



Digital  
Marketing  
Institute™  
Approved Partner

# **CERTIFIED DIGITAL MARKETING PROFESSIONAL**



**THE GLOBAL LEADER IN DIGITAL  
MARKETING EDUCATION**

# GLOBAL STANDARD

With over 200,000 members worldwide, there are more professionals trained and certified in DMI's standard than any other program.





# INTERNATIONAL CERTIFICATION

The Certified Digital Marketing Professional (CDMP) is an internationally-recognized professional certification.

Once you pass your exam through Pearson Vue, your certification will be hosted on [Accredible.com](https://www.accreditable.com), allowing third parties to verify it.



# GLOBAL INDUSTRY ADVISORY COUNCIL



The CDMP syllabus is reviewed and validated by the world's tech and marketing giants.



**Amy Brooks**

Facebook, Blueprint  
Director, Partner Training  
and Certification



**Mia Mora**

Google  
Global Head of Strategy  
and Ops



**Olivia Kearney**

Microsoft  
Chief Marketing Officer



**Tom Kendall**

IBM  
Head of Digital Marketing,  
EMEA



**Shuvo Saha**

Google  
Director, EMEA Customer  
Programmes



**Tyrona (Ty) Heath**

LinkedIn  
Director, Market  
Engagement, The B2B  
Institute



**Barry Thomas**

Coca Cola  
VP Global eCommerce and  
Future of Commerce



**Adara Bowen**

American Marketing  
Association  
VP of Growth

# INDUSTRY ADOPTED



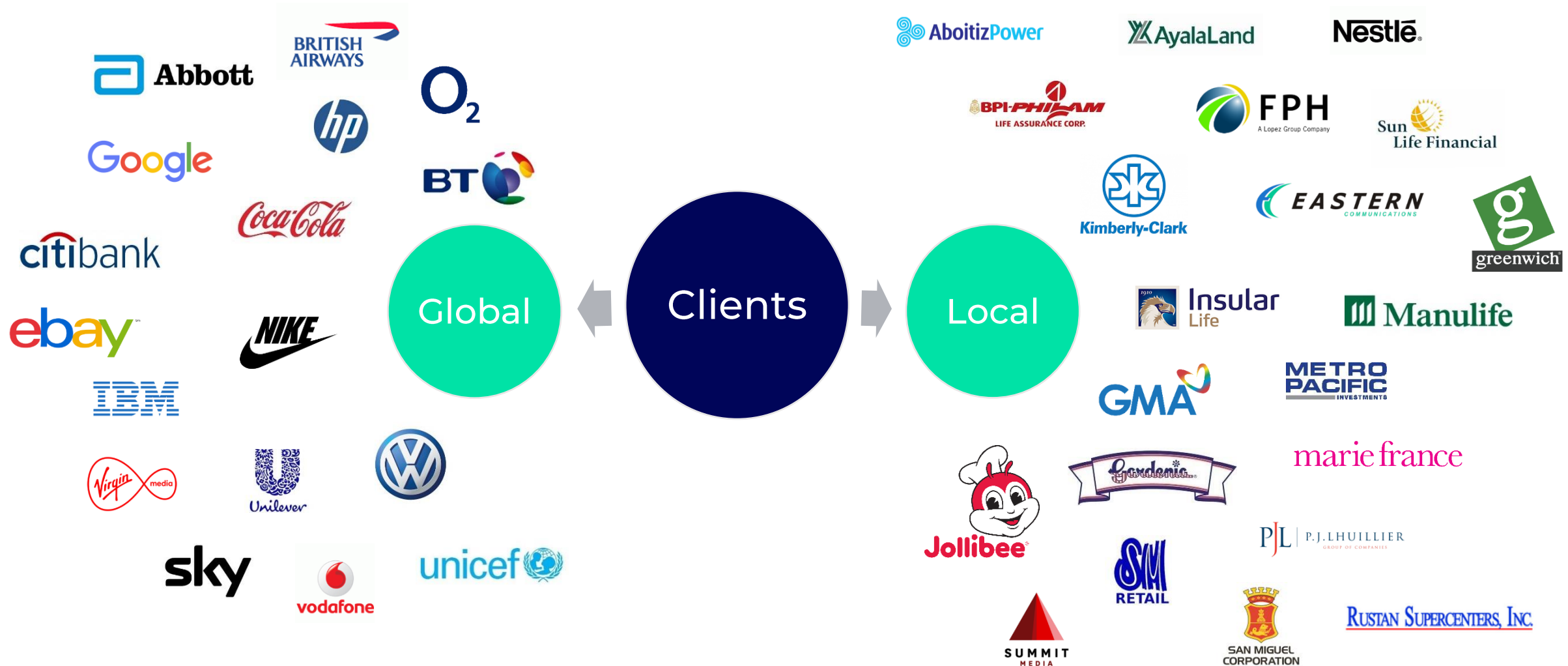
DMI's programs have been cross-promoted by Internet leaders and adopted by marketing associations.





