



Digital
Marketing
Institute
Part of the
BPP Education
Group

Approved Partner

imarcomms

DMI Pro 12

The Professional Certification Built for
the AI Era of Digital Marketing

Become a Certified Digital Marketing Professional
Comprehensive • Study Online • AI Skills Included

Integrates AI into every module, including AI-
powered simulations and Generative Engine
Optimization (GEO).

Under the guidance of Global Industry Advisory Council including

Google ∞ Meta HubSpot LinkedIn IBM Microsoft



Hello

Upgrade your skills and fast-track your career with DMI Certification courses and resources

Our program is shaped by leaders from **Google, Meta, IBM** and **HubSpot** through our Global Industry Advisory Council (GAC), so what you learn is relevant, up to date and built around the needs of modern digital marketing.

You'll learn from active professionals in the field, with real-world expertise and practical experience. You'll also get access to on-demand resources, toolkits and templates to help you apply what you learn, plus webinars and short lessons to keep your skills fresh.

The program has been freshly updated for the AI era, embedding AI capabilities in every key module and introducing practical AI-powered simulations that mirror real-world marketing challenges.

DMI has a proven track record in supporting career growth:

- 95% of alumni say DMI Certification had a positive impact on their career*
- 74% of alumni received a salary increase after completing their course*
- 73% of promoted alumni say DMI Certification helped them get promoted*
- The #1 reason professionals choose DMI is our focus on digital marketing*
- New AI-first curriculum with embedded simulations, GEO, and performance optimization skills.



330k+
members worldwide.

95%
recommend DMI*.

80k +
certified industry
professionals.

#1
global authority in
digital marketing*.

*DMI Graduate Survey, 2024

The Challenge

Digital marketing moves fast. New AI technologies, changing platforms, social media algorithms, generative search experiences, and rapidly evolving customer expectations all affect how marketing is planned, delivered, and measured. For marketers, that means keeping skills updated is part of the job.

Modern marketers must understand how AI influences content discovery, customer engagement, campaign execution, and performance measurement.

The Digital Marketing Institute (DMI) builds courses around the skills marketers need now and makes sure they're ready for what's next. Plus, our courses are developed and validated by industry experts and updated regularly to keep up with an ever-changing industry.

Whether you're just starting out, changing careers, or moving into a more senior role, a globally recognized DMI Certification can help show employers that your skills are current, practical, and aligned with the industry.

86%

of employers globally say that they are more likely to hire candidates with DMI Skills Certification on their CV.*

44%

of graduates got a promotion within 12 months after completing their certification.

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

Staying relevant takes more than one course, so we give learners recognized certification, practical resources, and access to a global professional network.

It starts when you sign up and become a DMI Professional Member and unlock access to our award-winning resource library. You'll find premium toolkits, templates, and walkthroughs created by active industry experts, as well as short video lessons and expert-led webinars through our Continuing Professional Development (CPD) area.

DMI has certified more digital marketing professionals than any other certification body. Alongside your course, these resources help you apply what you learn, improve your work, keep building your skills, and stay connected to new opportunities in the industry.

Facts:

93%

of our alumni are currently employed.

95%

say that DMI Certification has had a **positive impact* on their career.**

**DMI Graduate Survey, 2024*

Leadership and Standards Assured by the Industry, for the Industry

Our courses are shaped with input from the Global Industry Advisory Council (GIAC), a group of leading voices from global brands, platforms, agencies, and education.

This means the skills and knowledge you build are informed by real industry needs, not just theory, and helps keep DMI Certifications relevant for professionals around the world.

Their role is to help make sure DMI courses reflect what is happening in the industry now, from current best practices to the growing impact of AI.

Global Industry Advisory Council



Why Choose DMI Certification?

Whether you're starting, switching, or moving forward in your digital marketing career, a DMI Certification helps show employers what you know and what you can do.

DMI's Certification Framework is recognized and used by brands, training providers, and universities in more than 100 countries. That means your certification is built around practical skills that are understood across the industry and across borders.

Your
DMI Certification
can help you:



- Show employers you have practical, industry-aligned skills
- Strengthen your resume in a competitive jobs market
- Make your skills easier to understand across roles, companies, and countries
- Align your learning with a recognized global certification framework



Who is **DMI Pro** for?

- Marketing professionals at any level
- Brand, content, media, and PR specialists
- Data, analytics, and insights professionals
- Consultants, business leaders, and entrepreneurs
- Career movers or starters looking for a career in digital marketing

Not sure if this is the right fit for you? Explore our full range of digital marketing certifications to reach your career potential [here](#).

