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Get started on Course 2

Congratulations on completing the first course in the Google Digital Marketing and eCommerce certificate! In this course, you were introduced to the job fields of digital marketing and e-commerce. You explored entry-level jobs in digital marketing and e-commerce, and identified the roles and functions that those jobs play within an organization. The course also introduced you to the topics that will be covered later on in the program.

The entire program has seven courses:

1. **Foundations of Digital Marketing and E-commerce** – Explore entry-level jobs in digital marketing and e-commerce and identify the roles and functions that those jobs play within an organization. Be introduced to the marketing funnel and how it shapes the customer journey. **(This is the course you just completed. Well done!)**
2. **Attract and Engage Customers with Digital Marketing** – Learn how to use search engine optimization (SEO), search engine marketing (SEM), and display advertising to attract and engage customers.
3. **From Likes to Leads: Interact with Customers Online** – Explore social media platforms and identify which platform is the most appropriate for specific business needs. Learn how to create content for social media using graphic design principles for marketers and how to manage a social media presence.
4. **Think Outside the Inbox: Email Marketing** – Learn email marketing and cover topics such as creating an email marketing strategy, executing email campaigns, and measuring the results of those campaigns. Also learn how to use mailing lists and utilize automation and workflows.
5. **Assess for Success: Marketing Analytics and Measurement** – Explore marketing analytics practices such as A/B testing and return on ad spend (ROAS). Learn tools such as Google Analytics, Google Ads, and spreadsheet features.
6. **Make the Sale: Build, Launch, and Manage E-commerce Stores** – Learn how businesses and individuals sell products online, including using popular platforms such as Shopify.
7. **Satisfaction Guaranteed: Develop Customer Loyalty Online** – Explore strategies for building customer loyalty in e-commerce using tools to develop and maintain relationships.

Now that you have completed this course, you are ready to move on to the next course:

[Attract and Engage Customers with Digital Marketing](#) ↗.

Keep up the great work!

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