# TRUSTED BY TOP BRANDS

DMI has trained many of the world's biggest brands and the country's top corporations.



**THE MOST COMPREHENSIVE AND  
UPDATED PROGRAM**





Digital  
Marketing  
Institute™

Approved Partner

×

DMHQ

Courses. Careers. Resources.

# DMI PRO

Become a Certified Digital Marketing Professional

Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including

Google

Coca-Cola

facebook

sky

The  
Economist

HubSpot

DigitalMarketersHQ.com



# COMPREHENSIVE CURRICULUM

The up-to-date course contains 10 modules featuring all the major areas of digital marketing.

**INTRODUCTION  
TO DIGITAL  
MARKETING**

**CONTENT  
MARKETING**

**SOCIAL MEDIA  
MARKETING**

**SEO**

**PAID SEARCH  
WITH GOOGLE  
ADS**

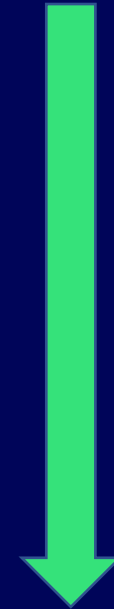
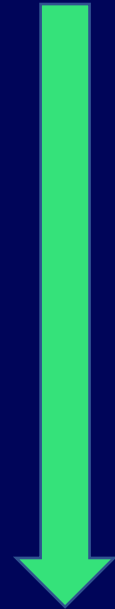
**EMAIL  
MARKETING**

**YOUTUBE AND DISPLAY  
ADVERTISING**

**WEBSITE  
OPTIMIZATION**

**ANALYTICS WITH  
GOOGLE  
ANALYTICS**

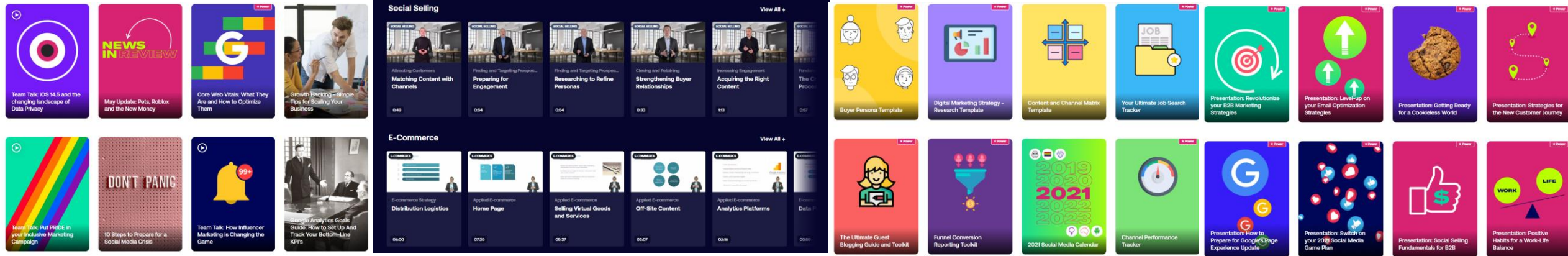
**DIGITAL  
MARKETING  
STRATEGY**





# CONTINUING EDUCATION

DMI provides continuing education through its award-winning membership portal, packed with a huge library of content.

