Google Digital Marketing & E-commerce Certificate

Key Competencies & Job Mapping

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Developing talent for in-demand jobs

Nearly two-thirds of all new jobs created since 2010 require either high- or medium-level digital skills,[1] but 1 in 3 American workers have very limited or no digital skills.[2] To help bridge that gap, we've trained more than 8 million Americans on digital skills to date and invested in building programs to help create pathways to high-quality jobs.

Google Career Certificates provide job seekers with access to more than 1.5 million in-demand jobs[3] through rapid reskilling, without the need for a college degree or prior experience in the fields of data analytics, digital marketing and e-commerce, IT support, project management, and user experience (UX) design. These certificates are taught and developed by Google employees working in these fields, and the content is hands-on, practical, and rigorous. The certificates can be completed in 3 to 6 months with 5 to 10 hours per week.

GOOGLE DIGITAL MARKETING & E-COMMERCE CERTIFICATE

The Google Digital Marketing & E-commerce Certificate is designed to prepare learners for entry-level roles in digital marketing and e-commerce.

Learners get hands-on practice using popular digital marketing and e-commerce tools, such as Shopify and Canva. We've partnered with employers including Deloitte, Crate & Barrel and Wayfair to provide feedback about the content, beta test the program, and share case studies about course topics.

218K+

in-demand job openings in digital marketing and e-commerce [4]

75%

of Google Career Certificate graduates report an improvement in their career trajectory (e.g. new job or career, promotion or raise) within 6 months of completion [5]

THE GOOGLE DIGITAL MARKETING & E-COMMERCE CERTIFICATE PREPARES LEARNERS FOR IN-DEMAND JOBS, SUCH AS:

- Marketing Coordinator
- Marketing Assistant / Associate / Specialist
- Search Engine Optimization Specialist / Analyst
- Paid Search Specialist
- Media Coordinator
- Media Planner
- Email Marketing Specialist
- E-commerce Associate
- E-commerce Analyst

[1] Brookings, 2017
[2] National Skills Coalition, 2020
[3] Burning Glass Labor Insight, February 1, 2021 - January 31, 2022
[4] Burning Glass Labor Insight, February 1, 2021 - January 31, 2022
[5] Program graduate survey responses, U.S., 2021

Program overview

Upon completing the **Google Digital Marketing & E-commerce Certificate**, program graduates will:

- Learn the fundamentals of digital marketing and e-commerce, including email marketing, marketing analytics & measurement, SEO / SEM, reaching customers & selling online, and building customer loyalty.

- Apply digital marketing and e-commerce skills to help businesses grow their online presence and sales.

- Get hands-on practice using popular digital marketing and e-commerce tools, such as Canva, Constant Contact, Hootsuite, HubSpot, MailChimp, Shopify, Twitter, Google Ads, and Google Analytics.

- Construct artifacts that can be gathered into a portfolio to show to potential employers.

Engaging customers

Content marketing

Email marketing

Marketing analytics

Selling online

Create a portfolio

Course 1
Foundations of Digital Marketing and E-commerce

Course 2
Attract and Engage Customers with Digital Marketing

Course 3
From Likes to Leads: Interact with Customers Online

Course 4
Think Outside the Inbox: Email Marketing

Course 5
Assess for Success: Marketing Analytics and Measurement

Course 6
Make the Sale: Build, Launch, and Manage E-commerce Stores

Course 7
Satisfaction Guaranteed: Develop Customer Loyalty Online

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CONTENT BREAKDOWN:

	269	Videos
	207	Readings
	213	Quizzes
	74	Hands-on Activities
	35	Discussion Prompts

Course 1 — Foundations of Digital Marketing and E-commerce

In this course, learners will be introduced to the job fields of digital marketing and e-commerce. They will explore entry-level jobs in digital marketing and e-commerce, and identify the roles and functions that those jobs play within an organization. The course also introduces the topics covered in the program.

