

FIND OUT HOW DIGITAL MARKETING INSTITUTE ALUMNI
PROGRESS FASTER AND EARN MORE

HOW TO BECOME A STUDENT SUCCESS STORY



Introduction

As digital tools and techniques outshine traditional advertising approaches, the requirement for a strong digital skillset, regardless of company size or industry, continues to grow. Digital marketing spend is forecasted to account for 35% of total budgets in 2016, as organizations acknowledge the power of these channels to efficiently generate high quality leads, build brand awareness and maximize Return On Investment.

As the digital economy experiences major growth, the demand for skilled digital professionals is substantial. This demand is not only stimulating job creation, it's prompting competition between employers as they struggle to secure individuals with vital digital capabilities. Salaries are expanding and benefits are increasingly enticing.

Yet despite the need for digital experts with specific proficiencies, there is an unavoidable skills gaps affecting organizations' abilities to recruit and retain valuable talent.

91% of marketers think that their business should look to increase its digital marketing skills

Traditional marketers are struggling to upskill, marketing graduates have studied a syllabus that doesn't include digital techniques, and digital professionals have inconsistent abilities due to a lack of standardized skills training. It's not surprising that organizations are struggling to find the candidates they want and need.

Our Students Succeed

The Digital Marketing Institute is committed to helping our students fulfil their digital potential. Through strategic, sustainable education courses, we are helping to close the digital skills gap to guarantee success for both individuals and organizations!



Enhance your employability

95%

of our Professional Diploma level graduates are **currently employed**.



74%

of those graduates are employed in **digital marketing roles**.

Fast track your career



81%

of graduates have been promoted after completing their diploma.



88%

also feel that they were well prepared by the Digital Marketing Institute for their current roles!

are working in senior roles or at management level.



Earn more

53%

of graduates have had their **salary increased**. A lucky 16% have had more than one pay rise!



56%

of our graduates are **earning more than 40,000** US dollars. The average salary of a Digital Marketing institute graduate is 54,000 US dollars

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Enhance your employability

95% of our Professional Diploma level graduates are currently employed. 74% of those graduates are employed in digital marketing roles.

Fast track your career

81% of graduates have been promoted after completing their Digital Marketing Institute diploma. 88% are working in senior roles or at management level.

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88% also feel that they were well prepared by the Digital Marketing Institute for their current roles!

Earn more

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Did You Know?

- 56% of our graduates are earning more than 40,000 US dollars
- The average salary of a Digital Marketing Institute graduate is 54,000 US dollars



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Feel fulfilled

91% of our graduates are satisfied with the training they have received from the Digital Marketing Institute, and 95% felt proud enough to add their certification to their CV and LinkedIn profile!

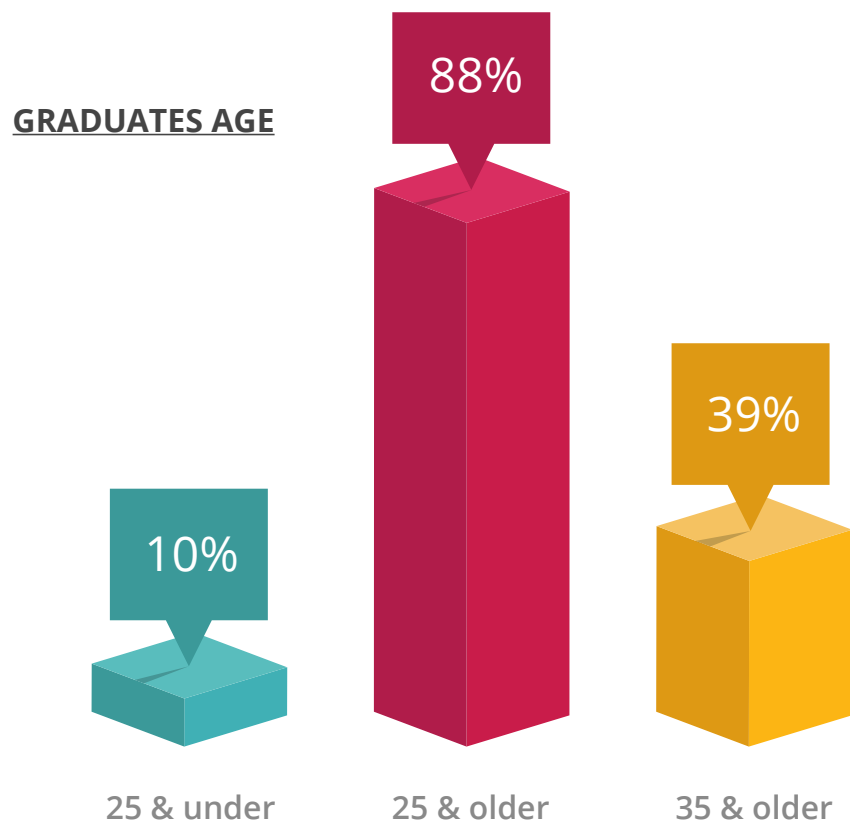
84% were so happy with their learning experience, they would encourage friends, family or colleagues to study with us.

