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# The Dialogue Age of Marketing: Putting Our Customer first.

Posted by [Derek A. Lackey, Editor](#) / October 30, 2018

The Direct Marketing Association of Canada is proud to announce that **World Vision**, a Canadian aid and development agency, will adopt its **Certified Digital-first Marketer** designation program. **World Vision** will start offering the program to its employees later this month.

Canadians have long been putting digital first in the way they shop, bank, consume content and even find causes, said Chantal Tomlinson, VP of Technology and Innovation at World Vision. Our employees have also embraced digital in their personal and professional lives, so were delighted to complement their on-the-job training with DMACs online Certified Digital-First Marketer program.

The **Certified Digital-First Marketer** training program is not about the latest tactics or digital tools, says Derek Lackey, President of DMAC. Rather, its an accessible, online program that instills the right fundamental approach, the right strategy and the right methods to truly enable customer-centric actions that drive meaningful outcomes like engagement. We needed the last 20 years of working with digital to inform us, to show us how to optimize this unique, two-way, dialogue-based medium called digital marketing. Were very pleased to support World Vision as their employees learn even more about digital marketing to support their customer-first outcomes.

DMACs **Certified Digital-First Marketer** designation is a professional training program for marketers consisting of five online training courses designed to help organizations master marketing in todays consumer-centric, digital-first brand era.

Many individuals have been certified but the magic happens when we see teams use this thinking to explode their digital results, says Lackey. We have seen teams create some impressive outcomes using the CDM program including and one specific [agency](#) who tripled their size in a single year.

[Learn more here](#)

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