

# Plain Talk- Marketing Certifications

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## SUMMARY KEYWORDS

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## SPEAKERS

Olivia Mooring, Jordan Nicholson

### Jordan Nicholson 00:01

Hi, I'm Jordan and today I'm here with Olivia for Plain Talk and we are going to talk all about marketing certifications. So, Olivia, can you tell me a little bit about yourself and how you found out about marketing certifications?

### Olivia Mooring 00:18

Yeah, definitely. So, my name is Olivia Mooring. And I work at In Plain Sight Marketing. Prior to working there, I attended the University of Nevada, Reno. That's where I got my degree in marketing. So, in my senior year, when I was finishing up college, I began writing my professional resume and started applying to jobs. But when I was working on it, I started getting nervous because I was like, all my friends had done internships and done all this extra work, and already had jobs lined up. So, I was kind of scared I wasn't gonna stand out from the rest of the crowd. So, I started doing research on how to make your resume really pop out to potential employers. And one article I found said that getting more marketing certifications is an incredible thing to have on your resume. Especially because school is great, but only teaches you the basics of marketing. Whereas when you get into the real marketing world, I'm not sure if you experienced this, but I didn't have a class on social media marketing, and stuff like that. So, there's certifications out there that can teach you all kinds of stuff that you're actually going to really use in the real world of marketing. So just looking through that article, I found a bunch and I was also a college student at the time. So, I didn't have a ton of money because you can get some really great marketing, I know there's like, I can't think of the name, like Marketing Associate of America has a certification, but it's \$1,000 to get so I didn't have that kind of money. But I found that there were a bunch of free ones you could get. And not only did they teach you a ton about like current marketing trends and stuff like that and software that you would use in your job marketing, but it was free, and you could put on your resume and it would just be like show employers that's like an extra step you took to stand out

### Jordan Nicholson 02:15

Oh, wow yeah. I guess as someone from a journalism background during school who ended up in marketing, I had no idea about marketing certifications at, all that's something that they didn't tell us to

do, so I'm glad that you did that research yourself to be able to find that hey, this is a great asset to have.

**Olivia Mooring** 03:04

Oh, for sure. I like it teaches you so much. Going into it, I think the first one I did was like Google Analytics. So, I was like, What am I doing? That's like everything pretty much because I didn't really take more analytical classes when it came to marketing in college. So that was a ton of knowledge that I had missed out on, like college is great, college really teaches you a lot about marketing, but then when you go to the real world, there's a lot more that you learn within your job or a lot of people learn during internships and that helps them stand out so during the certifications like really show me a lot.

**Jordan Nicholson** 03:54

Yeah, yeah, exactly. So, for people like me who hadn't heard of them before working in marketing, can you explain what exactly are marketing certifications?

**Olivia Mooring** 04:07

Yeah, so, the professional marketing certifications, they trained me in like, pretty much anything, there's ones in digital marketing skills and they also like show you how you are like an expert in that field. So, you usually take an online course, it can be anywhere from like, I got one done in about a day. Some can take up to a year. Most of them take about a month, but they're online courses. They include training videos, quizzes, activities, they have tests, and they also have little activities that are related to that marketing skill. But the certifications teaching you about it varies how long you get them done. It just depends. But they're important because everything's always changing. So, I took one recently and it showed me how to like create an ad in Canva, which was really cool. So, they can do like Photoshop. Basically, anything that's like current.

**Jordan Nicholson** 05:24

Oh, that's really cool, yeah, and that's a great way to yeah, like you said, keep up with trends, new things what's, cause marketing in the world is always changing is what I've learned in my first year of working.

**Olivia Mooring** 05:36

Yeah, and it really helps you keep up on like the latest skills that are needed, you know.

**Jordan Nicholson** 05:43

Yeah, yeah exactly. So how would you say they have helped you in your career so far?

**Olivia Mooring** 05:50

They've definitely helped me a ton. I've gotten through, out of college, I went through multiple interviews where the potential employer said they notice like, they're like, wow, you have Google Analytics, or you have HubSpot contextual marketing. It really shows employers that you have those skills that help you stand out. For example, when I applied to In Plain Sight Marketing, my boss Renee and I were talking about certifications other day, and she said that, at the time I had applied she noticed that I had all these skills, and it really did help me stand out from the other applicants. Other than that, I think they

just really show you're taking that extra step to learn more about marketing and really up your skills and what you know, and it just shows employers that you're willing to take that extra step to improve yourself as a marketing person.

