Digital marketing

Online marketing: a short introduction

Online marketing a detailed introduction

City Lit Pro: start a career in digital marketing

Online marketing: intermediate

Search engine optimisation (SEO)

Develop a marketing strategy

Introduction to email marketing with MailChimp

New

Developing and managing your brand

City Lit Pro: search engine marketing

City Lit Pro: introduction to Mobile Marketing Strategy

Fundamentals of digital advertising

Social media introduction: stage 1

Social media

Social media for business: introduction

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Social media for business: intermediate

Social Media Engagement, Trends & Algorithms

Social media advertising: a detailed introduction

Social Media Manager Skills: introduction Social media content strategy

Using hashtags effectively

Social media apps, tips and tricks

Introduction to social media data analytics

City Lit Pro: Start a career in Social media

Digital publishing

Publish your first book online



Market your first book online

New

New

New

Accredited Courses

Certificate in social media marketing (Level 3)

Facebook

Introduction to Facebook

Facebook for business

Podcasting

Podcasting: introduction



Podcasting: intermediate

Instagram

Instagram: a short introduction



Instagram for business: introduction



Instagram for business: intermediate



New

Instagram for business: advanced

TikTok

New

TikTok for business: introduction

LinkedIn

LinkedIn: a short introduction



LinkedIn: a detailed introduction

Blogging

New

Introduction to blogging with WordPress

Blogging: write your own blog using WordPress

Video blogging with YouTube: introduction



Video blogging with YouTube: intermediate