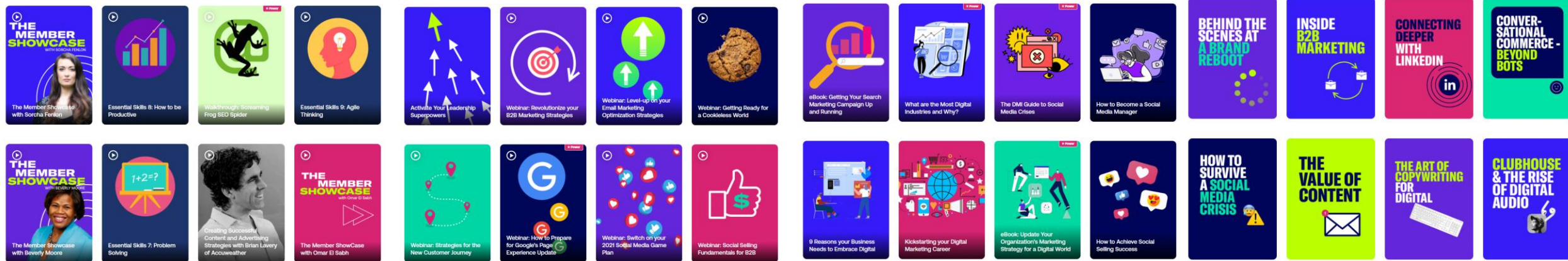


1,100+ articles

Hundreds of micro video lessons

Free tools and templates

Industry presentations



Training videos and interviews

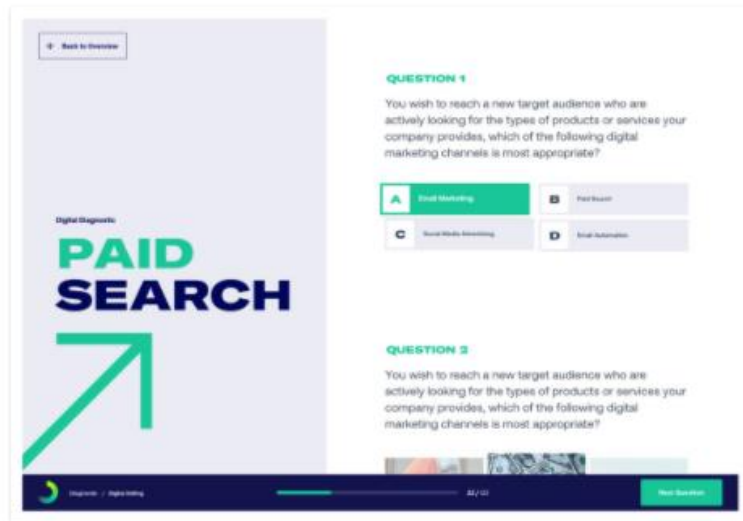
Live and recorded webinars

Downloadable e-books

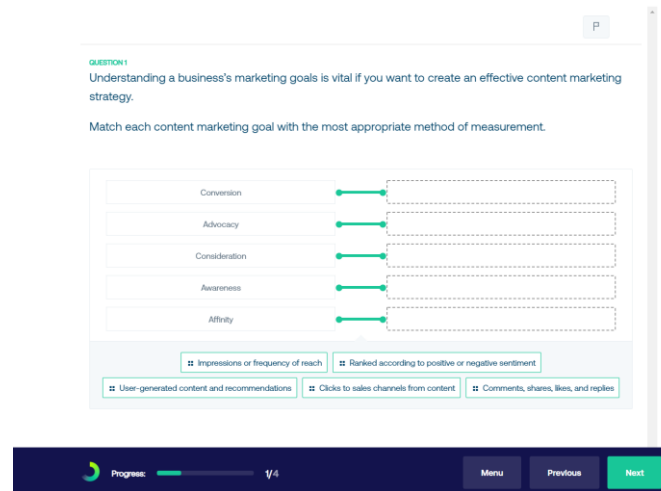
Weekly podcasts

# ASSESSMENT

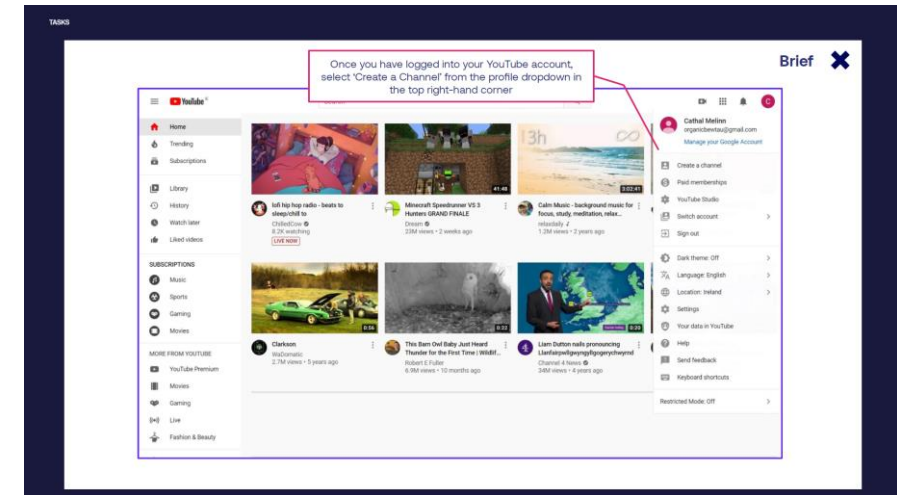
The program includes quizzes, exercises, and sample exams to test for understanding and prepare you for your exam.



