Document 1 basics expert analysis blogs help keep informed latest marketing developments Marketing blogs great resource professionals looking current tips takes marketing industry Much like industry marketing blogs may cover variety topics focusing various points customer journey 've outlined 11 marketing blogs honorable mentions Offer high-quality relevant content well-defined audience updated regularly Feature attractive user-friendly designs easily found search engines well-regarded industry experts Topics range broad basics industry news digital marketing advanced search engine optimization SEO analysis Explore resources stay current marketing industry large Good People looking build marketing strategy HubSpot Marketing Blog full approachable how-tos explainers geared toward professionals building marketing strategy campaign team Updated semi-regularly site full resources help maximize team ’ efforts general knowledge base complements HubSpot ’ offerings including flagship software Academy need refresher basic marketing how-tos try search Marketing Dummies company behind popular book series repurposed content digital age highly searchable database Good People like first know marketing news want near-constant stream information Search Engine Land news site covering digital marketing MarTech marketing technology blog updated multiple times per day latest developments SEO commerce content social media analytics Plus offer webinars in-depth research reports white papers Search Engine Journal popular blog focuses latest developments world search engine optimization news sections general SEO international search pay-per-click PPC social media Good People seeking current marketing campaign industry news analysis Marketing Dive examines latest campaigns popular consumer brands Beyond breakdowns newly released campaigns outlet produces wide range reported features opinion pieces trend analysis publishes press releases highlighting industry news major hires agency-client deal announcements department launches blog frequently updated original content editors recommend additional reads popular business sites directly homepage Good Digital marketers looking think critically industry Econsultancy offers thoughtful analysis current state industry organize marketing content three pillars—digital marketing strategy planning e-learning skills assessment—to present well-rounded picture companies might best implement organize continue grow digital marketing strategy practices addition daily articles featuring campaign analysis industry forecasts interviews professionals digital marketing tips impact reports Econsultancy offers master guides various training courses