

# Grow with Google

## Google Digital Marketing & E-commerce Certificate

Do you like connecting with people online and building an online presence?

Prepare for a new career in the high growth fields of digital marketing and e-commerce in under six months, no experience required. You'll get professional training designed by Google and gain hands-on experience using popular tools, such as Canva, Constant Contact, Hootsuite, HubSpot, Mailchimp, Shopify, Twitter, Google Ads, and Google Analytics.

Get started at [grow.google/digitalmarketing](https://grow.google/digitalmarketing)

### What is digital marketing and e-commerce?



Digital marketing is about connecting people and brands online. People with careers in this field use display advertising, email, search engines, and other online channels to attract and engage customers, encourage them to make purchases, and build customer loyalty.

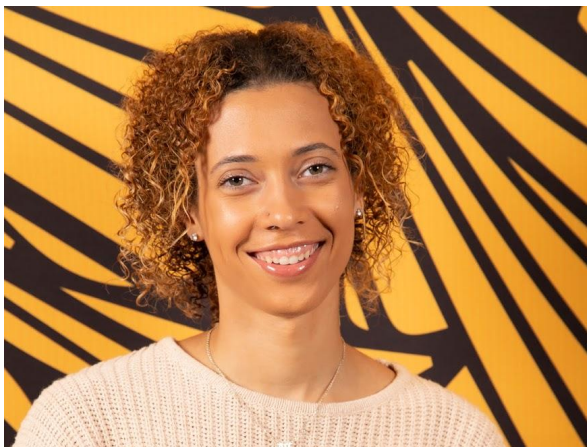
E-commerce refers to the trading of goods and services over the internet. E-commerce specialists use online platforms to buy and sell products and services, which includes designing an online store, crafting product listings, conducting market research, fulfilling orders, and analyzing store performance.

**\$59,000+**

median entry-level salary  
in digital marketing and  
e-commerce<sup>1</sup>

**213,000**

open jobs in digital  
marketing and  
e-commerce<sup>1</sup>



“For anyone new to digital marketing or e-commerce, this program provides a strong foundation and takes you through everything at a great pace.”

Shanti P.,  
certificate learner

## Get a digital marketing and e-commerce job, with help from Google

Learn the foundations of digital marketing and e-commerce and gain the skills you need to find an entry-level job in this field

### You'll learn about:



Developing customer loyalty online



Marketing analytics and measurement



Interacting with customers online with digital marketing channels



Building, launching, and managing e-commerce stores

## Why earn a Google Digital Marketing & E-commerce Certificate?

### A path to in-demand jobs:

Connect with top employers like Deloitte, Target, and Verizon, that are currently hiring.

### Learn at your own pace:

Complete the online program on your own terms with under 10 hours of flexible study per week.<sup>2</sup>

### No experience necessary:

Learn job-ready skills, even with no relevant experience.

### Stand out to employers:

Make your resume competitive with a credential from Google.

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