Digital skills test



Module quizzes



Practical exercises



# NETWORK

You get access to DMI's global community of alumni, students, and lecturers through its online forums.



MEMCOM - MEMBERSHIP ORGANISATION OF THE YEAR 2020 WINNERS

## JOIN OUR GLOBAL COMMUNITY OF **165K+ MEMBERS**

Gain access to our award winning resource of exclusive and practical digital marketing news, content, webinars, tools, templates and courses. Stay up to date and interact with 165k+ members through our forums.

[Join DMI Today →](#)



[Watch Overview](#)

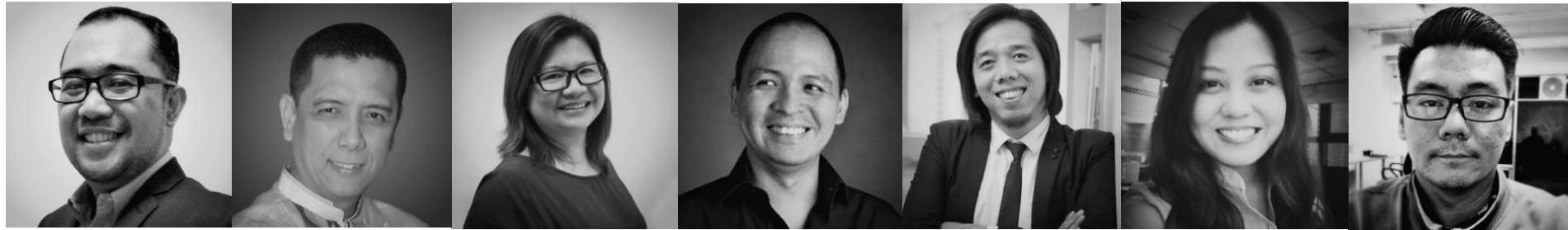


**THE MOST VARIED AND  
PRACTICAL TRAINING**

# SUBJECT MATTER EXPERTS

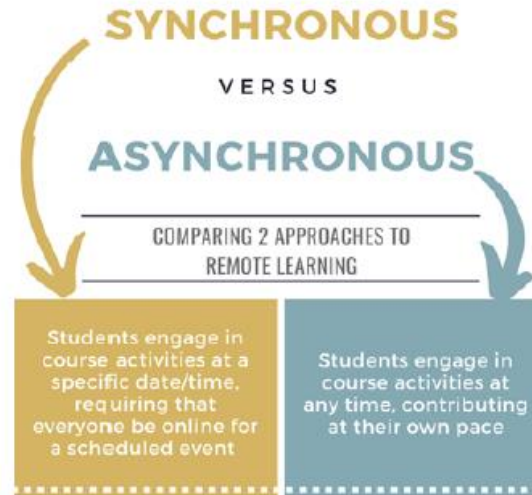


The CDMP course is delivered by the country's pioneers and foremost experts in digital marketing.



# TWO-FOLD APPROACH

You will learn through a combination of live online classes and self-study and pre-class work.



## SYNCHRONOUS

- difficult concepts
- strategies
- case studies

## ASYNCHRONOUS

- basic concepts
- setting up accounts
- walkthrough-videos



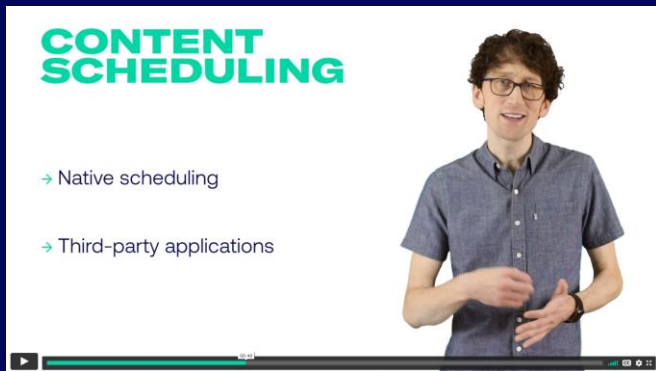
# LIVE ONLINE TRAINING

You attend 15 live, instructor-led Saturday sessions that are highly interactive.



