Digital Marketing Suggested Reading List

This boot camp will move fast, and you'll be expected to jump in with both feet. So you need to familiarize yourself with the digital marketing field and lexicon before you start the course. Here are some ways you can do that.

Read at least one of the following articles or e-books:
1. [Digital Marketing for Beginners](#) (HubSpot)
2. [The Beginner's Guide to Online Marketing](#) (Neil Patel and Ritika Puri, self-published)
3. [The Ultimate Guide to Digital Marketing](#) (DigitalMarketer, 2019)

Learn more about specific topics:

Digital marketing is constantly changing as technology and social media evolve. As a digital marketing professional, you need to be on top of all the latest trends in the field. One of the best ways to do that is to regularly read relevant blogs and newsletters. Here are some we recommend:
1. [Annarchy: Blog and Newsletter](#) (content marketing)
2. [Seth Godin's daily blog](#) (marketing inspiration)
3. [Neil Patel](#) (marketing best practices)
4. [SproutSocial](#) (social media marketing)
5. [SEMrush](#) (SEM, SEO, and content marketing)

Get super in-depth with these books and podcasts:
1. [They Ask You Answer](#) by Marcus Sheridan (Wiley, 2016)
2. [What Great Brands Do](#) by Denise Lee Yohn (Jossey-Bass, 2013)
3. [All the Social Ladies](#) with Jenn Burgess and Michelle Greenbaum
4. [Everybody Writes](#) by Ann Handley (Wiley, 2014)
5. [The Art of SEO: Mastering Search Engine Optimization, 3rd Edition](#) by Enge, Spencer, and Stricchiola (O'Reilly Media, 2015)
6. [Marketing in Minutes](#) with Jonathan Gebauer

Follow these marketing leaders on LinkedIn for tips and career inspiration:

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