

GETTING A JOB IN DIGITAL MARKETING:

R E S O U R C E S



WRITING

Writing is an important skill in digital marketing, as copy is required for websites, marketing materials and blogs. **Grammarly** is a great tool which spots spelling errors and complex grammatical mistakes. **Marketing Donut** offers a tool on how to write the perfect press release.



BLOGGING

Most websites have a blog nowadays. You can create your own blog by using Content Management Systems, such as **Wordpress** and **Wix**.



SEO

Search Engine Optimisation is the strategy of getting a website at the top of the search engine for a number of keywords. **Moz** has a handy tool, 'SEO for beginners'. Explore **Google Analytics** for a number of search metrics.



HTML

HTML is a coding language which is used to format web pages. It's the skeleton of every website. Learning the basics through **Code Academy** can help you construct websites and understand how they are built.



DESIGN

Creating attractively designed marketing materials and branding is important. **Canva** is a great free tool which allows you to create infographics, graphs and social media banners.