No more waiting around. Build a reputation as someone who can offer more. Grow your business and your career and stay relevant.

## Why choose **DMI SPECIALIST** in Social Media Marketing?

You choose it because you are (or aspire to be) a social media master that recognizes the power of digital. You can speak to billions or one person at a time. It will provide you with a reach that you've never had before in a place that's vast, flexible and unique.

Understand how to convey your message, brand and products to make meaningful relationships that enable high conversions. Propel your organization and career to new places by doing something that non-specialists simply can't do.

# WHAT WILL I LEARN?

## HOW TO:

- Use what's possible in social media marketing to create powerful, actionable strategies and campaigns that make your brand sing.
- Apply cutting-edge social media knowledge, insights, tools and tactics.
- Get everything you need to influence the minds of millions through thought leadership and applicable, practical skills.
- Master the various platforms so your brand speaks the right language to the right people and stays meaningful.
- Craft mesmerizing social media content and understand how to put it in the right place at the right time.
- Drive online consumer behavior towards conversion.
- Use analytical know-how to optimize everything you do. Learn how to analyze it, improve it and do it all over again to get the best results.



**NEW** Brand New for 2021

# WHATS NEW?

Develop true (Social Media) expertise with DMI Specialist. Learn social strategy, research and content from Industry Skills Experts. Get the latest platform knowledge and strategies including Tik-Tok, Twitch and WeChat.

Learn every aspect of (Social Media Marketing) across 10 modules of interactive learning to give you a highly relevant and deep knowledge of social media marketing, all this is wrapped up with the world's most recognised digital marketing certification on completion.

- **9 NEW modules** – new/revised syllabus, new video, new interactive content, new walkthroughs
- **New practical toolkits** – for just-in-time learning and upskilling
- **New content formats:** embedded tools, text articles and quizzes
- **More emphasis on practical skills**, deeper specialist knowledge, and B2B examples
- **Many more bite-sized walkthroughs** covering more topics and more social apps
- **Improved videos with animated explainers**
- **100% new and improved audio quality**

**NEW** Brand New for 2021

# MODULES OF CONNECTION

**You will gain powerful social media capabilities through ten modules of cutting-edge insights and practice:**

1. Social Research
2. Social Content
3. Facebook, Instagram and Pinterest
4. Twitter
5. LinkedIn
6. YouTube and Social Video
7. Social Apps (TikTok, Snapchat, WeChat, WhatsApp, and Twitch)
8. Social Commerce and Affiliate Marketing
9. Social Customer Service
10. Social Strategy

## Module 1

# SOCIAL RESEARCH

Who is your audience? What do they do, think, feel, eat, wear, hate and 'like'? And what do they think about you and your brand? Knowledge is power. And knowledge and power are an amazing combination.

This module gives you the right social research techniques and listening tools to understand and find your audience across social platforms. It provides you with an insight into cultural and industry trends that can help beat your competitors.

Every day the people you want to reach give out huge amounts of data on social media. Without the right understanding and tools, this data is a glut of meaningless information. But, by learning the best approach and tactics, you will gain insight into their hearts and souls.

## Module 2

# SOCIAL CONTENT

Facebook kittens. Twitter debates. Instagram filters. People can't get enough content on social media – so better content means better opportunities.

So, what does your audience want to see, like and share? With streamlined planning, clever strategy and targeted scheduling, putting the right content in front of the right people is no longer a shot in the dark!

Now, you can create amazing content formats that capture the attention of audiences across all social platforms. You can strategize and plan using cutting-edge tools that make your channels stand out from all the others. This module covers the various content formats across platforms, the power and practice of scheduling content and how you can bring it all together with super strategies.

## Module 3

# FACEBOOK, INSTAGRAM, AND PINTEREST

Facebook, Instagram and Pinterest are powerhouses of the social media world. They provide you and your brand with the chance to interact with your customers across the globe at scale. But, each of them has unique features, analytics, and quirks.

The module gives you a deep understanding of how these platforms work, how to make your brand stand out in these different spaces, and why you need a spread of messaging across each to succeed.

