

Additional Resources You Can Use to Grow Your Digital Marketing Knowledge

These trusted websites will help you hone your digital marketing expertise and deliver credible data you can cite with confidence

The world of marketing changes continually, so it is important to have a list of easy-to-use and trustworthy resources to help you stay up to date. Visit these sites to further develop your knowledge base or expand into new digital marketing skills.

Borrell - borrelassociates.com

[Borrell aims to](#), “deliver unequaled insights on local advertising and marketing expenditures for any market.” Borrell offers high-credibility reports, data and webinars, which cover advertising and digital trends. Borrell’s main product, Compass, works to present valuable local market data, [specifically offering](#), “actionable guidance on spending by 100 business categories across 33 marketing channels in their local markets.”

Use Borrell when there is something you want to learn about advertising or marketing as it relates to small and medium-sized businesses (SMBs).

Bureau of Labor Statistics (BLS) - bls.gov

According to its own [website](#), “the Bureau of Labor Statistics measures labor market activity, working conditions, price changes and productivity in the U.S. economy.” Although BLS is not designed specifically for marketers and advertisers, there is still a wealth of highly credible and usable information.

Use BLS when you want detailed data about demographic information, geographic profiles and consumer spending statistics in the United States.

eMarketer - emarketer.com

EMarketer [describes itself as](#), “the definitive research source for understanding how digital is transforming marketing, media and commerce.” In-depth reports are kept behind a paywall, but bountiful amounts of information can be found for free within eMarketer’s articles, podcasts, roundups and webinars.

Use eMarketer when you want to know not only about what consumers are doing, but also what methods marketers are currently employing.

HubSpot Blog - blog.hubspot.com

HubSpot is an all-in-one solution for almost everything related to inbound marketing. The blog at HubSpot is just a small portion of the overall picture, but it is a free, valuable and trustworthy resource you can use to expand your digital marketing knowledge. The topics covered are extensive, ranging from customer retention to product marketing and beyond.

Use HubSpot Blog when there is a topic you want to know more about related to inbound marketing and sales.

Interactive Advertising Bureau (IAB) - iab.com

IAB has a wide range of purposes, but its “knowledge center” at iab.com/insights is where you want to be if you are looking for high-quality research conducted by IAB and its partners. Within the knowledge center you can click on your topic of interest or use the search bar to find something more specific. Overall, the information available at IAB is both broad and deep.

If the knowledge you need falls under the umbrella of marketing or advertising, you will probably be able to find it here.

Use IAB when you want to know a lot about a specific element of digital marketing or advertising.

Marketing Charts - marketingcharts.com

Marketing Charts [proclaims itself as](#), “first and foremost a hub of marketing data, graphics and analyses.” If you are interested in seeing a topic laid out visually in an easy-to-understand chart or graph, this resource is a good choice. Marketing Charts only uses data from high-value reports and surveys, meaning the resulting charts are high-quality and trustworthy.

Use Marketing Charts when you want to save time by seeing the information you need in an accessible, visual format.

MarketingSherpa - marketingsherpa.com

MarketingSherpa lists its [overall goal as](#), “to give marketers of the world the stats, inspiration and instructions to improve their results.” The available case studies, tutorials, blog posts, webinars and more are all free resources and considered highly credible. MarketingSherpa is a subsidiary of MECLABS, a [research organization that](#), “provides research, education and services backed by customer-first science.”

Use MarketingSherpa to advance your knowledge of almost any marketing topic, from business-to-business marketing to website optimization.

Wordstream - wordstream.com

Wordstream's [slogan](#) is "online advertising made easy," and it lives up to that promise with a number of resources digital marketers can use to learn more. Wordstream is known for its valuable and helpful blog posts and software, but more recently has added a free service called Growth Academy, which [Wordstream describes as](#), "a comprehensive, interactive roadmap to growing your business through digital marketing, including online advertising, lead generation, ecommerce, and more."

Use Wordstream when you want to learn for free by watching videos from expert marketers.

