



Digital Marketing Institute
Part of the BPP Education Group

Approved Partner



NEW & UPDATED

DMI Specialist

Get a Specialist Diploma in Social Media Marketing Specialist • 27 Hours • Study Online

Under the guidance of Global Industry Advisory Council including

Google ∞ Meta HubSpot LinkedIn IBM Microsoft



Getting Started

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Leadership & Standards Assured

Take Your Career to a New Level

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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 Specialist Diploma in Social Media 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

digitalmarketinginstitute.com



330k +
Members Worldwide

95%
Recommends DMI*

80k +
Certified Industry
Professionals

#1
Global Authority in
Digital Marketing*

* Graduate Survey 2024



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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.

87%

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 the Social Media Marketing Specialist For?

Take control as a specialist. With the skills to master social media, you'll gain the clarity and confidence to execute impactful strategies on your own terms. No more outsourcing, no more waiting. **Establish yourself as a go-to expert who delivers results, drives growth, and stays ahead in the ever-evolving digital landscape.** Elevate your business, advance your career, and remain indispensable.

The course is perfect for:

- Digital marketing and sales professionals who aspire to be a social media expert
- Career changers looking for a new challenge
- Those who aim to build AI skills to future-proof their career
- Entrepreneurs and small business owners who want to tap into the potential of social media
- Marketing Managers, Consultants, and Team Leaders who want to get involved with social strategy
- Those who realize that specialization gives a real, sharp, tangible edge - so you can soar above the competition

Key Learning Outcomes

HOW TO:

- Conduct social research and derive actionable insights from research data with the help of AI
- Plan, execute, and measure a social media marketing strategy
- Use AI to create engaging and converting content for social media platforms and apps
- Promote social media content effectively on key platforms and social apps
- Set up an effective Facebook Page and optimize Facebook platform features
- Manage Instagram and WhatsApp accounts effectively, and use these platforms to advertise a brand
- Build a company presence on LinkedIn and recognize best practices for advertising on the platform
- Set up YouTube and TikTok channels and use social video in marketing campaigns
- Plan and implement an effective social customer service strategy



Exclusive AI Bundle Offer
- with all full courses

What is Updated?

The latest version of the course includes new lessons and practical resources that will enable you:

- **Conduct AI-powered social research to maximise the impact of your social strategy**
- **Use AI tools to derive insights from data to develop and optimise your social strategy and campaigns**
- **Leverate AI to create engaging social media content for key platforms and social apps**
- **Implement your learning and drive immediate business impact with new practical toolkits**
- **Stay relevant by learning about the latest platforms such as Threads from Meta**
- **Develop better informed campaigns learning about the latest platform updates including LinkedIn, X**

Modules of Connection

You can speak to billions or one person at a time. Learn how to convey your message, brand and products to make meaningful connections that enable high conversions.

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

1. AI-Powered Social Research
2. AI-Powered Social Content
3. Facebook, Instagram, WhatsApp, and Threads (Meta)
4. LinkedIn
5. Social Apps and Other Platforms
6. YouTube, TikTok, and Social Video
7. Social Video Strategy
8. Social Commerce and Affiliate Marketing
9. Social Customer Service
10. AI-Powered Social Strategy



Module 1

AI-powered Social Research

Equip yourself with the insights needed to truly understand a target audience. Explore the value of social research, and how to set brand goals. Dive into audience, competitive, industry, and cultural research, and learn how to leverage AI for efficient and impactful analysis. Gain the tools and techniques to uncover actionable insights and drive a social media strategy forward.

Topics covered include:

- Importance of Social Research and Insights
- Establishing Brand Capabilities and Goals
- Audience Research Tools
- Creating Customer Personas
- Competitive Research Methods
- Industry Trend Research
- Analyzing Data to Find Insights
- AI for Data-Driven Decision-Making in Marketing
- AI in Customer Journey Mapping

- Drive more effective and targeted digital campaigns by aligning strategies with the audience needs and preferences
- Develop insights into consumer behavior and preferences, leading to more personalized and engaging marketing efforts
- Harness competitive, industry, and cultural research to stay ahead of market trends, benchmark performance, and tailor strategies to resonate with diverse audiences
- Apply AI to streamline and enhance every aspect of research, boosting efficiency and precision in digital marketing campaigns
- Transform research data into actionable insights to optimize marketing strategies and maximize ROI with targeted messaging
- Utilize AI to revolutionize data collection and analysis, driving more accurate, data-driven decisions and refining the marketing strategy

Module 2

AI-powered 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.

