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Social Media Marketing Institute Launches Certified Social Media Marketer (CSM) Designation Course

The Social Media Marketing Institute (SMMI) has officially launched the Certified Social Media Marketer (CSM) designation for professionals interested in community building online, and using the power of social media to generate business. The two-day course is offered nationwide and available for scheduling now.

“SMMI will become the touchstone for the business applications of Social Media,” said Bill Lublin, CEO. “Recent Nielsen studies revealed that 66.8% of Internet users worldwide used “member communities” last year compared to 65.1% for email. The growth of Social Media is undeniable, and the fact that 12.4 million new users were age 35-49 suggests that this platform isn't just for the young - everyone can benefit from it. We look forward to nurturing the growth of Social Media as the most effective tool for networking, marketing, and branding, and we believe that anyone who can write a coherent email or letter can find success in the social media space.”

The Social Media Marketing Institute supports the continued development of individuals in their Social Media interaction through a number of methods. The CSM (Certified Social Media Marketer) designation, earned through completion of a two-day course; designed by a group of business and social media experts, the course is a comprehensive overview of social media, covering theory, strategy and successful execution. The institute also features the Social Media Speakers Bureau, offering presentations on a variety of subjects by social media professionals who have spoken at events across the country. CSM designees will also receive exclusive benefits through SMMI's Affiliate Relationship Program.

Founded in 2008, The Social Media Marketing Institute is designed to assist people in engaging in social media, developing new media, and fostering communication through open, honest, and consistent interaction between individuals and organizations. It is the parent entity for the Social Media Marketing Council, the provider of the Certified Social Media Marketer (CSM) designation for professionals who are interested in community building online, both as a business tool as well as a means of enhancing relationships and engaging current and potential clients. Visit us on the web at www.smminstitute.com

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