What Will I Learn?

DMI Pro 12 combines AI-powered marketing workflows, practical simulations, and data-driven optimization techniques to prepare marketers for today's digital landscape.

You'll learn how to:

- Apply AI-supported thinking to digital marketing research, planning, and decision making
- Plan and manage content marketing activities that support business and customer goals
- Build and optimize social media strategies, bringing together organic and paid approaches
- Plan, manage, and optimize paid search and display campaigns using Google Ads
- Design and execute effective email marketing and automation programs
- Drive conversion by optimizing websites, eCommerce, and social commerce experiences
- Develop integrated digital marketing strategies aligned to business objectives
- Apply AI confidently across every stage of the customer journey
- Improve online visibility through SEO and Generative Engine Optimization (GEO)
- Use AI-powered simulations to practice real-world marketing decision making
- Implement testing, measurement, and optimization cycles that improve performance
- Turn marketing data into actionable business insights



**LOOKING
FOR
MORE?**

**Try our DMI
Expert program →**

Module 1

Digital Marketing and AI

AI is changing the way marketers work every day. This module gives you a solid grounding in modern digital marketing while helping you understand where AI can add value.

You'll learn how to set objectives, understand audiences, measure performance, and use AI responsibly to create stronger campaigns and better results.

As the foundation for DMI Pro 12, this module introduces AI-enabled marketing workflows and demonstrates how to use AI effectively throughout the program.

- Discover how digital marketing can support business goals
- Set clear digital marketing objectives using research
- Use AI tools to support market research, trend spotting, and campaign planning
- Choose digital channels and content to engage customers across the buyer's journey

Topics covered include:

- The AI era of digital marketing
- Traditional and digital marketing
- Responsible use of AI in marketing
- Digital channels
- SMART objectives
- Researching your market
- AI for competitor research
- AI for industry and trend analysis
- AI for customer insight
- The buyer's journey and the customer experience
- AI-enabled marketing workflows
- AI-assisted decision making

Module 2

Content Marketing

Content plays a vital role in how brands engage with customers. This module will help you create content with a clear purpose, aligning every stage of the content journey to both audience needs and business goals.

You'll learn how to plan, create and measure content, using AI and analytics to improve performance and deliver greater impact.

You'll learn how to combine human creativity with AI tools to create, optimize, and scale content more effectively.

- Set content goals and shape topics around clear target personas
- Use research, creative briefs, and brand storytelling to plan stronger content
- Use tools like ChatGPT to support content creation while understanding the benefits and risks
- Choose tactics, tools, and channels to distribute and promote content
- Measure content performance using metrics and KPIs

Topics covered include:

- Why content marketing matters
- Setting content goals
- Understanding audiences
- Brand storytelling
- Research and social listening
- Visual and design basics
- Using AI for content creation
- Content curation and repurposing
- Strategic content distribution
- Content promotion
- User-generated content (UGC)
- Content management and workflows
- Reviewing and improving content
- AI-assisted content optimization and performance improvement

Module 3

Social Media Marketing

This module will help you get more from your social activity, with a focus on meaningful engagement and measurable results.

You'll learn how to plan and manage paid and organic campaigns, build thriving communities, and improve content and performance across platforms.

You'll also complete AI-powered social media simulations with Novela, earning hands-on experience managing campaigns, communities, and performance challenges.

- Learn how social media can support business growth
- Choose the right social platforms for different goals and audiences
- Build and manage engaged social media communities
- Create paid social campaigns using platform tools and targeting features
- Use AI to support social media activity while maintaining authenticity and control

Topics covered include:

- The AI era of digital marketing
- Traditional and digital marketing
- Responsible use of AI in marketing
- Digital channels
- SMART objectives
- Researching your market
- AI for competitor research
- AI for industry and trend analysis
- AI for customer insight
- The buyer's journey and the customer experience
- AI-powered social media simulation
- Performance testing and optimization
- AI-assisted community management

Module 4

Search Engine Optimization (SEO) & Generative Engine Optimization (GEO)

Search is changing all the time, so it's important to stay up to speed with how people discover information. This module will help you build the skills to keep your own content relevant and discoverable.

You'll learn how to research keywords, optimize content and website performance, and measure success across both SEO and GEO.

With special emphasis on GEO (Generative Engine Optimization), this module is designed to help you understand how to remain visible within AI-generated search experiences.

