



DIGITAL MARKETING INSTITUTE

LEADING SPECIALISTS UNITE TO GIVE ONLINE BUSINESS A KICK START

The Digital Marketing Institute (DMI) have gathered an elite cluster of business and digital media specialists to help give online businesses a kick start through two dedicated training programmes.

The goal is to help clients create the ideal blueprint for building their online business. Along with identifying the right business model, they will have a comprehensive overview of all the major disciplines required including site development, marketing, e-commerce, operations and finance.

A successful online company has many components. For example, understanding the online marketplace is critical to defining the brand and business model. Mapping out marketing, advertising and legal strategy prior to web development will avoid expensive delays and changes. It is vital to get the right advice at the right stage to minimise the risks.

“We know if our clients get the best advice in the correct sequence they will avoid costly errors and get it right first time. To this end we’ve sourced the finest minds in their fields and designed high impact programmes around the expertise,” says DMI founder Ian Dodson.

All the contributors are experienced business people in their own right. They include; former entrepreneur of the year and cloud technology specialist John Beckett and Gerry Delaney, former finance advisor to the Smurfit Group; social media guru Khrishna De and Sean Kirwan, Ireland’s most respected authority on e-commerce issues.

Both programmes, the week-long boot camp and the 12 session weekly night course are designed to be highly motivational and interactive. They are equally suited to those looking for a career change and those who want to transfer their businesses to online.



Video introduction to ‘Building an Online Business’ with course leaders Helen Curtin and Des Martin. (See videos below)

Start Date- 12 week programme – October 11th



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Start Date – Bootcamp – October 17th



John Beckett - Cloud Computing



Sean Kirwan – E-Commerce



Des Martin – local search marketing.