

The 2019 Marketing Conference

We don't need no education
...or do we?

Digital Marketing
Low Cost/No Cost Resources





Digital Marketing

Speaker



Matt Brown
Marketing Specialist
LIMRA





What Is Digital Marketing?

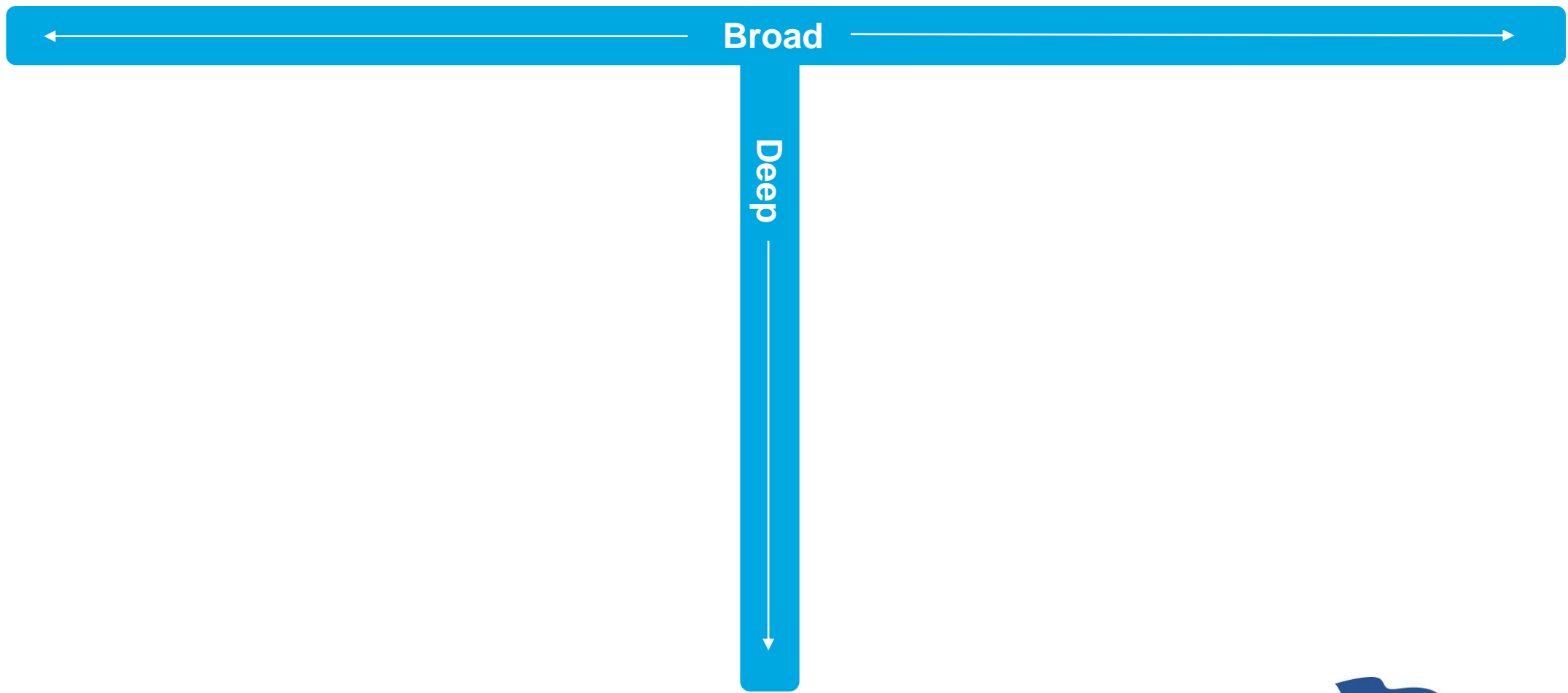
“

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

”



