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How to start studying marketing

SAVE 80% OFF on Digital Marketing Full Course What's the best way to learn digital marketing in 2022 for free and at the comfort of your own home? Fortunately, there are a number of free and paid online resources that can help you build the skills needed to become a modern digital marketing professional. In this guide, you will find the best resources to teach yourself digital marketing in the fastest possible way. What is digital marketing? Before we dive in, it's necessary to explain what digital marketing is. Digital marketing is the process of promoting and selling products or services on the Internet using one or more marketing channels like search engines, social media platforms, and PPC advertising. With digital marketing, you can find audiences interested in your brand, interact with them, and nurture them until they become customers. The most important digital marketing types are search engine marketing, content marketing, PPC advertising, social media marketing, and email marketing. How to Learn Digital Marketing for Free To become a successful digital marketing consultant, you need to develop the skills required to work with all online marketing technologies. In addition, you need to acquire the necessary knowledge so that you can combine them together to achieve the best possible outcome. It's hard work that requires a lot of patience and perseverance but the good news is that you don't have to attend college or a classroom course to become a digital marketing expert. You don't even have to spend your time searching Google for learning resources. We did our research and created a list of the best resources (almost all free), you can follow and build your skills from the comfort of your home. If you're new to digital marketing, watch this video to learn what digital marketing is and how it works. To learn digital marketing, you need to become an expert in the following areas: Search Engine Marketing Search engine marketing is a major component of digital marketing. SEM has to do with marketing on the various search engines using Search Engine Optimization (SEO) or Paid Search Advertising (Google Ads or Bing Ads). Search Engine Marketing Search Engine Optimization (SEO) SEO is the process of optimizing your website so that it ranks higher in the search engine's organic results. SEO is important in online marketing because it can drive highly targeted traffic to your website. It's a slower process compared to Paid Ads but it can generate better results in the long term. To get started with SEO use the following guides: If you are a beginner to digital marketing, it's necessary to understand that SEO is not a static discipline but it changes all the time. Google is reportedly making more than 255 changes to its ranking algorithm per year. This means that if you want to pursue an SEO Career, you need to monitor the SEO industry for changes and adjust your digital marketing campaigns accordingly. The following resources are a great place to monitor the SEO industry for changes: PPC Marketing Pay Per Click marketing or paid search advertising (PSA) is the other component of search engine marketing. With Pay-Per-Click ads, you can reach your target customers faster than SEO but you pay every time someone clicks on your ads. Currently, the biggest PPC network is Google Ads, which allows you to show your ads in Google Search Results, on Google properties (like Gmail and YouTube), and on websites that participate in Google AdSense. Pro Tip: If you are confused about SEO, PPC, and SEM, read this: Difference between SEO and SEM Learning PPC is not difficult, you can go through the various online courses (see below) and become a PPC Certified expert in a couple of months. Getting a certification alone does not make you a good digital marketing specialist. You need to work with PPC campaign management and gain the necessary practical experience. At the end of the day, your role as a digital marketing professional is to combine the results of PPC with other channels (like SEO or Social Media Marketing) and deliver the best possible outcome for your clients. The following resources are all free and can teach you everything you need to know about PPC: Content Marketing Every digital marketing campaign is based on content. Whether it's SEO, social media marketing, or email marketing, you need content to reach and engage with your target audience in the different channels. Content marketing is the process to identify, create, and promote the right type of content to the right audience. To become a good content marketer, you need to have great writing skills, SEO copywriting skills, and analytical skills. The resources below will help you get started with content marketing: Inbound Marketing At the beginning of this post, I've mentioned that a good digital marketer, should be able to use different online marketing techniques together for the best possible outcome. That's exactly what inbound marketing is all about. The role of Inbound marketing is to coordinate the activities of all other digital marketing campaigns to provide a remarkable user experience. The overall goal is to have a solid process for attracting new customers, engaging with them, gaining their trust, and earning their satisfaction. Companies that can do this successfully are more likely to grow their customer base faster than companies that run isolated campaigns. Your job as a digital marketing manager is to ensure that all digital marketing campaigns share the same goals. To learn more about inbound marketing, visit the resources below: I think that everybody agrees that nowadays is hard to imagine a world without Facebook or Twitter. Social media networks have dominated our lives and our approach to digital marketing. Since the goal of digital marketing is to connect with your potential customers in their favorite channels, a new form of marketing was born and this is social media marketing. Social media marketing is what the name implies i.e. marketing on the various social networks for the purpose of finding and engaging with your customers. Facebook is by far the most widely used network with more than 3 billion active monthly users. A great place to start learning social media marketing is to follow Facebook's online courses. They will teach you everything you need to know about Facebook Paid Campaigns. Once you feel comfortable with running social media campaigns on Facebook, you can enhance your skills by learning more about Pinterest, LinkedIn, and Twitter marketing. Use the following resources to get started with social media marketing: Email Marketing Email marketing is not dead. Despite what you might think, email is still one of the most effective ways to turn visitors into customers and existing customers into repeat customers. To run successful email marketing campaigns, you need to get to know your audience first otherwise your emails will end up in the spam folder of your users. You can think of email marketing as the last piece in the digital marketing puzzle. While all other marketing techniques concentrate on finding new customers, email marketing is about closing the deal. To get started with email marketing you first need to decide on the tool to use and then learn how to use it. There are many options available, my recommendation is to start with the following resources: One of the skills each digital marketing professional should develop is analytical skills. Remember that the role of a digital marketing manager is not to learn how to run SEO or social media campaigns (that's the job of the SEO expert or Social media marketing manager), but to know how to orchestrate all processes so that they work towards the same goals. To be able to do that, you need to learn how to use various data analysis tools like Google Analytics and Google Search Console. Data reporting tools like the Google Data Studio and digital marketing tools like SEMRUSH. Online Marketing Learning Tips I'm sure that you've realized by now that learning digital marketing is not an easy job. It requires a lot of reading and hours of practice to learn how each of the techniques works individually and how you can combine them together for maximum results. The good news is that you can use the resources above to learn digital marketing at home and for Free. All you need is the willingness to learn and a lot of patience. To make the process easier for you, follow the tips below: Start with SEO. Many of the concepts used by PPC, content marketing, and social media marketing are based on SEO principles. Building your SEO skills first will make it easier to learn the rest. Practice, Practice, Practice. Internet marketing is not a theoretical concept but it's mostly practical. Once you understand the theory behind a strategy, try to execute it in practice. Monitor the results, optimize it and learn from your mistakes. Get Certified. As you progress through your learning, try to get certified. It's a great way to showcase your expertise. In the above resources, you will find links to online courses that offer a certificate upon completion. Work with experienced Digital Marketers. Aim to work under the supervision of experienced digital marketers. They can make the transition from theory to practice easier and you can learn a few tips and tricks not written in any books or courses. Start your own digital marketing blog. Having your own marketing blog will help you practice what you have learned and prove your expertise. Also, when you start writing about digital marketing, you can assess how well you know a topic or not. Never stop learning. Digital marketing is an industry that changes all the time and learning never stops. It's your job as a digital marketing professional to stay in sync with the latest developments and keep your clients informed. What are your favorite websites for learning Digital Marketing for free? Let me know in the comments if I missed out on any useful resources.

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