### It will help you to understand how to:

- Harness the uniqueness of each platform and get the best out of each one.
- Build an active, engaged and captive community across each channel.
- Create compelling and clever ads that target your audience at the right time.
- Use analytics to understand what your audience is doing. Then tweak your content to resonate in all the right ways.
- Master the key features of each channel to advertise, strategize and optimize.
- Manage each platform so you get the best reach and results.
- Reach billions of social loving people every day!

## Module 4

# TWITTER

Twitter marches to its own drum in the social media world - less post and wait, more what's happening right now.

It's a platform that allows your audience to see, report and comment on world events in almost real-time.

It's also a place where the audience is young, wealthy and educated. Twitter literally challenges you to be 'more clever', and this module shows you how.

### We cover:

- What a successful Twitter account looks and acts like.
- How to use Twitter Ads Manager to advertise effectively.
- The right Twitter Ad format for your campaign.
- Using Twitter Analytics to react and connect better.
- How to create more Tweet-friendly content - snappy, shareable and short.
- When to post for maximum impact and engagement.



## Module 5

# LINKEDIN

This platform is all about slick professionalism. It offers you and your brand unique networking opportunities in the business world on a global stage.

This module will introduce you to the platform and show you how to use features such as Company pages and Showcase pages, to create a stellar presence for your company – and gain a deep understanding of what that means on LinkedIn.

You will understand the unique advertising features and content formats on offer 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 a tricky platform to master as the tone is hard to crack. But, do LinkedIn well and your competitors will be scrambling to copy you! You've got this – because we do.

## Module 6

# YOUTUBE AND SOCIAL VIDEO

A video speaks a thousand words – and on social media, it should inspire a few thousand too. So, channel your brand's inner Beyonce on YouTube, the most overlooked platform in town (lead generation wise that is!)

Social video is an amazing tool in your bag of digital tricks. And creating an engaging video is no longer just for people with a film degree. This power is now in your hands, and this module gives you the knowledge and insights to make it happen.

### You will learn how to:

- Set up and manage a dynamic YouTube channel.
- Get creative with social video strategies that engage and convert.
- Learn how video sits within the rest of your social media mix.
- Build and develop your online audience in a way that benefits your brand.
- Use advertising and analytics to deliver mesmerizing visual campaigns.

## Module 7

# **SOCIAL APPS (TIKTOK, SNAPCHAT, WECHAT, WHATSAPP, AND TWITCH)**

If you're looking to create a buzz online, then social apps are the place to be. Think fun, engaging, and 'out of the box' as that's what these platforms are made for and audiences flock to them (particularly a young demographic).

Discover how to use TikTok, Snapchat, WeChat, WhatsApp, and Twitch to tune into your audience effectively. Take a dive into features and understand how to manage content to make the most of everything you post.

You'll also understand how to advertise on the apps that suit your brand. Plus, take inspiration from the best by seeing what campaigns worked and why, so you can TikTok your way to social success.

## Module 8

# SOCIAL COMMERCE AND AFFILIATE MARKETING

With so many eyes on social media, it pays (literally) to know how to market and sell your products online. Social commerce happens when an astute marketer combines the best of social media with the best of e-commerce.

You'll explore the ins and outs of social commerce along with how to create a successful online shop. The latest tactics and tools will be covered so you can make social buying seamless from the first click to the last. You'll also explore how to optimize paid commerce activity - including cart abandonment - to get the best results.

Looking for a way to earn extra money while you grow? Use your social media to tap into affiliate marketing - a great way to earn commission by promoting another company's products or brand you admire.

When it comes to influencing, social media allows you to think BIG. Tap into the world of social influencers by connecting and collaborating with people that think like you. Or reach out to your influencer crush and shine a light on your brand by getting into their social feed.

## Module 9

# SOCIAL CUSTOMER SERVICE

One of the best dynamics of social media is how it manages to be collective - the thoughts of billions - yet also personal (it's about what I 'like'). This leaves scope for important personal interaction - meaning social customer service is an opportunity for your brand to stand out.

This module examines the customer experience. It looks at how to break your audience down into buyer personas so you know them better - and so serve them better. It shows you which platforms do service best and how.