Topics covered include:

- Content Marketing for Social Tools
- Aligning Content to Priority Audiences
- Video in Social Content
- Content Ideation
- Getting Started with ChatGPT
- Image, Video, and Audio AI
- Developing a Social Content Strategy
- Increasing Social Content Reach
- Best Practices for Using AI in Social Media

- Ensure strategic alignment with audience preferences and platform specifics to enhance the relevance and impact of social content
- Effectively engage audiences and boost reach through the use of diverse formats like Stories and Live Video
- Enhance every stage of content creation, from ideation to optimization through the use of AI, driving greater efficiency and effectiveness
- Drive successful outcomes by integrating influencer networks and leveraging insights for a strategic, cohesive approach that maximizes impact
- Maximize engagement and visibility by strategically timing content releases to align with audience activity and preferences
- Identify AI best practices in social media, ensuring optimized content creation and strategy while addressing ethical considerations

Module 3

Facebook, Instagram, WhatsApp, and Threads (Meta)

Develop skills to harness the power of Meta's platforms—Facebook, Instagram, WhatsApp, and Threads. Learn how to leverage these mass-appeal channels to craft a winning social strategy, manage accounts efficiently, and create compelling content tailored for each platform. Discover how to utilize key features and set up effective paid social campaigns to maximize reach. Dive into Threads, Meta's latest platform, and master its features to enhance social campaigns.

Topics covered include:

- The Value of Mass-Appeal Channels
- Optimizing Facebook Pages
- Meta Business Suite
- Facebook and Instagram Stories
- Facebook and Instagram Insights
- Targeting Options with Facebook and Instagram
- Creating Instant Experience Ads
- Customer Service on WhatsApp
- The Fundamentals of Threads

- Gain essential knowledge of Meta's platforms' unique features to enhance social media marketing strategies and reach
- Streamline account management practices to boost engagement and maintain a consistent brand presence across Facebook and Instagram
- Maximize the effectiveness of platform-specific tools and features to drive superior results and enhance marketing efforts
- Develop and oversee targeted ad campaigns on Facebook and Instagram to effectively reach and convert an audience, driving higher ROI and campaign success
- Implement strategic approaches to integrate WhatsApp into a broader digital marketing strategy for enhanced customer engagement and communication
- Master key features and search functionalities on Threads to optimize engagement and improve marketing efficiency

Module 4

LinkedIn

Leverage LinkedIn to build and nurture professional connections. Learn to utilize LinkedIn's key features - Company, Affiliate, Showcase, and Career pages - to enhance an organization's presence. Master the setup and management of LinkedIn Groups, and explore best practices for advertising, including various ad formats and lead generation forms. Finally, gain insights into using native analytics to measure and optimize the success of LinkedIn campaigns.

Topics covered include:

- LinkedIn and the Customer Journey
- Social Selling on LinkedIn
- Affiliate, Showcase, and Career Pages on LinkedIn
- LinkedIn Connections and Followers
- Advertising Strategy with LinkedIn
- LinkedIn Targeting
- Analyzing LinkedIn Campaign Performance

- Understand LinkedIn's foundational principles to strategically align marketing efforts and effectively engage with a professional audience
- Enhance a brand's visibility and credibility while growing a professional network, driving more targeted connections and opportunities
- Optimize advertising campaigns with proven strategies to increase engagement, generate quality leads, and maximize return on investment
- Track and analyze campaign effectiveness to refine strategies, improve outcomes, and ensure marketing efforts achieve their intended goals

Module 5

Social Apps and Other Platforms

Leverage social apps like X, Pinterest, and WeChat to enhance social campaigns. Discover why integrating social apps is becoming essential for a social strategy and the benefits it offers. Learn practical tips for managing social app accounts, advertising a brand, and promoting an organization's apps. Finally, explore how to use analytics to measure and optimize social app campaigns.

