

OMCP[®] Individual Member Benefits



Join Other Professionals

Content Marketing

Conversion Optimization

Mobile Marketing

Online Marketing

Fundamentals

PPC

SEO

Social Media

Web Analytics

Contact:
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(415) 798-2667

Website:
OMCP.org

Apply:
OMCP Individual
Membership

Overview

Online Marketing Certified Professionals is an independent standards body that maintains and approves courses, exams, and certification requirements to enable excellence in online marketing. Thousands of participants engage in authorized courses through registered schools, universities, and training providers each month all over the world. The standard is defined and accepted by leading schools and the world's top consumer product companies and advertising agencies.

Our partners support innovation, align with evolving real-world marketing tools and best practices. OMCP currently offers an Industry, Academic, and Individual Membership programs. All members influence the evolving changes to the definition and measurement of OMCP standards.

Individual Memberships are open to anyone who desires to support and benefit from OMCP values, standards, and publications. Individual Members are *not required to be OMCP certified*.

PROFESSIONAL BENEFITS

Recognition

- Driver of Online Marketing Standards
- Authorship for assets such as the Body of Knowledge

Influence

- Contribute to competency documents across the multiple marketing disciplines
- Provide input to periodic Role Delineation Studies for each discipline

Commitment

- Committee participation opportunities
- Implementation of standards across industries

Community of Practice

- Access to an ongoing Network and current dialog about creation and maintenance of standards.

OTHER BENEFITS

- ◆ Use of OMCP Member Medallion
- ◆ OMCP LinkedIn Group Access
- ◆ OMCA/OMCP Sample Exams
- ◆ **\$80 OMCA/OMCP Exam Discount**
- ◆ Access to OMCP Publications
- ◆ Vendor & Partner **Exclusive** Offers

ALL BENEFITS ARE VALID FOR 1 YEAR