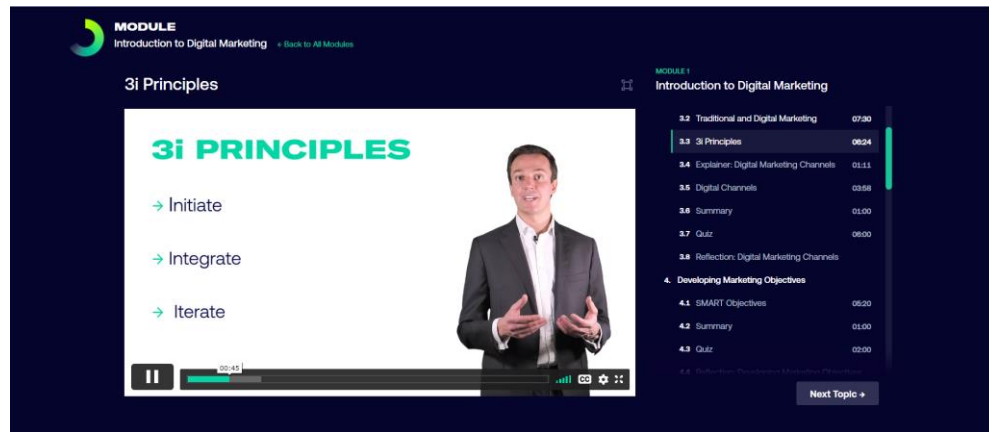
# ON-DEMAND VIDEOS

You also get 6 months access to DMI's CDMP on-demand, online course.

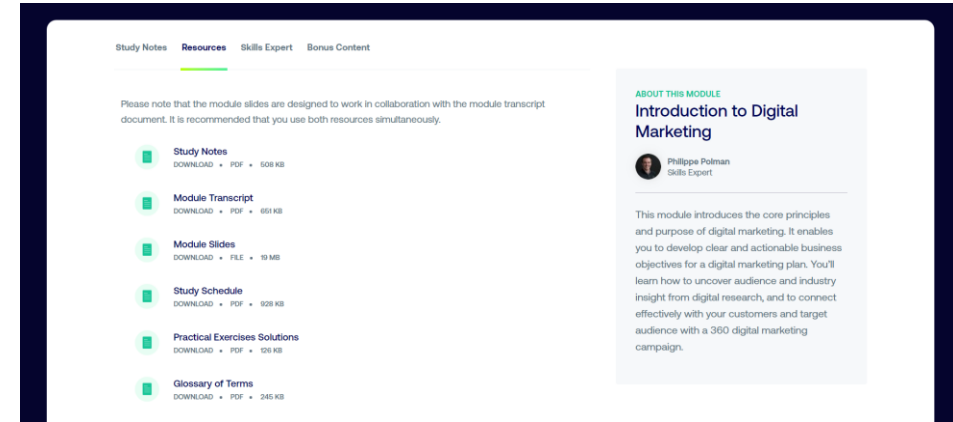


# MULTIPLE MODALITIES

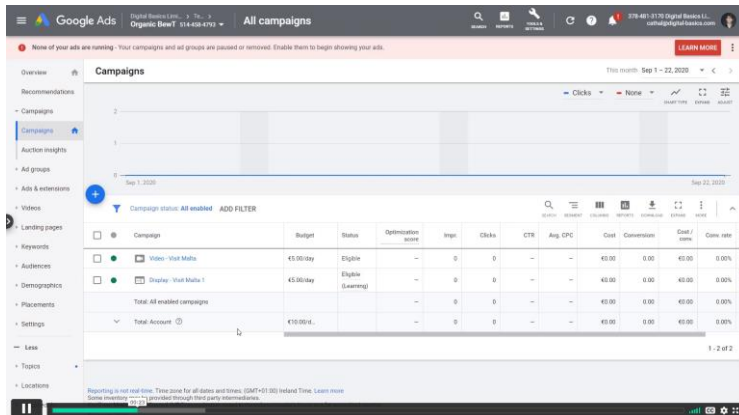
The training is delivered in various formats, including videos, slides, student notes, quizzes, and practical exercises.