By the end of this course, learners will be able to:

- Define the fields of digital marketing and e-commerce
- Describe the job responsibilities of an entry-level digital marketing coordinator and e-commerce analyst (and similar job titles)
- Summarize how this program will help prepare them for a career in digital marketing and e-commerce
- Identify the roles and functions that digital marketing and e-commerce play within an organization
- Understand the customer journey and the function of journey maps
- Explain the concept of a marketing funnel
- Understand the elements and goals of a digital marketing and e-commerce strategy

SKILLS ACQUIRED:

- ❏ Foundational digital marketing and e-commerce concepts
- ❏ Inclusive marketing
- ❏ Overcoming imposter syndrome

TOPICS:

- ★ Embarking on a career in digital marketing and e-commerce
- ★ Understanding the marketing funnel
- ★ Identifying the role of advertisements, advertising goals and advertising channels
- ★ Exploring marketing goals, business goals and measuring success

CONTENT BREAKDOWN:

🖥	41	Videos
📖	29	Readings
📋	40	Quizzes
💬	7	Discussion Prompts

Course 2 — Attract and Engage Customers with Digital Marketing

In this course, learners will practice using search engine optimization (SEO), search engine marketing (SEM), and display advertising to attract and engage customers online. Learners will explore the stages of the marketing funnel and learn how to use digital marketing tactics to move customers through the stages. Learners will learn how to increase the quality and quantity of website traffic by understanding SEO fundamentals like keyword research, search engine algorithms, and link building. They will also learn about paid search and advertising, and explore tactics used to gain visibility and reach potential customers on search engine results pages, or SERPs.

By the end of this course, learners will be able to:

- Identify customer personas and build a target audience
- Describe the marketing funnel's purpose and benefits
- Know how to increase conversion rate
- Explain the purpose of SEO and the essential SEO terms to know
- Use Google Search Console and its reports to monitor a site's presence in Google Search results
- Recognize the benefits of SEM and why to do it
- Understand the fundamentals of Google Ads and targeting audiences

SKILLS ACQUIRED:

- ❏ Exploring Google Search Console and Google Ads
- ❏ Optimizing SEO, SEM and display advertising

TOPICS:

- ★ Moving customers through the marketing funnel
- ★ Using display advertising
- ★ Increasing the quality and quantity of website traffic
- ★ Gaining visibility on Search Engine Results Pages (SERPs)

CONTENT BREAKDOWN:

🖥	40	Videos
📖	29	Readings
📋	33	Quizzes
💬	3	Discussion Prompts

Course 3 — From Likes to Leads: Interact with Customers Online

In this course, learners will explore social media platforms and identify which platform is the most appropriate for specific business needs. Learners will learn how to create content for social media using graphic design principles for marketers and learn how to manage a social media presence. In addition, They will set goals and success metrics for social media ads.

By the end of this course, learners will be able to:

- Identify the five core pillars of social media marketing: strategy, planning and publishing, listening and engagement, analytics and reporting, and advertising
- Determine how to choose social media platforms for a campaign
- Understand how to boost engagement on social media
- Learn how to write, design, and repurpose engaging content for social media
- Recognize how to use the data gathered from social media analytics as a decision-making tool
- Learn best practices for presenting a social media report
- Achieve specific marketing goals through the use of paid social media

SKILLS ACQUIRED:

- ❏ Creating social media content
- ❏ Using Canva, Hootsuite, Twitter and YouTube
- ❏ Measuring social media campaign impact
- ❏ Developing customer relationships
- ❏ Conflict resolution
- ❏ Responding to criticism

TOPICS:

- ★ Exploring ad formats
- ★ Managing social media marketing
- ★ Mastering content management

CONTENT BREAKDOWN:

🖥	44	Videos
📖	32	Readings
📋	45	Quizzes
🔧	7	Hands-on Exercises

Course 4 — Think Outside the Inbox: Email Marketing

In this course, learners will explore email marketing and cover topics like: creating an email marketing strategy, executing email campaigns, and measuring the results of those campaigns. They will also learn how to use mailing lists and utilize automation and workflows.

