

Digital Marketing and Social Media



Digital Marketing

Books and Blogs

- **14 Inbound Marketing Blogs to Follow**
All of Practical eCommerce's suggested blogs are great resources.
- **Digital Marketing Institute's Top 6**
Another must-read list of 100% must-read blogs.
- **HubSpot's 10 Books Every Marketer Should Have in Their Library**
Covering all the bases...
- **Hacking Marketing: Agile Practices to Make Marketing Smarter, Faster, and More Innovative**
How to apply software-inspired management concepts to accelerate modern marketing.
- **Inbound Marketing: Get Found Using Google, Social Media, and Blogs**
Inbound Marketing is a how-to guide to getting found via Google, the blogosphere, and social media sites.



Social Media

Books and Blogs

- **The Social Organism: A Radical Understanding of Social Media to Transform Your Business and Life**
—Oliver Luckett and Michael J. Casey
Luckett and Casey offer a scientific look at the world of social media and explain how these networks mimic the rules and functions of biological life. There is actually a chapter called "Cracking the Memetic Code" (referring to memes), which is pretty awesome.
- **Social Media Explorer**
Social Media Explorer, founded by Jason Falls, is constantly pumping out great posts on social media's impact on marketing and public relations.

- **The Future Buzz**

Adam Singer's blog, The Future Buzz, takes a clear approach to social media marketing and SEO topics, and isn't afraid to take a stance against ideas and tactics he thinks are bad for marketers.

- **Duct Tape Marketing**

If you're a small business owner, Duct Tape Marketing is a must-read for strategic and tactical advice about leveraging online marketing and social media to grow your business.

- **Social Media Today**

Social Media Today offers a diverse mix of news on social networks' latest developments and cutting-edge tips to perfect your use of each platform. The blog also hosts live Twitter chats from its Twitter hashtag, #SMTLive, on various social media topics twice a month.

- **Bad Pitch Blog**

The Bad Pitch Blog points out mistakes other marketers have made so that you won't make them, too. You'll find some important perspective on media relations — across all digital channels — in these posts.

Paid Training

- **Pluralsight's Code School**

Cost: \$35 per month or \$299 per year

- **Codecademy**

Cost: Subscribe for \$107.94 a year, or take advantage of their very robust free platform

- **Skillshare**

Cost: \$100 per year.

- **udemy**

Choose from over 100,000 online video courses with new additions published every month.

- **LinkedIn Learning**

For \$35 a month, take deep dives for hours or for quick 15 minute dips.

- **Data Marketing & Analytics**

The DMA site offers advocacy, innovation, education, and connections with both in-person and on-demand courses.

- **MarketingProfs**

Team price is \$399/year, but they offer discounts all the time.

- **The Digital Marketing Association**

Great membership community for all things digital marketing, with a complete library of peer-reviewed journal articles.

- **Digital Marketing Institute**

Complete digital marketing certificates

Free Training

- **Facebook**

Facebook's own tutorials for business advertising

- **Twitter**

Twitter's business tutorial portal

- **LinkedIn**

The portal for all LinkedIn training aimed at companies

- **Instagram**

The "Getting Started" page for Instagram's business users

- **Pinterest**

Pinterest's "Get Started" page for business users

- **YouTube**

Creator Academy, YouTube's complete tutorial area for all users

- **HubSpot's Meetup Guide**

The Hubspot User Group how-to page—a great model for any new group.

- **Google Primer**

Hundreds of super-friendly, five-minute (5!!!) courses on 18 marketing topics.

- **Google My Business**

Improve what people see when they search for you in both the search engine and Google Maps.

- **Google Analytics**

Super-crunchy, technical courses in Analytics and SEO.

- **Google Digital Garage**

Discover a range of free learning content designed to help grow your business or jumpstart you career.

- **Search Engine Journal**

Educating and empowering the SEO community by providing the freshest news and latest best practices via the industry's smartest practitioners.

Paid Training—for Free

- Check with local libraries to see whether they have an organizational subscription to a resource. For example, in the state of Georgia, the public library system has a subscription to lynda.com—users sign in with their library card number and PIN.
- Talk to the sales representatives for your existing marketing solutions. They may offer training, a YouTube how-to channel, user forums, or other help. Many companies do public webinars, and the topics have to come from somewhere—ask if they can do one on a topic your team needs to know more about!
- Check local Meetups, particularly for users groups, societies, and associations. There may be free meetings or drop-in friendly pricing on exactly what you're looking for.