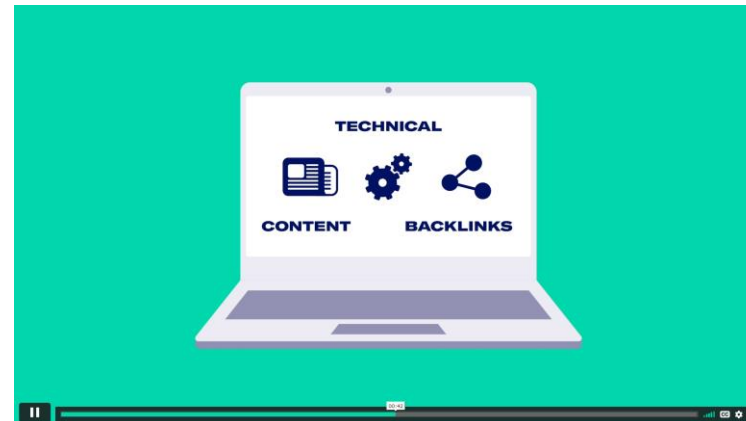
Interactive videos



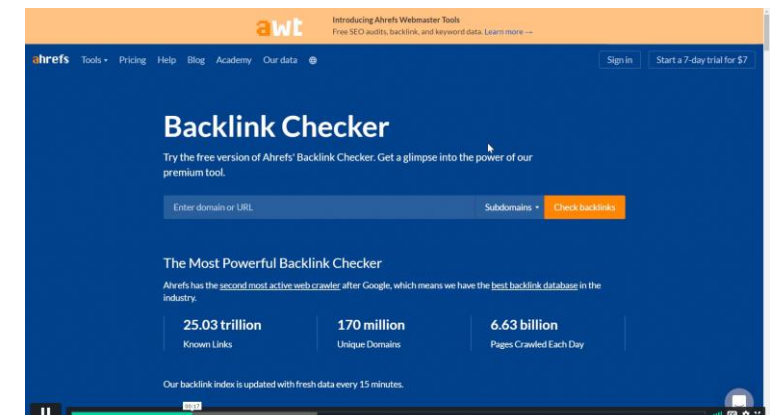
Downloadable slides and study notes



Walkthrough videos



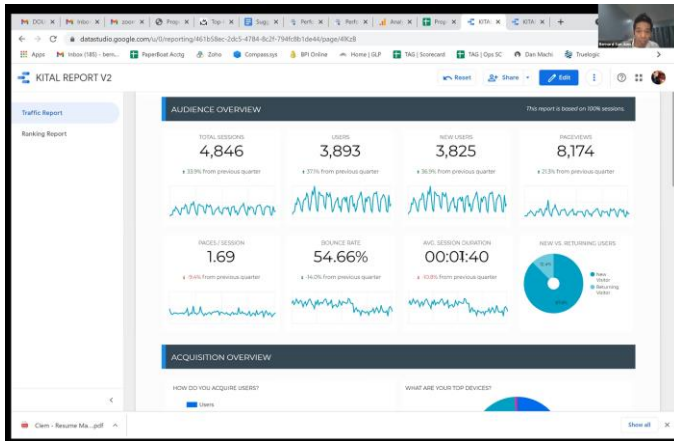
Explainer videos



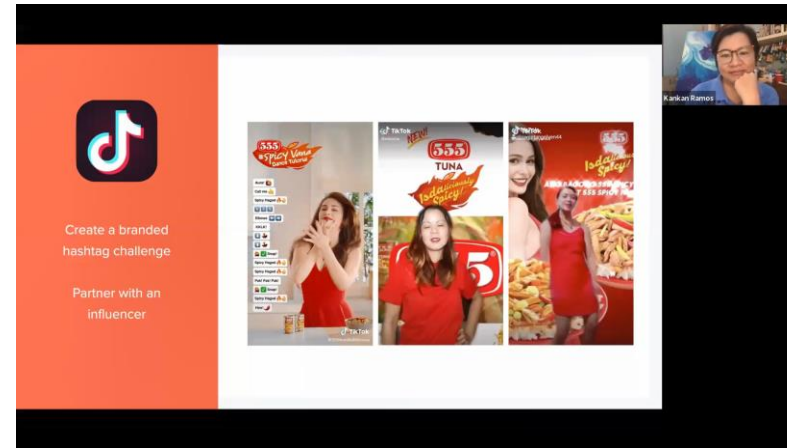
Demos of digital tools

# BONUS CONTENT

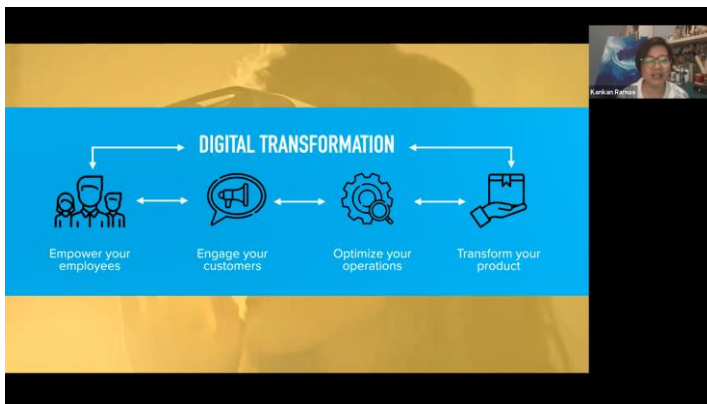
You also get value-added content from our SMEs, including local case studies and best practices.



