

# Marketing Fundamentals 101

The following is our list of recommended video courses from our friends at LinkedIn Learning and HubSpot.

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|--------------------------------------|---|--------------------------------------|
| <b>Online Marketing Fundamentals</b> | <b>Buyer Personas &amp; The Customer Decision Journey</b> | <b>Advertising on Google</b>         |
| <b>Advertising on Facebook</b>       | <b>Advertising on Instagram</b>                           | <b>Advertising on Pinterest</b>      |
| <b>Search Engine Optimization</b>    | <b>Hubspot Inbound Marketing Certification</b>            | <b>Conversion Rate Optimization</b>  |
| <b>Advanced Facebook Advertising</b> | <b>Google Analytics</b>                                   | <b>Email Marketing</b>               |
| <b>Email Drip Campaigns</b>          | <b>Learning Hubspot CRM</b>                               | <b>Social Media Marketing</b>        |
| <b>Blog Writing</b>                  | <b>WordPress</b>  | <b>Customer Segmentation</b>         |
| <b>Graphic Design</b>                | <b>Canva for Design</b>                                   | <b>Mailchimp for Email Marketing</b> |