Need a social customer service strategy? - no problem. Want to understand how to manage social customer service effectively? - that's easy. Not sure how to measure and analyze customer service performance? - well, you will now!

This module focuses on your customer's happiness so you can build a contented online community. An audience that feels connected to your brand, so they'll tell everyone else how great it really is.

## Module 10

# SOCIAL STRATEGY

So, you have the skills, tools, followers, know-how, tech, smarts and big ideas. Now learn to tie it all together with cutting-edge social strategies practiced by the world's leading brands. And work out how your social offering sits with – or carries – the rest of your marketing mix.

Here we look at planning a dynamic social media strategy that works for you. We dive into setting objectives and social KPIs so you know what you want and can track how you're getting there. Social media and content production budgets are also explored so you put your money in the places that work, rather than those that don't.

Turn your social media dream into a reality by crafting a social strategy that lets you and your brand sparkle.



# “ 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

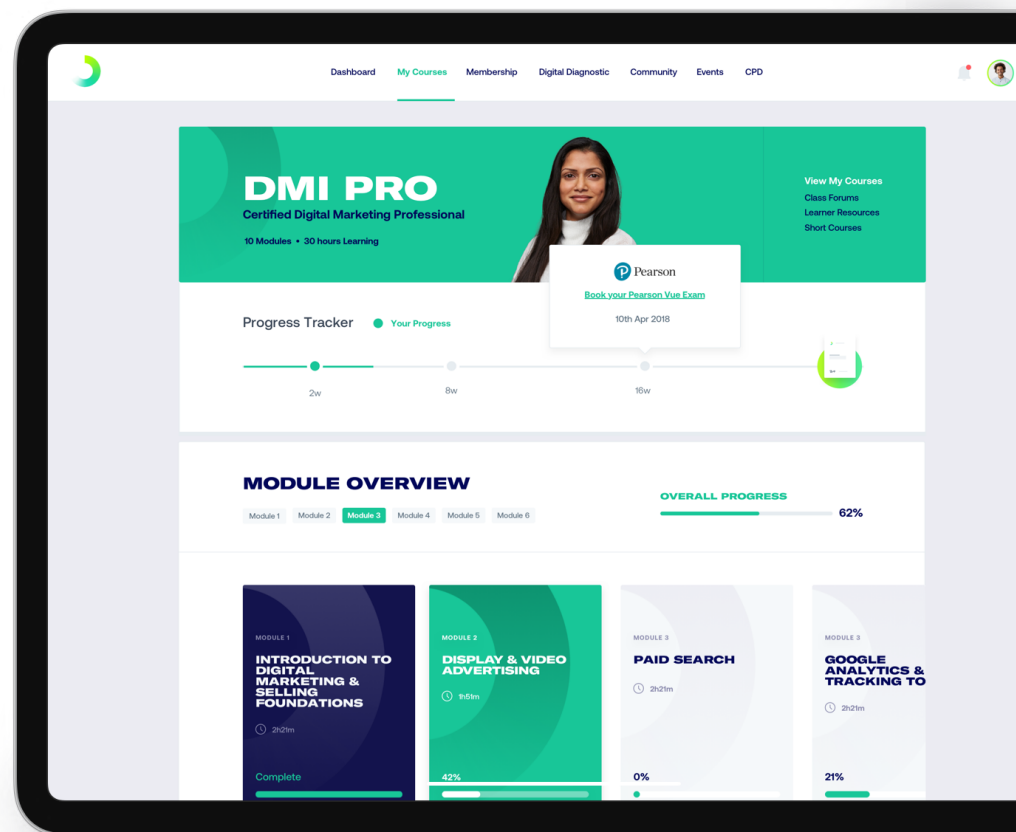
# HOW WILL I LEARN?

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)

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 marketer, 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.

# 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

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



# 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

facebook

sky

The  
Economist

HubSpot

**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 IN THE GAME?**

[www.knowhouse.no](http://www.knowhouse.no)

Tel. 454 75 000

[post@knowhouse.no](mailto:post@knowhouse.no)