By the end of this course, learners will be able to:

- Write effective preview text and subject lines using best practices
- Create email marketing automation and workflows
- Build and maintain email lists
- Write effective email copy
- Conduct contact management and list segmentation
- Employ best practices to handle personally identifiable information, or PII, and user data safely
- Measure and analyze email campaign results

SKILLS ACQUIRED:

- ❏ Using MailChimp and Constant Contact
- ❏ Optimizing email campaigns
- ❏ Effective communication
- ❏ Setting SMART goals
- ❏ Writing effective email copy
- ❏ Presenting to stakeholders

TOPICS:

- ★ Executing email marketing and mailing lists
- ★ Protecting PII and user data
- ★ Automating email marketing

CONTENT BREAKDOWN:

🖥	37	Videos
📖	27	Readings
📋	29	Quizzes
🔧	10	Hands-on Exercises

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Course 5 — Assess for Success: Marketing Analytics and Measurement

In this course, learners will learn learn how to measure, manage, and analyze data from marketing campaigns using Google Analytics, Google Ads, and similar tools. Then, learn how to adjust a marketing budget according to insights extracted from key metrics. They will use A/B test results to optimize a campaign and identify metrics that define a campaign's success and analyze and visualize data and insights in spreadsheets and prepare presentations to share campaign progress or results with stakeholders.

By the end of this course, learners will be able to:

- Plan and allocate the spending of marketing budgets
- Describe the unique role of performance goals and key performance indicators (KPIs) in marketing campaigns
- Describe how tools like Google Analytics and Google Ads are used to measure website and ad campaign performance
- Describe how to determine the return on investment (ROI) or return on ad spend (ROAS) of a marketing project
- Prepare, conduct, and analyze the results from an A/B test to optimize a marketing campaign
- Apply spreadsheet features like sorting, filtering, and pivot tables to prepare data to be shared
- Create charts in spreadsheets for visualization of metrics

SKILLS ACQUIRED:

- ❏ Using Google Ads and Google Analytics to view data and adjust campaigns based on performance
- ❏ Data visualization
- ❏ Presentation skills
- ❏ Analytical thinking
- ❏ Asking impact questions

TOPICS:

- ★ Media planning and performance goals
- ★ Setting up A/B tests
- ★ Evaluating ROI and ROAS

CONTENT BREAKDOWN:

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📋	27	Quizzes
🔧	14	Hands-on Exercises
💬	5	Discussion Prompts

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Course 6 — Make the Sale: Build, Launch, and Manage E-commerce Stores

In this course, learners will explore how businesses and individuals sell products online, including using popular platforms like Shopify. They will go through the process of creating a mock e-commerce store. To do this, learners will build a Shopify store, add the necessary information, and create product listings. They will explore how to reach customers online through e-commerce customer outreach methods like advertisements and campaigns.

By the end of this course, learners will be able to:
- Understand essential e-commerce strategies and practices
- Explain how to conduct market research and product research
- Set up a mock e-commerce store using Shopify
- Use Google Ads to engage e-commerce customers
- Explain how trends and seasonality affect e-commerce businesses
- Use best practices to create an engaging customer experience online
- Describe the order fulfillment process through checkout, point of sale (POS), shipping, and delivery.
- Optimize a checkout flow for customers

SKILLS ACQUIRED:

❏ Using Shopify and Google Ads for e-commerce
❏ Communication skills
❏ Customer service
❏ Optimizing a website to improve sales
❏ Understanding e-commerce trends and seasonality

TOPICS:

★ Selling online
★ Fulfilling orders
★ Using Shopify
★ Reaching customers online

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Course 7 — Satisfaction Guaranteed: Develop Customer Loyalty Online

In this course, learners will explore strategies for building customer loyalty in e-commerce. They will also explore specific tools to develop and maintain client relationships. At the end of the course, learners will work through a scenario that demonstrates their ability to deliver a successful e-commerce strategy. Finally, learners will wrap up the course by building professional development skills.

By the end of this course, learners will be able to:

- Identify common strategies for building customer loyalty in e-commerce
- Understand how to successfully manage client relationships and measure satisfaction
- Monitor an e-commerce store's performance
- Update an e-commerce store based on data
- Complete a portfolio scenario to prepare for job interviews
- Find, apply for, and prepare for interviews and jobs
- Put together a portfolio and/or resume to present to employers

SKILLS ACQUIRED:

- ❏ Reaching customers online
- ❏ Managing client relationships
- ❏ Building loyalty with e-commerce customers
- ❏ Putting together a portfolio
- ❏ Presenting work and ideas
- ❏ Handling rejection
- ❏ Preparing for job applications and interviews
- ❏ Developing a resume

TOPICS:

- ★ Building customer loyalty
- ★ Understanding e-commerce analytics
- ★ Merchandising
- ★ Searching for, applying to, and interviewing for digital marketing and e-commerce jobs

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