



# DMI Email Marketing Certificate

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Online Training Sessions



Course

# INTRODUCTION

The DMI Email Marketing Certificate is a globally recognised certification that provides you with the skills and knowledge you need to take your email marketing to the next level.

Email marketing is a powerful marketing tool that uses email to promote a company's products or services. It can create awareness of your latest news or offers and also play a pivotal role in your marketing strategy with lead generation, brand awareness, building relationships and keeping customers engaged.

In this DMI Email Marketing course, you will learn how to develop an email strategy, grow your subscriber database, finetune your copywriting skills, create an eye-catching email with design, integrate email features, set up marketing automation and the key email metrics to track and report on.

Our DMI qualifications are fully accredited by the Digital Marketing Institute. The DMI is a globally recognised organisation that has over 200,000 members and over 25,000 certified professionals around the world.

We have a wide range of DMI Short Courses, so keep up to date with digital marketing with ITonlinelearning!

# INVESTING IN YOURSELF

Gaining high quality and sought-after qualifications will improve your skillset and enhance your career prospects, wherever you are in your career journey.

Our primary mission is to empower you to become the best you can be.

Appreciate your worth and invest in yourself. Make that change!

## FOCUS ON QUALITY

Choosing a fully accredited course from a highly respected establishment gives you recognition for the quality of your training which can significantly enhance your CV.

Our course programs are developed in collaboration with industry experts to give learners the best quality learning materials, providing the most relevant and up-to-date skills to give you the best possible results.

Having an accredited qualification also demonstrates to employers that you are hardworking and willing to learn, which is always an advantage in any industry.

# WHAT'S INCLUDED?

As an ITonlinelearning student studying the DMI Email Marketing Certificate, your course fee includes:

- ✓ 12 weeks of unlimited access to your course
- ✓ Practice examinations
- ✓ Module quizzes
- ✓ Dedicated learner support team
- ✓ Unrivalled career support



## GAINING YOUR QUALIFICATION

Once you have successfully completed the examination for the DMI Email Marketing Certificate, you are qualified! This certification is valid for life and does not require renewal.

[LEARN MORE](#)

# CAREER PROGRESSION

An exciting aspect about being a Digital Marketer is that your career can go in many different directions. Your skills will translate well into various specialities across several industries.

To become a Digital Marketer, you do not need a degree however it is advisable to take professional accredited qualifications to validate your skills and experience.

Junior Digital Marketers can earn in the region of £28k. Senior Digital Marketers earn anything upwards of £65k, depending on existing skills and experience.

Below we mention just a few possible careers path opportunities.

- Email Marketing Specialist
- CRM Manager
- Email Marketing Manager
- Digital Marketing Manager
- Head of Digital



# ADDED BENEFITS

We take great pride in delivering a fantastic level of service which continues beyond your initial course purchase. We strive to go the extra mile by providing additional features such as course mentors, qualified tutors, career and job interview advice, CV writing assistance and general support to all of our students.

## Mentor Support

Your mentor will assist you with any general enquiries relating to your learner journey with us, from exam costs and bookings, to enquiries about your learning management system (LMS).

They will be on hand to pro-actively support and motivate you throughout your studies, as well as creating a personalised study plan to help make studying easier.

## Career Support

Career Support is provided by our specialist in-house recruitment team to help you succeed in the complex job market. This service is exclusively for ITonlinelearning students needing this service who have passed official exams and are ready to start their job search.

Along with a professional CV review and LinkedIn profile you will receive our Recruitment Pack which is packed with useful information, CV templates & guidelines, cover letters, interview preparation and a guide to our 4 steps to succeeding in the job market.

## Tutor Support

Our tutors are available to speak to over the telephone or via email. They are here to help you with any course related questions, as well as exam revision and preparation. What's more, all of our tutors are fully qualified in supporting you with your studies.

# PAYMENT OPTIONS

We offer various payment options to help you get started on your course.

- 1.** You can opt to pay in full and upfront for your course. Through our third-party partnership with Omni Finance, we are able to offer our students a stress-free alternative to paying a lump sum. You can spread the cost of your studies over affordable monthly payments from 6 to 12 months at 0% interest. This finance option can be used to cover course fees, exams and any study manuals you might need.
- 2.** Where students do not qualify for Omni Finance, we offer monthly spread payments in-house through ITOL Finance. Our finance plans are flexible and work around your commitments, they are interest-free and cover the cost of the course component only. Therefore, if you opt for ITOL Finance this does not cover the cost of exams and manuals. However, you can call the exam booking team at any time to pay for exams and manuals as you need them.

It's important to us that we provide you with courses to further your career or embark upon a new one without getting into financial difficulty. These finance plans were created to give you peace of mind, should you require them.

# WHAT DO OUR STUDENTS HAVE TO SAY?

We have a very active TrustPilot review page, are rated Excellent and have an average TrustScore of 4.9 out of 5. Here are just a couple of our reviews.

ITonlinelearning is the way to go. Their process is well simplified and structured from start to the end, starting from course enrollment team, exam booking and preparation, organizing different webinars on various topic, Is it their customer care team that sends mail to keep you updated and informed. Study at your pace, rewatch any of the training videos as many time as you wish, practice as many questions you can. I love the feedback system. Thanks you ITOnlinelearning team, I passed my Prince2 Foundational exam yesterday.

**Adeyemi**

The team have been fantastic and the course very informative and interactive. Andy has been very helpful in connecting me with all the recruitment people in helping me navigate the best courses for me. Lusanda has been very caring and diligent to ensure an efficient process. Can not recommend IT learning enough!

**Haydar**

I've used ITOnlineLearning for 3 qualifications now and it has been excellent each time. The service they provide is great and questions/issues are responded to very quickly - I've had help from Lusanda today who has resolved my issue very quickly. Everyone I have dealt have been lovely and the course materials have been thorough and interesting. Thank you!

**Ronnie**

**Student Success Stories**





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Take your business improvement skills around the world with  
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