

Free Online Training Courses

With the current COVID-19 pandemic upon us, many will be finding they have a lot more time on their hands as we are stuck indoors, so what better way to utilise your free time than to expand your knowledge and skillset and open up your career options. There is a vast array of FREE, yes that's right complimentary, on the house, gratis ... online and offline marketing courses available on the internet.

So if you are a marketing novice or a learning junkie we thought we would put together a guide to the best out there!

Oxford Home Study College are offering a range of fully endorsed and industry recognised marketing and digital marketing courses, with expert tutor support, which you can study in your own time from anywhere in the world and won't cost you a penny.

These include courses on:

Internet marketing – This course provides an overview of internet marketing and is aimed at those wanting to improve themselves as well as business owners who want to develop their knowledge and understanding of digital marketing.

Social media marketing - This is a great introductory course and focuses on successful social media marketing strategies and why social media marketing can be so powerful.

Digital marketing – This explores the key areas of digital marketing from SEO, email marketing and social media through to web development.

Learn digital are offering free online learning digital marketing courses designed to help grow businesses or kick start careers. You can learn by selecting individual modules, or take an entire course end-to-end. This includes certification.

Google Online Marketing Challenge

What better way to learn about online marketing than Google itself! Google's Digital Marketing Course has everything from video tutorials on everything from SEM, Google Ads, social networks, video networks, mobile strategy, and more.

Constant Contact's Social Media Quickstarter & Social Share

This collection of online marketing guides and easy-to-use tools will help you master social media marketing and email marketing in no time and is designed for beginners or those wanting to extend their marketing reach.

Hubspot Academy are offering numerous industry recognised marketing courses and training programmes with free certification. You can learn anything from SEO, how to become an effective content marketer, social media, website design, marketing automation, email marketing and more.

ALISON offers a wide range of free online business courses with certificates, from social media marketing and marketing management courses to public relations tutorials and digital marketing lessons. So if you are looking to master your marketing, build effective strategies, attract new customers or convert leads these are great.

WordSteam's PPC University is a great one-stop shop for learning everything about PPC. With easily accessible lessons for beginners and advanced PPC users, everyone is catered for.

Finally, for anyone who is struggling a bit right now Linked In are sharing 6 FREE courses on managing stress and building mindfulness into your 'new normal'!

<https://learning.linkedin.com/blog>