- Identify search intent and choose keywords that attract relevant audiences
- Apply technical, on-page, and off-page SEO techniques to improve visibility
- Use SEO tools to support optimization decisions
- Track SEO metrics to understand performance and opportunity
- Explain how AI-powered search affects discoverability beyond Google

Topics covered include:

- SEO fundamentals
- Search quality, spam, and ranking systems
- The keyword demand curve
- Keyword research
- Organic and AI search optimization
- SEO tools
- AI tools for SEO
- SEO measurement
- Generative Engine Optimization (GEO)
- The AI search landscape
- Preparing for GEO
- GEO strategy and implementation
- Measuring visibility in AI-driven search environments

Module 5

Paid Search (PPC) and Display Advertising

Paid media is a powerful driver of both traffic and growth. This module will teach you the skills to plan, launch and improve paid search, display, and video campaigns in Google Ads.

You'll gain practical experience through immersive AI-powered simulations that replicate real paid media decision making, optimization, and budget management scenarios.

- Explain how paid search drives results
- Use budgeting and bidding strategies to support return on investment
- Build and refine keyword strategies in Google Ads
- Use Google Ads and AI-powered features to plan and manage campaigns
- Choose display and video campaign types, formats, and targeting options
- Track performance and improve search, display, and video campaigns

Topics covered include:

- Paid search as inbound marketing
- How people search
- Driving quality traffic
- Keywords and signals in Google Ads
- AI-driven bidding and optimization
- AI-assisted campaign creation and optimization
- AI-assisted bidding
- PPC best practices
- Display and video as outbound marketing
- Google Display Network, Demand Gen, and Performance Max
- Using AI prompts to create display and video ads
- AI-powered audience targeting
- The Google AI Assistant and Performance Max
- Advanced measurement
- AI-powered paid media simulation
- Optimization and performance cycles
- Data-driven campaign refinement

Module 6

Email Marketing and Automation

Email remains one of the most effective ways to engage with customers. This module will help you to create more impactful email campaigns while using automation to deliver the right message at the right time.

You'll learn how to plan, write, test, and improve emails, in a module that covers subject lines, segmentation, personalization, CRM, legal requirements, and new AI-powered tools.

- Discover the role of email in omnichannel campaigns
- Understand email permissions, data protection, and legal requirements
- Use CRM and automation to support more personalized email campaigns
- Write and design emails for leads, retention, and customer engagement
- Manage deliverability, inbox placement, open rates, and click-through rates
- Use metrics and best practices to report on and improve email campaigns

Topics covered include:

- Email and omnichannel marketing
- Email marketing legislation and regulations
- CRM
- Marketing automation
- Email marketing workflows and benefits
- Email subject lines and copy
- Email design and images
- Email campaign delivery challenges
- A/B testing for email optimization
- Optimizing email campaign performance

Module 7

Web Optimization, eCommerce, and Social Commerce

This module looks at how to plan, design, and optimize websites and eCommerce experiences to achieve business goals. It covers user-centered design, conversion optimization, analytics, customer journeys, and social commerce, along with practical ways to turn browsing into purchase.

- Build websites that support business objectives and a strong online presence
- Structure websites around customer journeys and the buyer's journey
- Apply UX principles to reduce friction and increase engagement
- Plan eCommerce experiences that build trust and support sales
- Measure, test, and improve website performance
- Use social commerce to turn browsing into purchasing
- Use testing frameworks to continuously optimize conversion performance

Topics covered include:

- Building an online presence
- Designing a website
- Website optimization and the buyer's journey
- Conversion Rate Optimization (CRO)
- UX and UI
- eCommerce platforms and tools
- Customer service and repeat purchases
- A/B testing for website optimization
- Social commerce channels
- Setting social commerce goals
- Social commerce tactics
- Continuous experimentation and performance optimization

Module 8

Analytics with Google Analytics 4 (GA4)

This module explores how to use Google Analytics 4 to track, measure, and improve digital marketing performance. You'll cover GA4 setup, events, reporting, data privacy, and how AI can support analysis and decision making to help improve your results.

Understanding what's working, what isn't, and where to improve is more important than ever, so we're putting a greater focus on measurement, testing, and performance optimization to help you translate insights into business outcomes.

- Learn how analytics supports better digital marketing decisions
- Understand data privacy, consent, and data collection responsibilities
- Set up and optimize Google Analytics 4 for measurement and insight
- Use GA4 events to track user behavior and campaign performance
- Analyze digital marketing activity to find insights and improve campaigns
- Use AI-powered tools to support data collection, analysis, and decision making

Topics covered include:

- Google Analytics 4 (GA4) fundamentals
- Analytics data privacy and protection
- GA4 account setup
- Key GA4 settings, audiences and linking
- Types of GA4 events
- Key GA4 reports
- Best practices for analyzing GA4 data
- Data collection and analysis for AI
- AI to support data-driven marketing decisions
- AI for strategic marketing insights
- Optimization frameworks
- Data-driven performance improvement
- Marketing experimentation

Module 9

Digital Marketing Strategy

This module explores how to build a digital marketing strategy that integrates AI to support planning and delivery. From research and planning to budgets and media, you'll learn how to shape campaigns using detailed action plans, paid media strategies, and clear documentation.