In-Demand Digital Marketing Skills





In-Demand Digital Marketing Skills

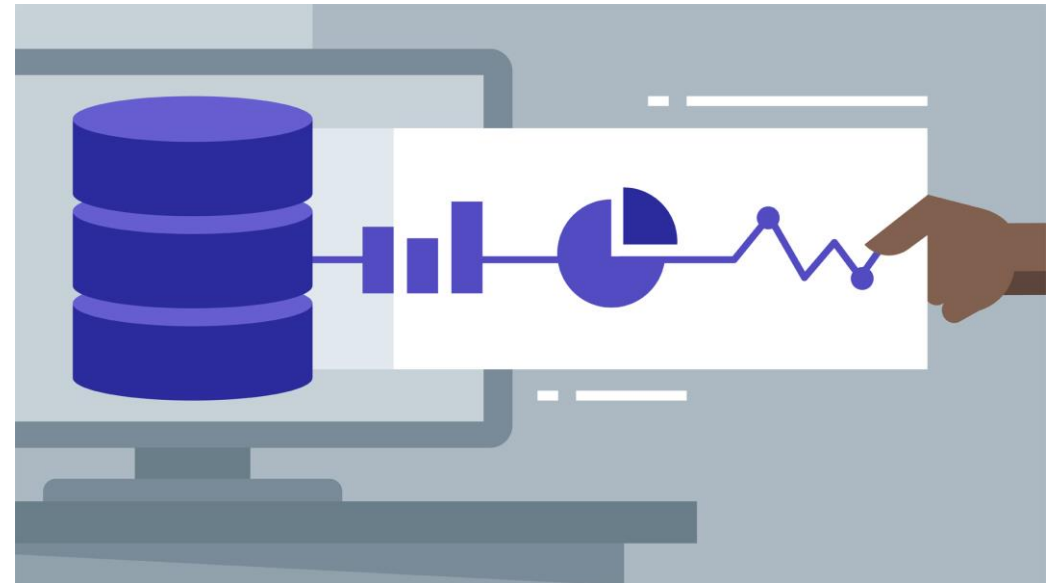
- Analytics
- Mobile (responsive UI)
- Automation Solutions
- UX Design and Coding
- Email
- SEO
- PPC
- Lead Acquisition
- Social Media
- Content



Go Learn These Skills

Analytics

- Excel, SQL, Tableau, etc.
 - www.thedma.org
 - www.linkedin.com/learning
 - www.codecademy.com



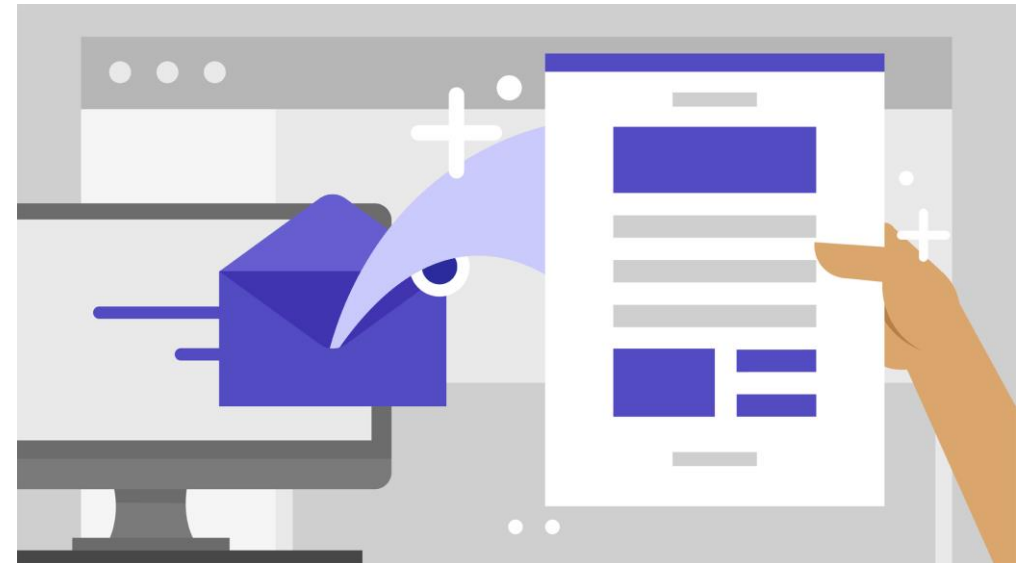
Segment your database, get real-time insights, and make better informed data-driven marketing decisions.



Go Learn These Skills

Email

- Write copy and lay out HTML
 - academy.hubspot.com
 - www.marketingprofs.com
 - www.skillshare.com
 - www.udemy.com



Optimize email for all inboxes, write subject lines and copy that convert, stay up-to-date on the latest email marketing trends.



Go Learn These Skills

SEO, SEM & PPC

- Increase the visibility of your brand
 - learndigital.withgoogle.com
 - www.searchenginejournal.com
 - www.coursera.com
 - www.lynda.com