92% of graduates say “My Digital Marketing Institute qualification has had a positive impact on my career”

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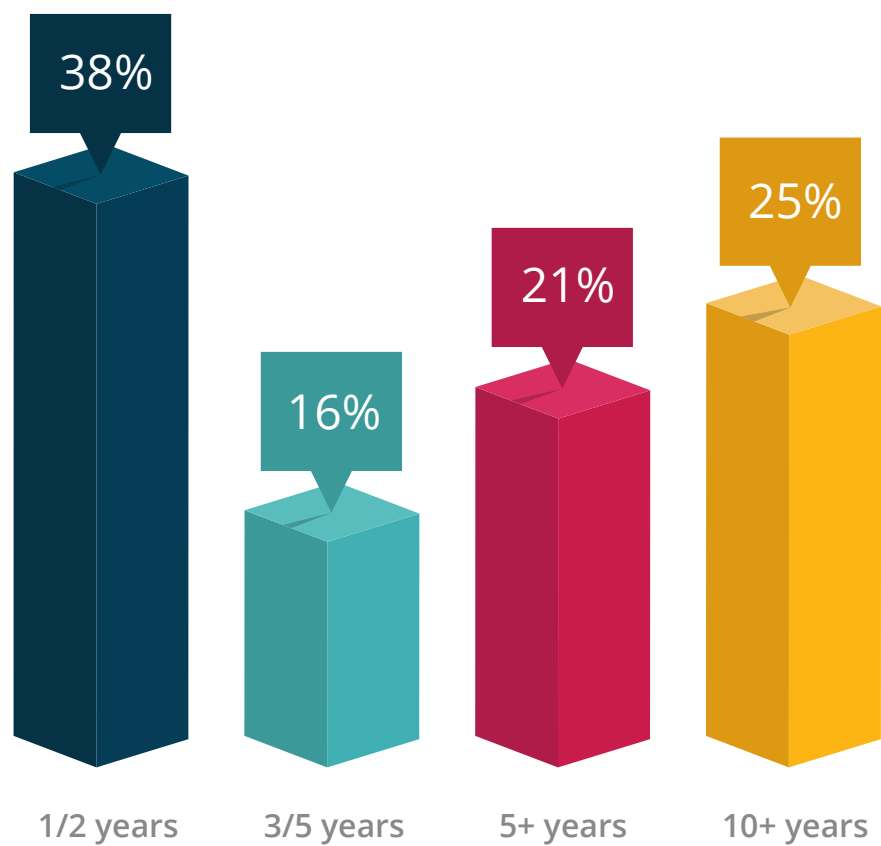
Anyone can become a Digital Marketing Institute student

There's a common misconception that the digital industry is exclusively suited to the millennial generation, but regardless of age, a digital certification can significantly benefit your career progression.



