

Resources for learning about & keeping up with trends in Digital Marketing

<p>Online courses/ resources (mostly free)</p>	<p>Coding - https://www.codecademy.com/</p> <p>Tool-specific: Facebook blueprint (covering facebook for business & Instagram https://en-gb.facebook.com/business/learn) Hootsuite academy – Social media marketing: https://education.hootsuite.com/ Google Analytics: https://analytics.google.com/analytics/academy/ Mailchimp: https://mailchimp.com/resources/ Social Media Today – recommendation by Dave Chaffey</p>
<p>Blogs</p>	<p>https://www.thedrum.com/ https://blog.hootsuite.com/ https://adespresso.com/ https://www.adweek.com/</p>
<p>Youtube channels (Youtube is generally a recommended learning tool)</p>	<p>Think Media Creator Insider Brian G Johnson TV YouTube Creators VidIQ Tube Buddy</p>
<p>Newsletters & Alerts</p>	<p>Google Alerts: setting up alerts for different areas of interest, e.g. website design or digital marketing – receiving one email per alert per day Google Newsletter: Think with Google (https://www.thinkwithgoogle.com/Cision) IGD newsletters (www.igd.com/research/newsletters1) (newsletters from specific tools such as e.g. Facebook, Mailchimp, etc.) Setting up competitor alerts on Hootsuite or Twitter (Matt) Following DM & other marketing profiles & companies on LinkedIn (e.g. Social Change)</p>
<p>Podcasts</p>	<p>You are the Media: www.youarethedia.co.uk/podcasts/ Social Minds (by Social Chain): https://www.socialmindspodcast.com/ Delivering (by Litmus) Marketing Week Tim Ferris Show, Secret Sauce (The Restaurant Marketing Podcast)</p> <p>Tool-specific: Going Through It (by MailChimp)</p>
<p>Events/ Networking/ Support Groups / Courses & training sessions with external providers</p>	<p>Bournemouth Tourism Dorset Tourism Association & Visit Arts Council England The Lunch Club by You are the Media: https://www.youarethedia.co.uk/lunch-club/</p> <p>Dorset Growth Hub (incl. Dorset Marketing Leaders Forum) – courses, consulting & more: https://www.dorsetgrowthhub.co.uk/</p> <p>Facebook community groups around specific topics, tools or the like. For example, the Dorset Marketing Leaders Forum exists as a Facebook Group, ManyChat Community (for the ManyChat tool, a Facebook plugin), Mailchimp User Group , etc. “People on there literally know more about it than probably the people that built it. You literally will just comment in the group and say, “I’m looking to do this, is this possible?” and people are really, really helpful on there (...) like a 24 hour helpline.”</p>

	<p>Training sessions & external speakers provided by partners such as agencies, associations or multiplier sites (e.g. Pure agency, Jellyfish, Hatch or the Good Hotel Guide or Bournemouth Tourism)</p> <p>Chartered Institute of Marketing (e.g. course on PPC)</p> <p>Digital Marketing Institute (e.g. general digital marketing)</p> <p>Oxford College of Marketing (Professional Diploma in Marketing)</p>
University cooperations	<p>Coursework projects (e.g. have students analyse your company & develop digital marketing strategies for you)</p> <p>Research projects (e.g. Digital Destinations)</p> <p>Students on placement</p>
Books on related topics:	<p>Marketing:</p> <p>'This Is Marketing' (Seth Godin)</p> <p>Time management:</p> <p>'The One Thing' (Gary Keller)</p> <p>Essentialism (Greg McKeown)</p> <p>The 'Subtle Art of Not Giving a F***' (Mark Manson)</p> <p>Wellness:</p> <p>'10% Happier' (Dan Brown)</p> <p>'The Brain Book' (Phil Dobson)</p>