

Certified Digital Marketing Professional («DMIB»)

The perfect training for beginners and career changers. Earn the internationally recognized «Certified Digital Marketing Professional» certification and take your skills and career to the next level.

Duration: 5 days

Price: 3'900.–

Course documents: Digital courseware, worksheets, use cases

Content

Digicomp is the only authorized Digital Marketing Institute (DMI) partner in the DACH region, able to prepare you for the «Certified Digital Marketing Professional» exam in 5 days.

Through an interactive learning experience rich in feedback, you will not only learn theory, but will also be able to apply your new skills to your professional practice.



[Download brochure of the Digital Marketing Institute \(DMI\)](#) for more information.

Key Learnings

- Understand the fundamentals of digital marketing
- Learn how to use AI tools to gain industry insights and develop clear marketing objectives
- Plan and implement targeted content marketing strategies
- Understand how to create a social media strategy that turns followers into fans
- Use search engine optimization (SEO) techniques to make your website visible and user-friendly to more people
- Understand all relevant paid search (PPC) techniques in Google Ads to drive the right traffic to your website
- Know all the ingredients for successful email marketing campaigns and growing your newsletter subscriber base
- Learn project management techniques, apply agile thinking, increase your creativity, and sharpen your strategic thinking.
- Comprehend the crucial role of the customer journey and user experience (UX) in designing effective websites
- Understand how to use Google Analytics 4 to measure and continuously improve the performance of your campaigns
- Be able to develop, plan, and implement coherent digital marketing strategies for businesses

The course introduces the various disciplines of digital marketing in ten modules of 3.5 hours each. We use the English syllabus of the Digital Marketing Institute to optimally prepare you for the three-hour multiple-choice exam to become a Certified Digital Marketing Professional. At the same time, we use Swiss examples, exercises, and case studies so that you can immediately apply what you have learned in your professional practice.

Target audience

The Certified Digital Marketing Professional course is the ideal training for all those who:

- Want to update their classical marketing knowledge
- Are starting out or transferring into a career in digital marketing
- Are working towards a leadership position in digital marketing
- Want to get their business or company ahead
- Are working freelance and want to win their customers' trust

Certification

Exam registration

The exam costs are included in the course price. Digicomp will register you for DMI membership. You can then schedule your online exam.

Exam format

The exam consists of a 3-hour online, closed-book test with 200 multiple-choice questions. You must score 60% or higher to pass. The exam must be completed within a maximum of 24 weeks from the beginning of the course (including retakes).

Retaking the exam

The exam can be retaken a maximum of two times. Each retake costs an additional EUR 60.

Certification

After passing the exam, you will receive an internationally recognized certificate from the Digital Marketing Institute as a «Certified Digital Marketing Professional».

Information session

- [Certified Digital Marketing Professional](#)

Additional information

Test your digital know-how with the [Digital Diagnostic Tool](#). The course is suitable for anyone with fewer than 8 correct answers. After the quick assessment (12 questions), you will receive access to a longer assessment, the results of which you can discuss with the Trainer if you wish.

- Optimization of Google AdWords campaigns («GO3»)
- SEO Optimization: Analysis, Tools and Methods for Top 10 Rankings («SEOTOP»)
- Advertising with Google Ads («GO2»)
- Paid Social Media Advertising – Facebook, Instagram, X, LinkedIn, Snapchat, WhatsApp, TikTok («PAIDSM»)
- SEO for Beginners («SEO»)
- Google Analytics 4 (GA4) – Basic («GA4»)
- Writing skills for Social Media («SFSM»)
- Content Marketing and Content Strategy («CONTEN»)
- Social Media in Marketing & Communication («SMC»)

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/digital-marketing/content-marketing/course-certified-digital-marketing-professional