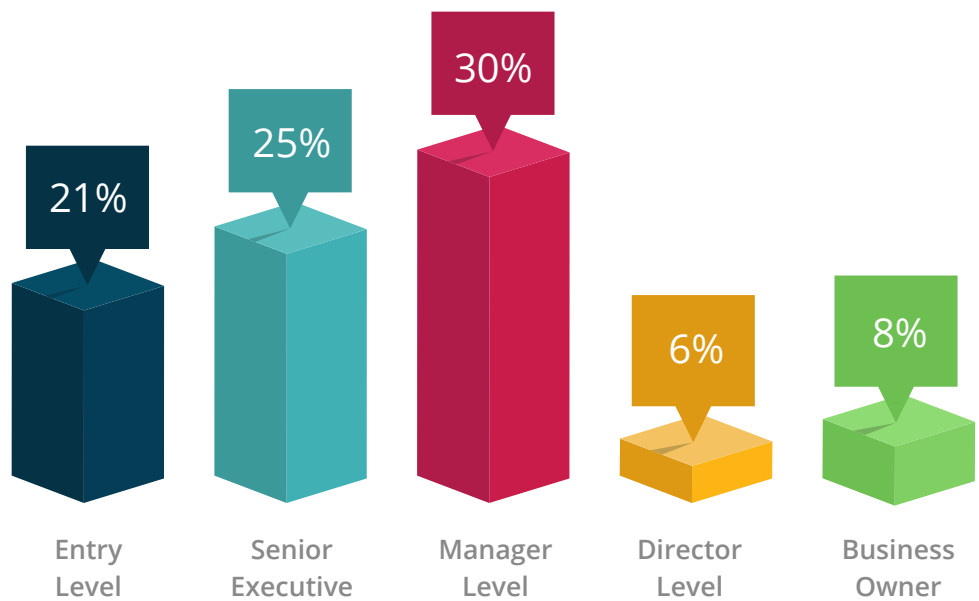
Your level of work experience won't act as a barrier to success either. You don't need to hold a senior position to become a digital pro. Of our students who successfully completed their Professional Diploma course:

WORK EXPERIENCE

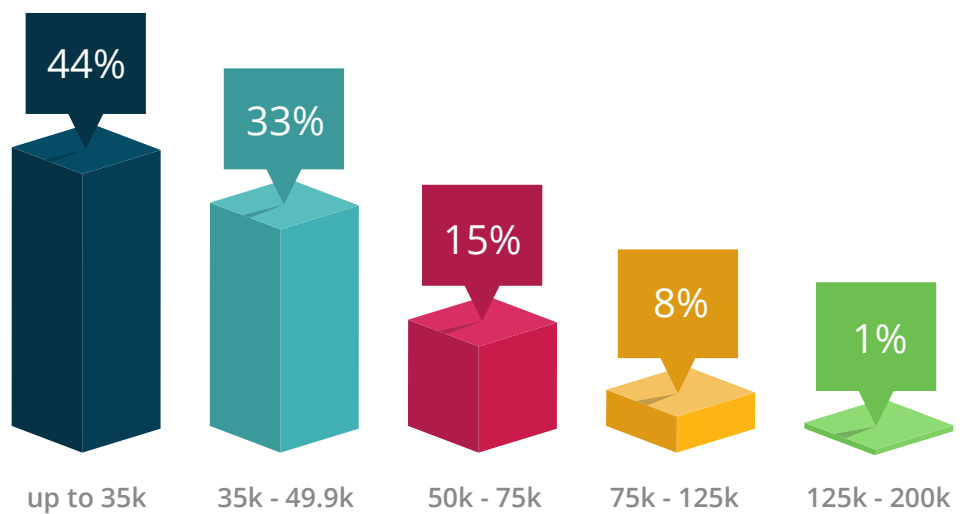


Whether you're in an entry level role, a business owner, or part of a management team, the Digital Marketing Institute can help you to strengthen your skills and advance both in terms of seniority and salary. Here's a breakdown of our most recent Professional Diploma level graduates:

JOB ROLES



SALARY LEVELS



Follow our digital certification roadmap

43% of our Professional Diploma level students are considering undertaking advanced or management level courses in the next 12 months. The Digital Marketing Institute offers a series of globally recognized and respected certifications that will enable you to further your career and cultivate a competitive edge, whatever level you start at.

Did You Know?

45% of our graduates feel that completing a digital marketing thesis would be beneficial to their career. This suggests that continuing their studies with our Postgraduate Diploma in Digital Marketing would be the ideal next step for their career.



Professional Diploma

Digital Marketing
Digital Selling



Specialist Diploma

Search Marketing
Social Media Marketing
Mobile Marketing
Digital Strategy & Planning



Postgraduate

Digital Marketing



Masters

Digital Marketing

Google

"I began to develop my career in a digital context when I took a position as an Online Sales Account Manager with Google and eventually, a Senior Account Manager. I chose to do a Masters in Digital Marketing because the course came highly recommended by my peers, which was very important to me.

In addition to this, I'd already completed my Postgraduate Diploma with the Digital Marketing Institute and I wanted to take my digital skills to the next level. Studying the Masters seemed like the most natural progression."

Anna Moldovan, Google

Stay ahead of the pack

Digital specialisms develop and progress at an unstoppable pace, and this rate of change is affecting every industry. Whatever your profession, in order to advance your career and achieve success for yourself and your organization, you need to keep developing your skills and enhancing your knowledge.