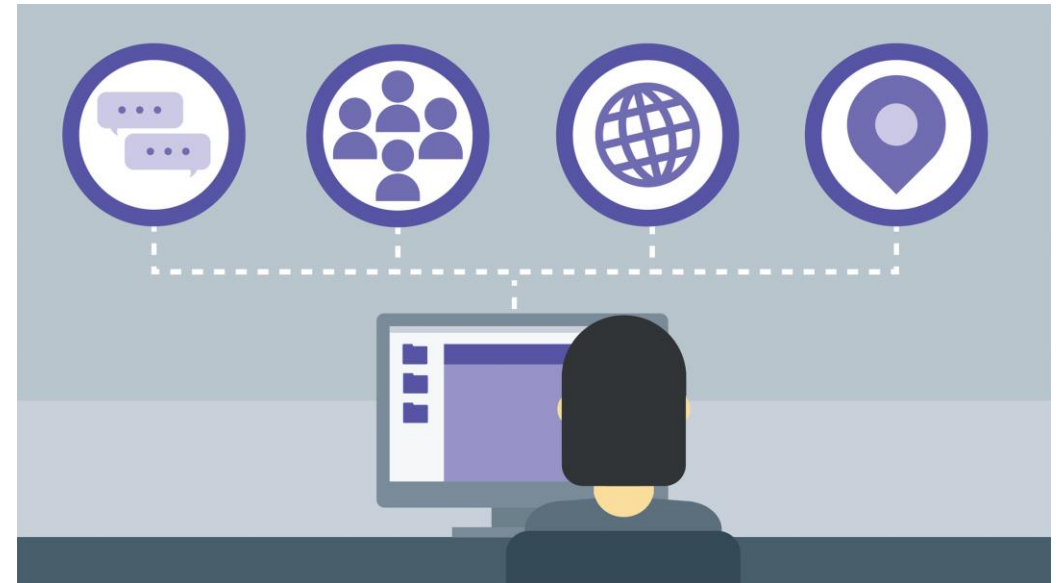
Put ad spend in the right place, craft and execute a backlink strategy, increase your organic rank on Google.



Go Learn These Skills

Social Media

- Engage with your audience
 - www.udemy.com
 - academy.hubspot.com
 - www.socialmediatraining.com



Reach your target audience with the right message, perform sentiment analysis, respond to customers in real time.



Go Learn These Skills

Lead Acquisition & Automation

- Put technology to work for you
 - www.marketingprofs.com
 - www.codecademy.com
 - www.dmaglobal.com
 - academy.hubspot.com

Craft an inbound strategy, convert strangers to SQLs using technology, optimize each phase of your funnel.

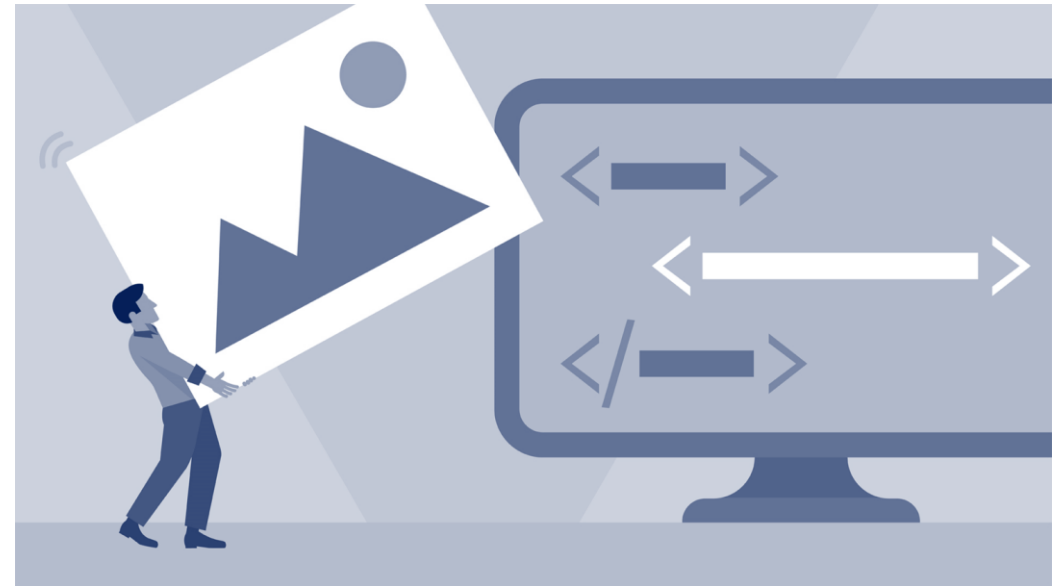




Go Learn These Skills

UX Design and Coding

- Delight your customers with an exceptional user experience
 - www.pluralsight.com
 - www.codecademy.com
 - www.udemy.com
 - www.lynda.com



Create beautiful landing pages with HTML and CSS, manage data integrations from multiple sources, automate a workflow.





