Resources for the workplace

The digital marketing and e-commerce field is constantly changing. As you move into your career, you'll want to stay on top of current trends and knowledge about your industry.

This reading will provide a list of resources for you to learn from after completing this program.

Resource types

Podcasts

A **podcast** is an episodic series of digital audio files that users can download to a personal device to listen or read a transcription. Podcasts are a great way to learn new things about your interests or hobbies. Like a television series, podcasts offer a variety of genres or categories, with each podcast episode focusing on different topics within that category. Digital marketing podcasts have become popular among digital marketing professionals. These resources are helpful for learning new trends about the industry in an entertaining way.

The simplest way to listen or read transcripts of podcasts is on a web browser. You can also find a variety of podcasts through audio apps like Spotify and Apple Podcasts.

Blogs

A **blog** is a discussion or informational website published on the internet consisting of discrete, often informal diary-style text entries. Digital marketing and e-commerce blogs are helpful for learning the latest news, trends and best practices across the industry. Some digital tools presented in this program, like Shopify, offer blog posts on how to use their tools for various needs.

Google Ads Help Center

Google Ads Help Center provides users information on how Google Ads works through a variety of articles. Users can get answers to frequently asked questions and a better understanding of how Google Ads work.

Resources

- A Better Lemonade Stand ↗: This resource offers articles to help e-commerce entrepreneurs develop better business practices.

- HubSpot ↗: HubSpot is an American developer and marketer of software products for inbound marketing, sales, and customer service. Their blog offers many resources about digital marketing.

- Practical Ecommerce ↗: Practical Ecommerce is an independent online magazine, whose mission is to publish informative articles, commentary, webinars, and podcasts to help online merchants. The magazine is not affiliated with any e-commerce service, platform, or provider.

- Shopify blog ↗: Shopify's blog offers articles to help people achieve e-commerce independence. The blog's goal is to make it easier for users to start, run, and grow an online business.

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