You will use immersive, AI-powered simulations to apply strategic decision making, and practice planning, prioritization, and resource allocation in realistic marketing scenarios.

- Use research to guide channel choice, messaging, personas, priorities, and budgets
- Use AI to support focused, measurable digital marketing activity
- Create a creative strategy that supports campaign goals
- Build a digital marketing strategy with the right channel mix, budget mix, paid media plan, and campaign action plan

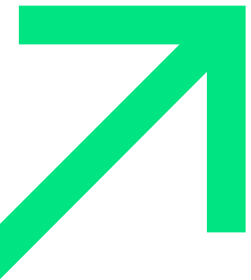
Topics covered include:

- Modern marketing
- AI for strategic planning
- Strategy and return on investment (ROI)
- Critical thinking in research
- Digital audits
- Strategy and forecasting
- Developing a marketing brief
- Creative brief
- Working with an agency
- Using a media plan
- Delivering a campaign action plan
- AI strategic simulation
- Performance measurement frameworks
- Optimization planning cycles

Course Assessment and Duration

Assessment reflects the modern AI-enabled marketing environment covered throughout DMI Pro 12.

- Two-hour computer-based exam
- 120 test items (including multiple choice, matching, and drag and drop question formats)
- Course duration: 22 hours



Extend Your **AI Skills**

Building on the AI-first foundations of DMI Pro 12, these specialist courses are designed to deepen your expertise in specific AI marketing disciplines.

AI is transforming the digital marketing industry, creating new opportunities for marketers to enhance performance, improve efficiency, and drive results. While AI is now integrated throughout the DMI Pro course, you can further develop your expertise with a range of focused AI short courses.

Upskill further across areas such as:

- Social Media Strategy with AI
- Paid Search and AI-Driven Strategy
- AI for Demand Generation with Display Advertising

These courses are designed to help you apply AI in specific areas of digital marketing, building practical, role-based skills that can be applied in your day-to-day work.

Exclusive offer

Receive a discount on selected short AI courses when you enroll onto the **DMI Pro Course**.

