

Top 10 Digital Marketing Resources for Small Businesses

If you are running a small business, there are digital marketing skills required for you to stay on top of your competitors. The good news is self-education and lifelong learning ensures that you don't get left behind.

Regardless of whether you are internet savvy or not, learning all about digital marketing for small businesses can easily be done through the tip of your fingers. And the best thing is that you could always start for free through.

Here are the top 10 digital marketing resources that you can use for your small business.

1. [HubSpot Academy](#)

If you want to widen your knowledge of inbound marketing, customer service, content marketing, sales, etc., then you better head off to Hubspot Academy.

They offer free online courses that have shorter learning paths to accommodate beginners in the process. Marketing courses that include lead generation, website design, and search engine optimization are some of the topics you'll get to learn along the way.

They also provide up-to-date trends on sales, digital marketing strategies, as well as helpful approaches to customer service.

2. [Copyblogger](#)

One of the most difficult tasks of digital marketing is coming up with engaging content that appeals to and reaches out to your target market. With literally thousands of content out there, standing out is imperative.

Copyblogger offers the solution to this challenge. With Copyblogger's blog and podcast, you can gain tips and insights on copywriting, content, and email marketing, as well as increase traffic to your site. They also provide more detailed training with fees that guarantee access to their resource library.

3. [Content Marketing Institute](#)

Regardless of what industry you are in, you can definitely benefit from great content. EBooks, webinars, and a knowledge-filled blog feed are some of the resources you can access from the Content Marketing Institute (CMI).

CMI is primarily an education platform. Eventually, they integrated other media such as magazines and consulting services.

They also offer “How to Guides” that focus on topics such as content marketing, understanding audience desires as well as team management and tools.

4. [Marketing Profs](#)

Marketing Profs is a great source of digital marketing resources, especially if you are looking for a comprehensive list of real-world education materials.

Once you sign up, you get access to some of their free webinars, articles, podcast, and newsletter containing practical information on marketing campaigns and the six elements they hold of value in digital marketing: strategies, plans, creation, communication, analysis, and management.

5. [eMarketer](#)

When it comes to market research, eMarketer has been a veteran in keeping up with the trends and enforcing development in the use of digital marketing in small businesses.

They have enumerated significant industries in which they provide reports, forecasts, and the latest news. The website also ensures that the resources they release match the locations; hence, they subdivided their content into various geographies for convenience.

6. [Search Engine Watch](#)

Search Engine Watch is probably one of the first service websites to provide relevant information on digital marketing. They offer updated news, insights, and resources on search engine marketing, SEO, and paid research.

They also provide a guide on Google and SEO analytics. Additionally, their website is filled with practical tips and solutions to common problems encountered in relation to digital marketing.

7. [Moz](#)

Search engine optimization is one of the keys to an effective digital marketing strategy. Without any background on this tool, you might face difficulties in ensuring your visibility among customers.

Moz is a service company that provides a simplified and easy-to-understand SEO education through its SEO Learning Center. They also offer a Beginner's Guide to SEO wherein basic understanding of topics such as keyword searching, link building, to understanding traffic insights are often discussed.

8. [Google Analytics Academy](#)

Starting a small business with a limited background in information technology can be very intimidating. As an entrepreneur, you know the value of numbers and scales in ensuring profit. The optimization of your website is a key component of this agenda.

The good thing is Google Analytics provides the data with regard to your website's performance. But using Google Analytics per se requires an understanding of its features, and this is where Google Analytics Academy comes in.

This digital marketing resource offers a free course on the basics of Google Analytics, from its navigation to understanding reports and measuring Google Ads campaigns.

9. [Hootsuite Academy](#)

There are unlimited marketing opportunities on social media. Hence, many digital marketers invest their time in mastering the operations of social media platforms. Hootsuite Academy offers the first steps in learning social media accounts management, advertising, social media ROI, and values analytics, among others.

You may begin with their free courses, which include video tutorials. If you wish to have more in-depth training with certification, you can avail yourself of their advanced courses for a reasonable price.

10. [Wordstream](#)

Wordstream primarily offers software that would allow you to manage your online advertisement. Its primary goal is to provide a simplistic approach in coming up with appealing campaigns and efficient monitoring and analysis in the likes of Google ads, Facebook ads, and Bing ads.

In addition to this, Wordstream also provides helpful tips in online advertisements through their blog and webinars. They discuss important points on keyword search tools, digital marketing skills, networking strategies, and many more.

Conclusion

Expanding your small businesses through digital marketing has been proven effective. As easy as this sounds, it takes a lot of information to absorb and skills to enhance to truly achieve this goal. But with the right attitude and determination, this shouldn't be a problem.

On the other hand, if you still feel apprehensive about browsing through these resources on your own, you could always opt to go for a marketing consultation. In this way, the process of integrating digital marketing into your small business becomes more convenient and stress-free.