Topics covered include:

- Social Apps for Business
- WeChat
- Advertising on Social Apps
- Social App Analytics
- Managing a X Community
- Pinterest Platform Features

- Enhance a social strategy by diversifying the approach, reaching a broader audience, and leveraging unique features of each app to boost engagement and brand visibility
- Maximize advertising reach and effectiveness by utilizing paid media options on various social apps, driving targeted traffic, and increasing conversions
- Utilize X to strategically position a brand and create impactful content that enhances visibility and engagement within its unique environment
- Leverage Pinterest's distinctive features and advertising opportunities to drive brand awareness and generate leads by tapping into its visually-driven user base

Module 6

YouTube, TikTok, and Social Video

Master the skills needed to create a compelling social video presence across multiple channels. Discover the best practices to apply for successful social video integration into campaigns. Learn to set up, customize, and manage YouTube and TikTok channels, using their features to optimize and promote content effectively. Explore strategies for leveraging Snapchat and Twitch as additional social video platforms to enhance a social media marketing strategy.

Topics covered include:

- Social Video Types
- YouTube Platform Features
- YouTube Channel Management
- TikTok Best Practices
- Capcut for Content Creation
- Snapchat Features
- Twitch

- Leverage the engaging power of social video to boost brand visibility, drive audience engagement, and enhance overall campaign effectiveness
- Establish a professional YouTube presence to capture and retain audience interest, and increase brand reach and credibility through optimized video content
- Apply best practices to harness TikTok's unique features, creating viral content that drives brand awareness and engagement with a younger demographic
- Utilize Snapchat's and Twitch's advertising tools and features to target specific audiences, optimize ad performance, and achieve measurable marketing results

Module 7

Social Video Strategy

Implement a powerful social video strategy, exploring various content formats to enhance campaigns. Learn to build and grow an audience effectively while integrating YouTube ads and other social video platforms into the marketing mix. Discover how to leverage video analytics on YouTube and TikTok to track and optimize the performance of social video campaigns. Gain the tools and insights needed to elevate a social video strategy and achieve measurable results.

Topics covered include:

- covered include:
- Social Video Formats
- Interacting with an Online Community
- Video Discoverability and Optimization
- Building an Audience with Video
- YouTube Advertising Strategy
- Video Optimization Tools
- Analyzing Performance on TikTok

- Develop a compelling social video strategy that captures audience attention, drives engagement, and differentiates a brand in the crowded social media landscape
- Expand reach and increase brand visibility by attracting and nurturing a dedicated online following, driving sustained audience growth and interaction
- Optimize video impact through targeted advertising and data-driven insights, ensuring video content achieves maximum reach, engagement, and ROI.

Module 8

Social Commerce and Affiliate Marketing

Dive into the dynamic field of social commerce and affiliate marketing, discovering its critical role in a modern digital strategy. Learn to set up and integrate a social commerce store across key channels, utilizing tools and tactics to boost sales and optimize paid social commerce performance. Discover strategies for leveraging affiliate and influencer marketing to effectively meet business goals. Learn how to excel in social commerce by driving measurable results.

Topics covered include:

- Key Elements of Social Commerce
- Establishing Social Commerce Goals
- Setting Up an Integrated Social Commerce Shop
- Social Commerce Tactics
- Meta Pixel Targeting and Enhancing Paid Advertising
- Drawing eCommerce Insights from Multiple Data Sources
- Setting Goals for Affiliate and Influencer Marketing
- Social Influencer Tactics and Strategy

- Enhance a digital strategy by leveraging social commerce benefits, mastering key elements, channels, and goals to drive sales and engagement
- Build a seamless social commerce presence that integrates with existing platforms to streamline the shopping experience and boost conversions
- Implement effective tools and strategies to maximize social commerce efforts, driving increased traffic and sales
- Improve ROI by refining paid social commerce activities, ensuring targeted reach and higher engagement with the target audience
- Achieve business objectives by effectively using affiliate and influencer marketing to expand reach and enhance credibility

Module 9

Social Customer Service

Dive into the game-changing role of social customer service in the digital age. Learn the essentials of customer experience (CX), discover best practices for a winning social customer service strategy, and harness automation for efficiency. Master crisis management on social media and boost social customer service performance with powerful evaluation techniques.

Topics covered include:

- Key Concepts of Customer Experience
- CX Strategy
- Elements of the Customer Journey
- Social Commerce and Customer Service
- Customer Service Implementation Plan
- Social Customer Service Models
- Social Media Crisis Management
- Measuring Customer Satisfaction
- Social Customer Service and Peer Communities

- Discover the essential steps to assess and elevate customer experience (CX) within an organization
- Learn how to craft and launch a dynamic social customer service strategy that stands out
- Master the art of managing a social customer service strategy's implementation for maximum impact
- Uncover how to evaluate and optimize the performance of social customer service for unbeatable results

Module 10

Social Strategy

Unlock the power of social media, learn why businesses need social media strategies, and discover how to build one from scratch. Master setting measurable goals, utilizing data effectively, and planning creative content. Discover how to create a media plan and analyze performance data to drive actionable insights.