Blogs You Should Follow

- **Inbound**

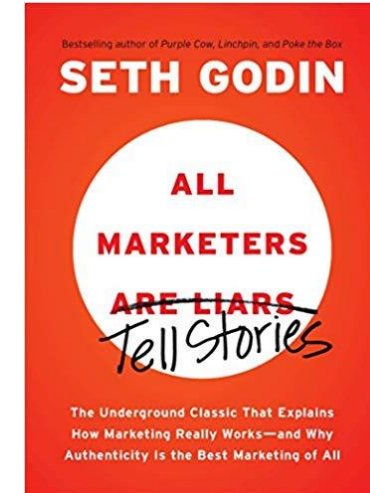
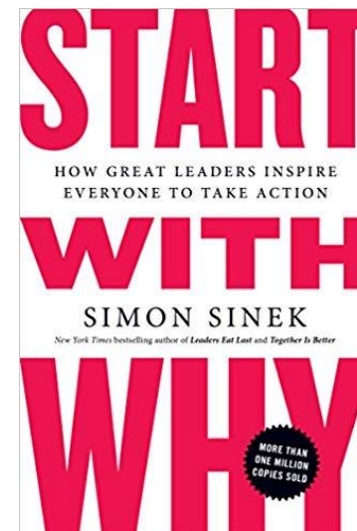
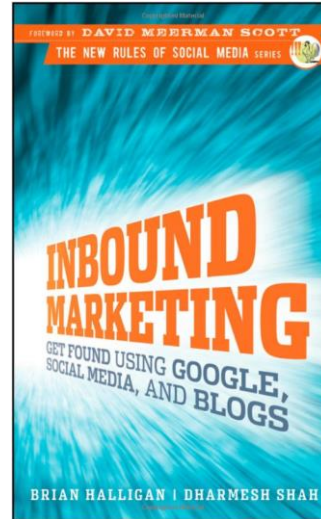
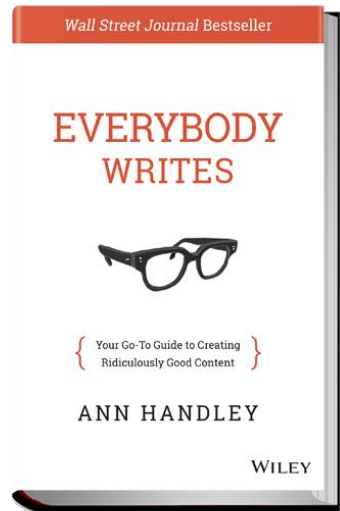
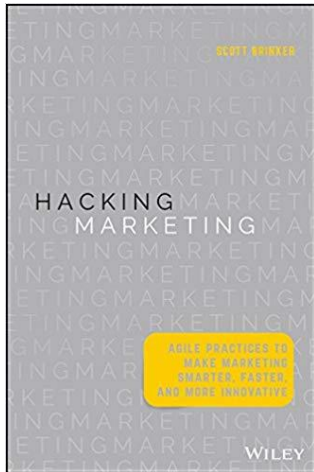
- HubSpot Blog
- Content Marketing Institute
- Seth's Blog (Godin)
- IMPACT Blog
- Contently the Content Strategist
- Chief Marketing Technologist Blog

- **Digital**

- Marketing Land
- Kiss Metrics
- Moz Blog
- Content Marketing Institute
- Social Media Examiner
- Occam's Razor



Books You Should Read





Certifications You Can (Should) Earn

HubSpot Academy Courses Certifications About Academy

Completely Free & Online

All Courses & Certifications

Stay sharp. Learn the latest business trends from leading experts.

Topics Completion Time HubSpot Software Show only certifications

Course Name	Lessons	Completion Time
Inbound	7 Lessons	2hr 25 minutes completion time
Content Marketing	11 Lessons	4hr 1 minutes completion time
Inbound Sales	5 Lessons	2hr 11 minutes completion time
Inbound Marketing	8 Lessons	3hr 18 minutes completion time

Google Partners Google Partners is Google's program for advertising agencies, digital marketers and online professionals. It's also where you take the AdWords certification exams. Visit google.com/partners for more info.	Google Best Practices Learn advanced optimization strategies for AdWords. Read the online guides at g.co/GoogleBP .	Analytics Academy Find free, online courses on Google Analytics and other data analysis tools. Take lessons from measurement experts, join the Google Analytics learning community, and test your knowledge.
Primer App by Google Primer is a fast, easy, interactive way to learn the latest marketing strategies or refresh yourself on essential basics. You	Google Digital Academy The Google Digital Academy offers a wide range of programs to help companies stay ahead in the rapidly	Digital Garage The Digital Garage helps you grow your business or career with free digital marketing courses on everything from

Digital Marketing Institute

Certification for Digital Marketing & Sales Professionals

Certified Digital Marketing Professional VIEW COURSE	Certified Digital Marketing Leader VIEW COURSE	Certified Digital Marketing Master VIEW COURSE	Become a Member & Get Connected Learn more
			Certified Digital and Social Selling Specialist Learn more

[Explore more professional courses](#)

