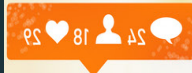




**Maine's
Community Colleges**

WORKFORCE AND PROFESSIONAL DEVELOPMENT



DIGITAL MARKETING & E-COMMERCE

ATTRACT AND ENGAGE CUSTOMERS, BUILD E-COMMERCE STORES, AND MEASURE ANALYTICS



**HAROLD ALFOND CENTER
FOR THE ADVANCEMENT OF
MAINE'S WORKFORCE**

Short-term workforce training through Maine's community colleges

Maine's community colleges are offering Google Career Certificates to help students and workers gain fast, flexible, and affordable access to in-demand skills. No prior experience needed.

FREE TRAINING!

Skills You'll Gain:

Customer Relationship Management
Search Engine Optimization
Customer Experience Strategy
Order Fulfillment
Professional Networking
Interviewing Skills
Data Storytelling

Courses:

8 course series

Level:

Beginner

Rating:

4.8 out of 5 stars



<https://alfondcenter.mccs.me.edu/google>

Prepare for a new career in the high-growth fields of digital marketing and e-commerce, in under six months, no experience or degree required. Businesses need digital marketing and e-commerce talent more than ever before; 86% of business leaders report that digital commerce will be the most important route to growth. There are over 116,000 open jobs in digital marketing and e-commerce with a median entry-level salary of \$71,000 in the U.S.¹

Throughout this program, you will gain in-demand skills that prepare you for an entry-level job and learn how to use tools and platforms like Canva, Constant Contact, Google Ads, Google Analytics, Hootsuite, HubSpot, Mailchimp, Shopify, and Twitter. You will learn from subject-matter experts at Google and have a chance to build your own portfolio with projects like customer personas and social media calendars to show to potential employers.

Applied Learning Project

This program includes over 190 hours of instruction and practice-based assessments, which simulate real-world digital marketing and e-commerce scenarios that are critical for success in the workplace. The content is highly interactive and developed by Google employees with experience in the field.

Skills you'll gain will include: Developing digital marketing and e-commerce strategies; attracting and engaging customers through digital marketing channels like search and email; measuring marketing analytics and sharing insights; building e-commerce stores, analyzing e-commerce performance, and building customer loyalty.

Platforms and tools you will learn include: Canva, Constant Contact, Google Ads, Google Analytics, Hootsuite, HubSpot, Mailchimp, Shopify, and Twitter

Course Length

Less than six months, self-paced online training. Available on your schedule!



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smccme.edu



wccc.me.edu



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