

Small Business Education

Digital Marketing Institute

The [Digital Marketing Institute](#) is offering four free training courses:

Digital Channels: learn tools and techniques to engage more across the key digital marketing channels.

Paid Search (PPC): learn how to execute pay-per-click campaigns using Google Ads while tracking conversations through analytics.

Social Media Marketing: learn how to grow and engage a community around your brand through social media.

E-Commerce Strategy: learn key concepts underpinning effective website optimization, website traffic generation, conversion rate optimization, and analytics.

iTunes U

[iTunes U](#) is a convenient way to take free courses from some of the nation's top universities, and all you have to do is download an app. From there, you can begin learning a new language, hone your creative writing skills or take virtual field trips to museums and national parks. Whether you're a visual or auditory learner, courses are available via video or podcast.

Social Media Quickstarter Digital Marketing Course

[Constant Contact's](#) Social Media Quickstarter emphasizes opportunities to integrate email with social media marketing, to maximize the impact of both channels. In a series of step-by-step lessons, learners can study digital marketing tactics for Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, YouTube, blogging, and online listings and reviews sites. The way the courses are structured makes them perfect for beginner-level marketers, with components such as glossaries and how-to guides, combined with practical examples of the lessons at hand in action.

LinkedIn

LinkedIn has made [16 LinkedIn Learning courses](#) available for free, including tips on how to stay productive, build relationships when you're not face-to-face, use virtual meeting tools, and balance family and work in a healthy way.

Free Online Classes Through Harvard University

[Harvard University](#) is one of eight Ivy League schools offering free online classes. If you've been meaning to pick up a new hobby or are looking to advance your career, now is your chance. Hosted by one of the university's colleges, courses range from computer programming, art and design, business, humanities or pretty much any subject you can think of. Classes last anywhere from one week to 15 weeks and are offered at different levels, including introductory, intermediate and advanced.

The U.S. Small Business Association's Learning Center

The [U.S. Small Business Association](#) offers free online classes for any type of small business owner. If you're looking to start your own company, learn how to write a business plan, market your company and price your products or services. If you already own a business and simply want to learn how to better manage it, there are courses about how to grow globally, protocols for government contracts, or you can learn about ... Courses typically last 30 minutes and include a worksheet and certificate of completion.

Google Online Marketing Challenge

Over the past 8 years, more than 100,000 people from over 100 countries have participated in Google's Online Marketing Challenge. It's an online course with modules covering introductory digital marketing, search engine marketing, search advertising, display advertising, mobile, social, analytics, and video, making it one of the more comprehensive courses for beginners. However, it's also unique in that Google gives learners a \$250 AdWords budget to use over a three-week period, to run an online advertising campaign for a business or not-for-profit. The most successful learners can even win prizes from Google.

Google Digital Garage

[Google Digital Garage](#) is another resource offering free online courses at beginner, intermediate and advanced levels. Topics include data and technology, digital marketing, and career development, and individuals can select a single module or dig deeper by taking entire courses beginning to end. To start, simply enroll in a course and start tracking your progress and completing modules to pass exams and receive a certificate of completion.

If you're looking for a free online digital [marketing](#) course with a competitive angle and a real-world experience element, this is a great option.

Small Business Education (cont.)

Inbound Digital Marketing Course Plus Official Certification

HubSpot Academy offers an incredibly comprehensive digital marketing course that currently has more than 3,000 students participating at Udemy. Over 4.5 hours of instruction in 38 lectures are included in the low, low course price of completely free.

Participants will learn the basics of inbound marketing, SEO, landing [pages](#), blogging, conversion optimization, lead nurturing, and email marketing, as well as how they all work together for a cohesive and more effective inbound marketing strategy. After the certification exam, graduates receive a badge for their résumé or LinkedIn profile to show they've expanded their marketing skills with HubSpot Academy.

WordStream's PPC University

[PPC University](#) is a totally free online learning resource created by my own company, WordStream, to help build your PPC and digital marketing skills. We have access to thousands of accounts spending billions of dollars on PPC advertising, and over the years consistently found that small to medium-size businesses struggled to manage their accounts in a way that was cost effective and earned them the best results. Three streams offer lessons for beginning to advanced users, with additional modules for social advertising.

You can also access a number of webinars and white papers to enhance your digital marketing education, and best of all, everything's mobile-friendly so you can learn on the go, whenever you have time!

PPC Hero

[PPC Hero](#) is a blog by Hanapin Marketing that provides in-depth educational resources around successful pay-per-click account management. From general PPC tips and strategies to articles about remarketing and URL tracking, PPC Hero is a great resource for anyone who needs to learn both basic and advanced strategies.

PPC Hero content covers everything from search, social, display, programmatic, conversion rate optimization, tools, industry news, and opinion articles. Although it may not be hyper-specific to agency management, it will provide a new employee with plenty to sift through.

The biggest downside here? This content isn't interactive, so while it's a great resource, it might not be the best way you new hires learn.

Small Business Funding



Facebook created a [Small Business Grants Program](#) that will provide **\$100 million** in cash and ad credits to 30,000 businesses in the 30 countries where Facebook operates.



Google is donating more than **\$800 million** to support small businesses, health organizations, governments, and health workers impacted by Covid-19. This includes [\\$340 million in Google Ads credits](#) for small and midsize businesses with active accounts in the past year.

Small Business Software

Apple has opened some of its professional-grade software to businesses at **no charge for 90 days**: [Final Cut Pro X](#) for video editing and [Logic Pro X](#) to create music.

Business Warrior, is offering **12 months' FREE access** to its software and support, including personalized recommendations to [drive new customers and improve profitability](#).

Hootsuite, the [social media management](#) platform, is offering **FREE access** to its professional plan through July 1.

Moz, is offering **FREE access** to more than a dozen of its Moz Academy [SEO courses](#) through May 31, covering everything from keyword research to [backlink basics](#) and more.

Panopto is offering **three months of FREE access** to [Panopto Cloud](#), a service used to record and distribute video content.

TechSmith is offering its [screen recording tool, Snagit](#), and its collaboration platform, Video Review, for **FREE to businesses** through the end of June.

[Workhuman](#) is making its cloud-based social recognition tools, specifically its Life Events, Social Recognition, and Conversations platforms, **FREE for 12 months** to all businesses.