Topics covered include:

- Social Strategy Fundamentals
- Social Strategy Research
- Social Key Performance Indicators
- Social Strategy Measurement
- Creating a Media Plan for Social
- Analyzing Social Performance
- AI for Strategic Planning
- AI for Strategic Innovation

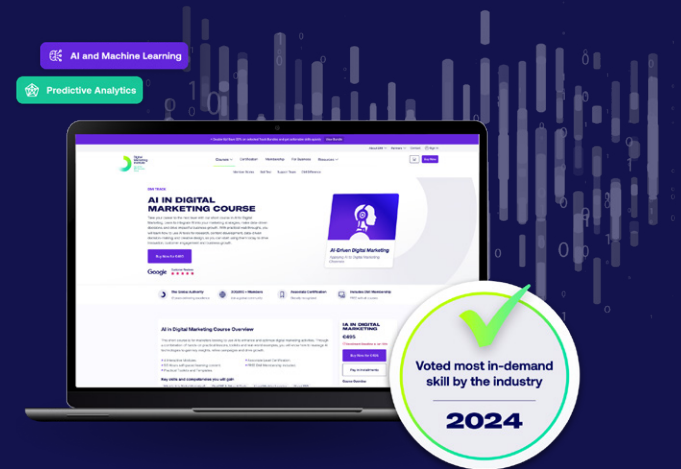
- Master the essential steps to plan a comprehensive and impactful social media marketing strategy
- Discover how to set clear, quantifiable objectives to track and drive the success of social media campaigns
- Learn how to construct a robust social media strategy and use data analysis to refine and optimize the approach
- Uncover how to effectively integrate artificial intelligence into both the planning and execution of a digital marketing strategy

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? **Get the AI in Digital Marketing course free** (limited time only) when you purchase a DMI Specialist course!

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

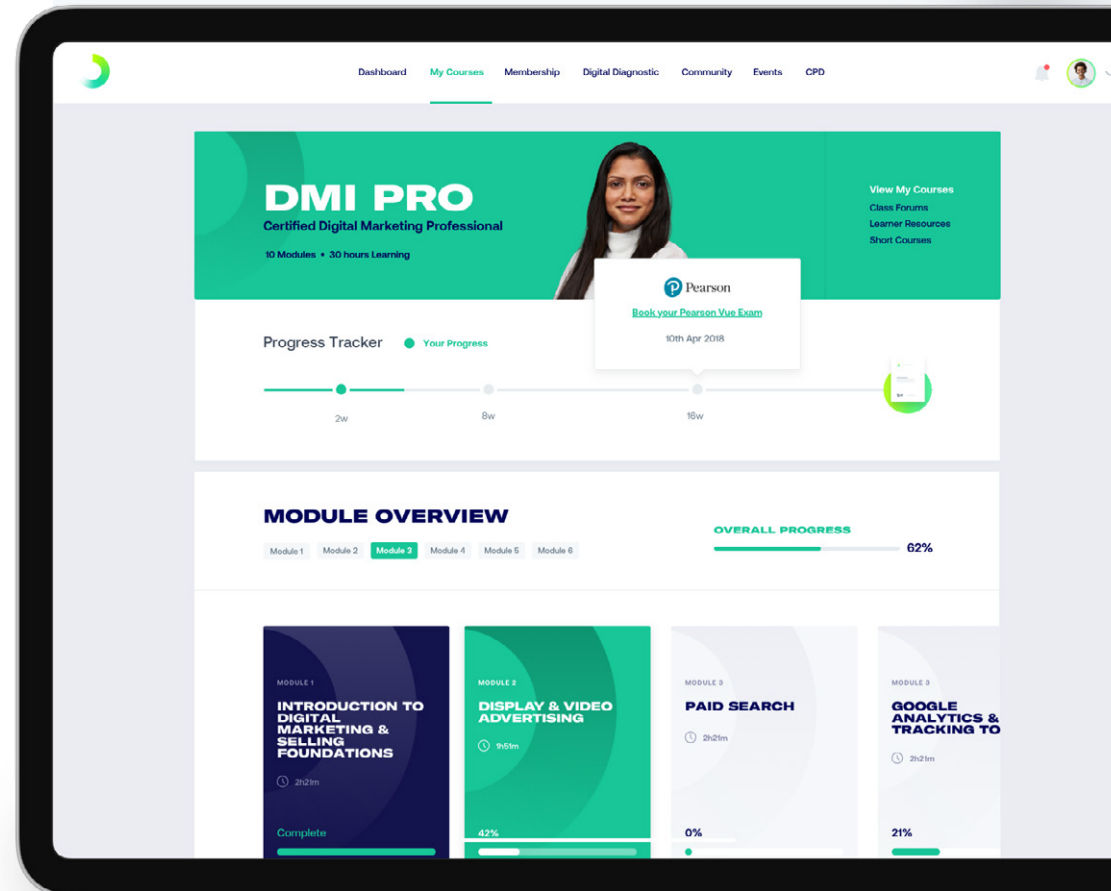
How will I learn?