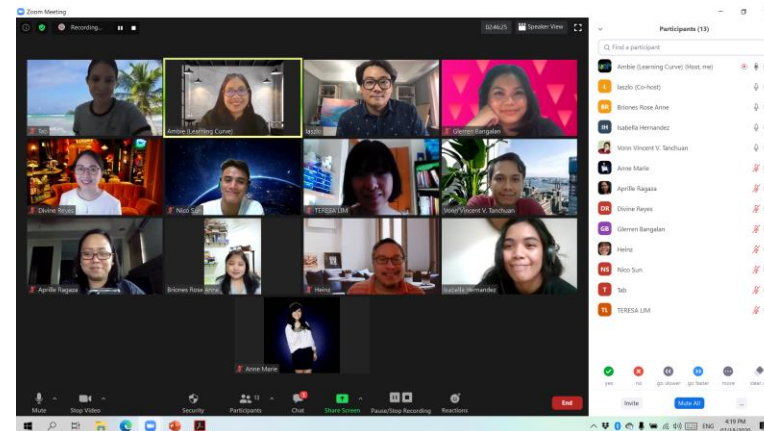
Real-world campaign reports



Global and local case studies



Global and local best practices



Q&A



# PROJECT-BASED LEARNING

Learning is best done by doing. We take a project-based approach to learning, using your own company, business, or brand as your project.

Every week, you will be given assignments – individual or group – to apply what you learn in the real world and present in class. This is on top of the post-module quizzes and online practical exercises and simulations built into DMI's program.

## Induction Item 3 – Meet the Team

[Who to go to?](#)

If you wanted to find out how users were interacting with the Organic BewT website and how much traffic was coming to it through organic searches, which team member would you go to?

Click on the correct team member:



Enroll in the world's #1 digital marketing certification program! Become a Certified Digital Marketing Professional (CDMP) through the Digital Marketing Institute.

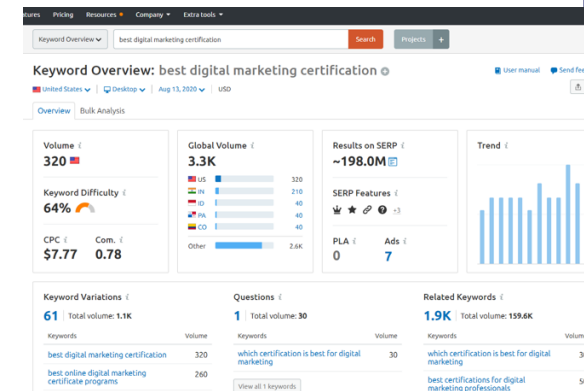
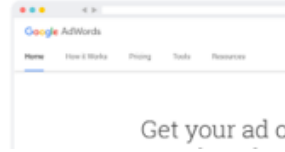


