

The Digital Marketers' Learning Book

by Anmol Baid



anmolbaid.com

linkedin.com/in/anmolbaid

Google Analytics

Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. Google Analytics is now the most widely used web analytics service on the Internet.

Takeaways –
Implementing tracking code
Analyzing basic reports
Campaign tracking

Course taught by -
Google Analytics Academy

Course link -
<https://analytics.google.com/analytics/academy/>

Favorite feature -
There is an advanced course that follows!
And you can avail a certificate of completion for demonstration

Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.

Course taught by -
HubSpot Academy

Course link -
<https://academy.hubspot.com/courses/seo-training>

Takeaways –
Link Building
Google SEO

Favorite feature -
Can get a certificate/badge for successfully passing the exam and share it as pdf or embed it on LinkedIn

Search Engine Marketing (SEM)

Search engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.

It includes SEO, PPC and Ads

Course taught by -
Google Digital Unlocked

Course link -
<https://learndigital.withgoogle.com/digitalunlocked/lesson/54>

Takeaways –
Keywords
Auction
Good Adverts

Favorite feature -
There is an advanced course that follows called improve your campaign

Google Adwords

AdWords (Google AdWords) is an advertising service by Google for businesses wanting to display ads on Google and its advertising network. The AdWords program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords

Takeaways –
Adword benefits
Managing and optimizing AdWords campaigns.
Budget & Bid strategy

Course taught by -
Google Academy for Ads

Course link -
<https://academy.exceedlms.com/student/path/3132>

Favorite feature -
Get an award of completion to show your work.

Online Display Advertising

Display advertising is advertising on websites or apps or social media through banners or other ad formats made of text, images, flash, video, and audio.

You should design your display advertising campaigns to help you achieve your goals.

Takeaways –

Collaborating Ad and goals

Understanding Ad networks

Retargeting

Course taught by -
Google Digital Unlocked

Course link -
<https://learndigital.withgoogle.com/digitalunlocked/lesson/92>

Favorite feature -
Do the entire digital course as they have partnered with the Indian School of Business, Hyderabad & FICCI to offer a free certification for it

Content Marketing

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. It needs a strategic approach and that's what a content marketing strategy is all about.

Takeaways –

Storytelling

Strategizing creation

Measuring & Analyzing Content

Creating a blog post

Course taught by -
HubSpot Academy

Course link -
<https://academy.hubspot.com/courses/content-marketing>

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Email Marketing

Email marketing is the act of sending a commercial message, typically to a group of people, using email. Email marketing helps you connect with your audience to promote your brand and increase sales. You can do a lot of things with emails, like sell products, share some news, or tell a story.

Takeaways –

Contact Management & Segmentation strategy

Creating and designing the right email

Lead Nurturing

Course taught by -
HubSpot Academy

Course link -

<https://academy.hubspot.com/courses/email-marketing>

Favorite feature -

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Social Media Marketing

Social media marketing is the use of social media platforms and websites to promote a product or service. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope and the establishment of a firm's desired social media "culture" and "tone."

Takeaways –
Creating Social Media Strategy
Digital Advertising
Extending your reach
Measuring ROI

Course taught by –
HubSpot Academy

Course link –
<https://academy.hubspot.com/courses/social-media>

Favorite feature -
Can get a certificate/badge for successfully passing the exam and share it as pdf or embed it on LinkedIn

Facebook Advertising

Facebook is one of the most efficient ways to advertise online. Advertising on Facebook makes it easy to find the right people, capture their attention and get results. Facebook's video and graphic ads are the most popular form of digital advertisements

Takeaways –
Audience creation
Campaign designing
Lead generation
Conversions
Performance Evaluation

Course taught by -
Facebook Blueprint

Course link -
<https://www.facebookblueprint.com/student/catalog>

Favorite feature –
Latest video foundation course
Instagram lessons

YouTube Marketing

Business owners and internet marketers, YouTube Marketing is an essential strategy to take advantage of the web's massive shift toward video. Also view HubSpot's course on the same.

Course taught by -
Google Academy for Ads

Course link -
<https://academy.exceedlms.com/student/path/6817>

Takeaways –
YouTube data and analytics
Channel assessment
Revenue model

Favorite feature -
Get an award of completion to show your work. Also has a course on Mobile Sites.