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 **MYDMI**.

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



Our immersive learning platform **MYDMI**



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 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 recognized at the door of (just about) all the best opportunities. That's because it comes with true authority.

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

More Testimonials & Success Stories on our website.

[See More Reviews](#)



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)"



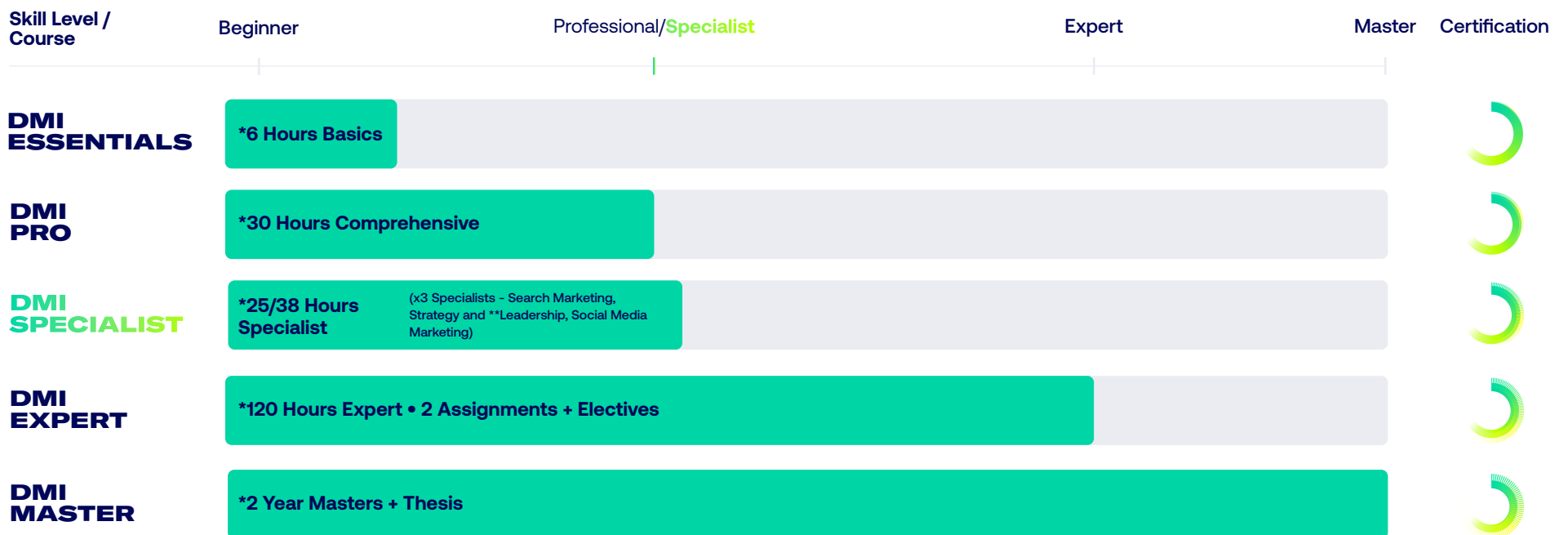
Kelly Herbst
Sr. User Experience Researcher



"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."

DMI Certification

By now, your digital marketing path is so clear it comes with a Roadmap! This tells you exactly where your **DMI Certification** stands. You can follow the roadmap to become more relevant or gain even more recognition. Or pause. Enjoy the scenery. Branch off and explore. You can get back on the road when you're ready to achieve more. **It's up to you as to how far you go.**



* Projected Learning Time to complete course

** 25 Hour Specialist course



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Institute**

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Ready to Get Started?

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