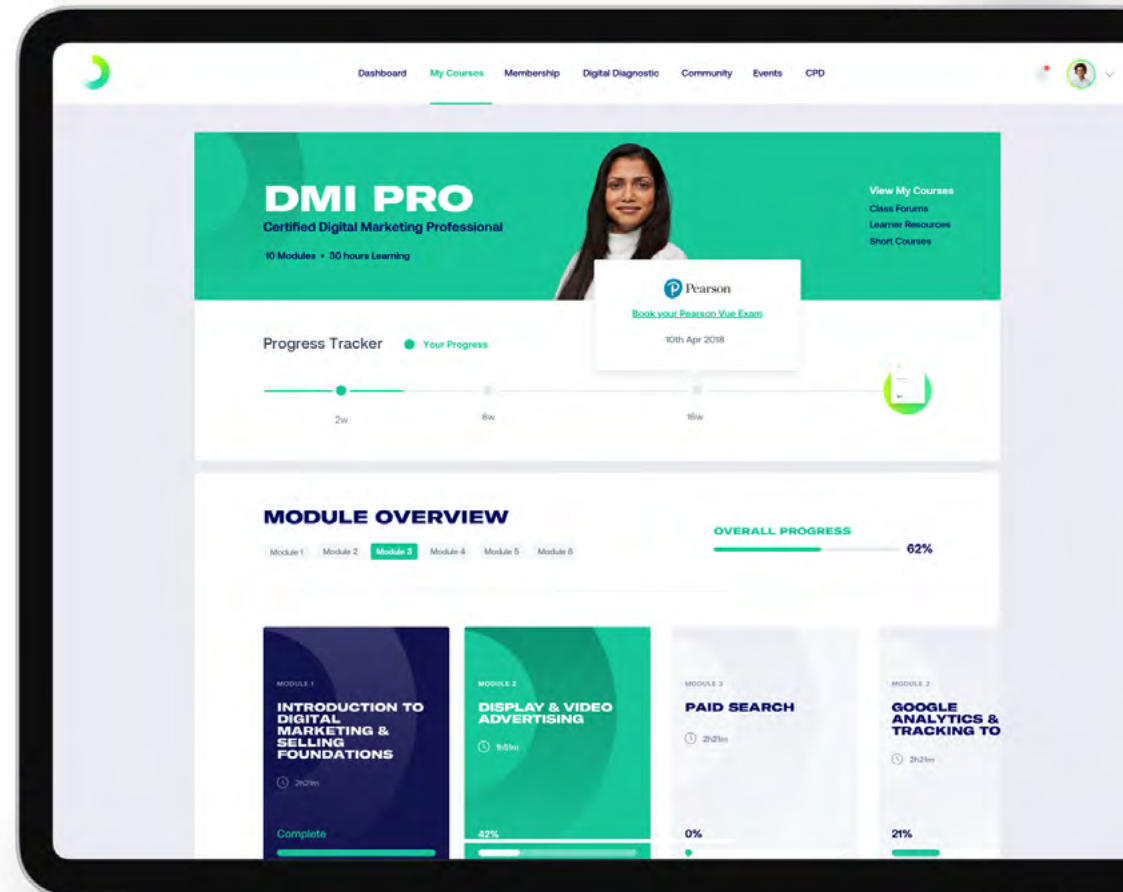


How Will I Learn?

Here's how our 360-degree learning environment MYDMI transforms your learning experience:

- 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 practice 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

With our **MYDMI** learning platform, you get a seamless, fully immersive learning experience across desktop, mobile and tablet.



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 check your skills first? Try out our practice session. 100 questions. 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.

What's more, your slick new **DMI Certification** works as a virtual passport. It looks sharp, is instantly recognized, and can open doors to the best opportunities. That's because it comes with true authority.

Bonus: DMI Professional Membership

Home of hands-on learning
and practical resources

Right from the moment you sign up for a course, you'll become a DMI Professional Member and get access to our library of premium resources for **free for six months**.

DMI Membership Hub gives you the world's largest library of on-demand practical resources, designed by top industry experts, that will enable you to **easily implement your learnings, and make an instant business and career impact**.

You will also **enhance your work while saving time and effort** with 2000k+ professional resources including toolkits and templates, and **stay relevant with bite-sized continuous learning** opportunities such as webinars and short video lessons on the latest skills from AI to GA4.



- ✓ AI tools for content marketing
- ✓ Digital Marketing Plan template
- ✓ AI tools for SEO
- ✓ Funnel Conversion Reporting Toolkit
- ✓ Social Competitor Analysis Tracker
- ✓ Social Media Calendar Template
- ✓ On-site SEO Audit Handbook & Toolkit
- ✓ SEO Keyword Research Toolkit
- ✓ Email Campaign Calendar 2024
- ✓ Digital Media Tracker and Planner

Templates and toolkits – Practical resources to download, built so you can put them to work in your role right away.

Premium content – Articles, eBooks, industry reports, case studies, podcasts and more. With tried-and-tested tips and the latest in digital marketing.

Courses – Unlock access to free short lessons exclusive to Professional Members, along with special discounts on all DMI courses.

Community – Talk, interact, work together and connect with our global member community and industry experts through our lively forum.

Webinars – Meet and learn from top industry leaders through our live interactive webinars. Ask questions, get insights, and connect with peers.

Continuous Professional Development (CPD) – Once you're certified, you can keep learning and earning CPD points to keep your certification up to date.

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 enroll 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 and 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 three 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 bite-sized learning activities. Stay sharp
- CPD-accredited eBooks and webinars



Hear from Our Graduates

More testimonials and 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."

Choose the Right Course for Your Skill Level and Career Goals

We develop courses for every stage of your marketing career. Find a course that will give you the skills and experience you need for any marketing role such as Digital Strategy and Leadership, AI, Social Media, Search Marketing or SEO.



Advanced Courses

- Master (MSc) in Digital Marketing
- Postgraduate Diploma in Digital Marketing
- Certified Digital Marketing Expert
- Digital Marketing Strategy and Leadership

[View Advanced Courses](#)



Specialist Courses

- Search Marketing Specialist
- Social Media Marketing Specialist

[View Specialist Courses](#)



Short Courses: Bite-Sized Learning

- Advanced AI in Digital Marketing
- Digital Strategy
- Digital Marketing Essentials
- Social Media Marketing
- Data and Web Analytics
- +12 More Short Courses

[View Short Courses](#)

Ready to Get Started?

www.imarcomms.com

Call +357 22 443220

info@imarcomms.com