## PRACTICAL EXERCISES PAID SEARCH (PPC) WITH GOOGLE ADS

### Task 1 – Create a Google AdWords Account

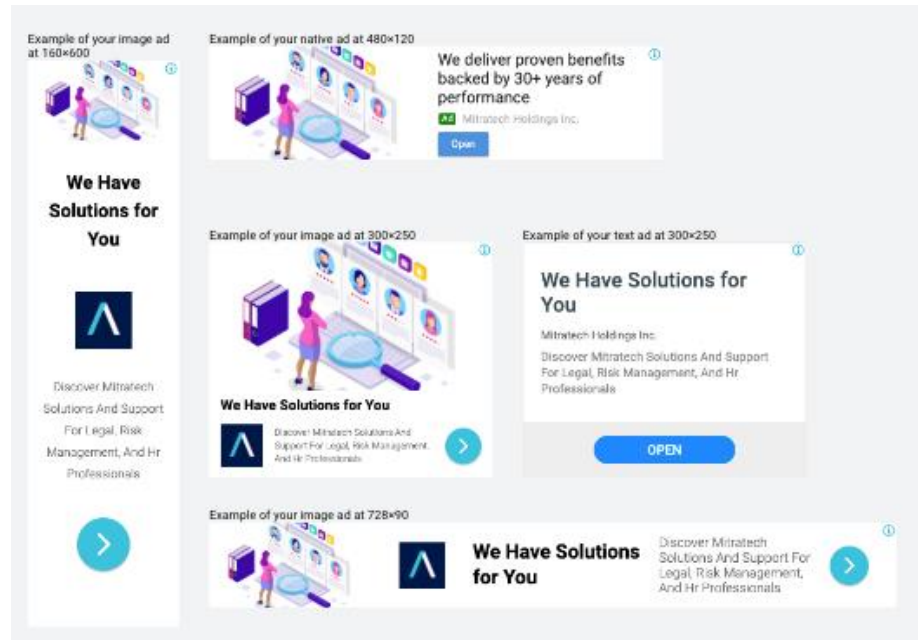
You recently joined Organic BewT as a Paid Search Specialist and need to set the company up with an Google Ads account so they can begin advertising their organic beauty products.

To create a Sandbox (test):

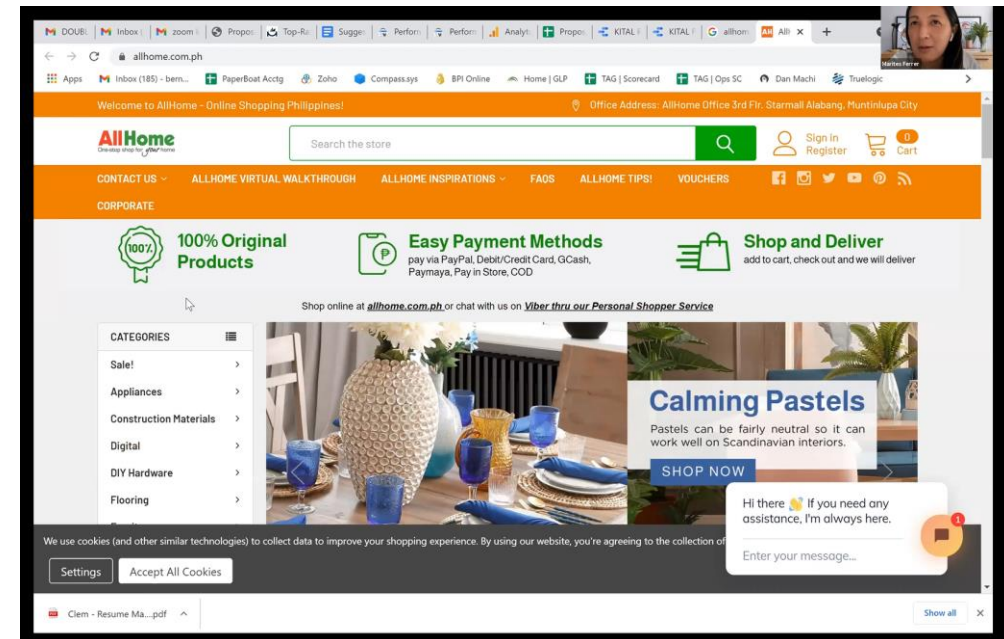


# GROUP PRESENTATIONS

You get to collaborate with your classmates in creating and presenting campaigns and other output for critique.



Real-world campaigns



Live critique

# **THE BEST VALUE DIGITAL MARKETING PROGRAM**

# INVESTMENT

You save as much as 35% when you enroll through DMHQ.

## DMI

- \$1,995
- ₱100K

## DMHQ

- Regular: ₱80K+
- Early Bird: ₱65K+



# INCLUSIONS

Get incredible value when you enroll through DMHQ. You'll receive everything DMI offers, plus more!

## DMI

- 6 months access to CDMP's 30+ hours of on-demand videos (valued at USD1,995)
- 6 months access to DMI Membership portal (valued at USD138)
- Access to DMI's global alumni network
- Free Pearson Vue exam voucher (valued at USD200)
- 3-year validity of certification, renewable through DMI's CPD program

## DMHQ

- 15 live, online, instructor-led sessions (40+ hours of training) with DMI-certified local SMEs
- 12 months free sit-in for succeeding public runs
- Bonus content, including local case studies and best practices
- Group presentations and class interaction
- Access to community app
- Internship and job placement program
- Local support

**THE BEST CHOICE FOR YOUR  
DIGITAL MARKETING EDUCATION**



**DMHQ**  
Courses. Careers. Resources.



# CONTACT US

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