**Jordan Nicholson** 07:01

Yeah, anything that you can do to set yourself apart from the crowd during hiring processes because what's on your resume is what's there for you to show them what you can do and that's even before they meet you as a person, so that's really important to have and that's a really cool way to boost your chances of getting a job.

**Olivia Mooring** 07:03

Yeah. Oh, for sure. And I think it shows that you have a good work ethic, because you are willing to go beyond just getting your degree and applying for a job, you know, it's like, you've got time to take that two month long course to learn about email marketing or something like that. So, it really shows that you put in the extra time and effort to make it not only make yourself stand out, but does really show that you are driven and you're willing to put in the effort.

**Jordan Nicholson** 08:03

Yeah, yeah and that's really important too when it comes to the whole world of business. So, what certifications have you received?

**Olivia Mooring** 08:13

I got the Google Digital Marketing and E commerce. That's the one I just finished. That was a four-month long course. It's developed by Google, and it has hands on practice based assessments and it teaches you all skills related to digital marketing and E commerce. It taught me things like the foundations of digital marketing, how to attract and engage customers, how to interact with customers online, email marketing, marketing, analytics, and just E commerce, stuff like that. So that was a really big one. I also have Google Analytics. That one's a free one. That one took me I want to say like three or four months as well. Yeah, it teaches you all the analytic concepts, not only like principles, but like planning, implementation, data collection, administration, pretty much like reporting metrics, all that analytical stuff.

**Jordan Nicholson** 09:10

Wow Yeah, I'm not gonna lie. I tried that one. And I stopped it. I did not finish it. Hopefully someday I'll go back to it, but I have that one on pause.

**Olivia Mooring** 09:30

That one was definitely a bit harder because there's definitely a lot of stuff that, I didn't take too many classes that dealt with analytics. So, analytics is like the foundations of marketing, like one of the big ones, you know. So, I feel like it taught me a lot of great stuff but then I also got HubSpot email marketing, this is another free one. It teaches you basically everything about like email marketing, like how to build a strategy, how to build contacts, sending the right email to your customers, as well as the back end like deliverability designing the email, analyzing testing it, that kind of stuff. Because email marketing is huge. That's always going to be a big part. Also did HubSpot contextual marketing.

That's another free one. HubSpot has a ton of free great marketing courses that you can get certifications for. I would definitely say check that one out. And they're pretty easy. These ones only take a few days, but the contextual marketing taught me like how to design user experience, which was huge. I don't feel like I ever learned that in college. So, using personalization with your customers when marketing and how to plan like a marketing strategy that's contextual. So that was a really cool one. I also got inbound marketing certification with HubSpot. So that's more like lead generation acquiring new customers, stuff like that, attracting new clients through emails, sorry, no through digital media. I also did Facebook blueprint to learn how to do marketing through Facebook. So that was a cool one. Twitter flight school is another one I did because I know nothing about Twitter. So that has everything you need to learn more than just like likes, and retweeting, it's more about sparking conversations with your followers and getting new connections and being able to launch campaigns through that. So that was a good one. And then another one that I'm looking forward to getting hopefully soon is the American Marketing Associate, that's the big one. So, this is one of the world's most prestigious marketing experts, basically a certification you can get and it does everything from content marketing, social media, search engine optimization, website optimization, Google Analytics, digital marketing strategies, so that's one I look forward to getting

**Jordan Nicholson** 12:51

Yeah, that's a big one but that'll really pay off in the end for sure. Yeah, so it sounds like there's a lot of places to find these certifications and it also sounds like there are, not hidden certifications, but I didn't know that you could get certifications through Facebook or Twitter just through having the social media account.

**Olivia Mooring** 13:13

Yeah. And I think like the Twitter one was super helpful because that's, I get Facebook and I understand Instagram, but Twitter was one I never caught onto so just learning the marketing side through being able to market through Twitter that was huge for me.

**Jordan Nicholson** 13:35

Yeah, that's really awesome. What are some other certifications that you can think of that might help marketers improve their skills?

**Olivia Mooring** 13:48

I mean, for anyone, just if you want to learn certain areas, say like, Hey, I'm good at social media marketing, but I'm terrible at email marketing. I would just say Google it. That's how I was able to find all the certifications that I ended up doing. HubSpot has a lot in every area so definitely check out HubSpot. I think you just Google HubSpot certifications for marketing. Basically, anything you want. I'm huge on Google. So, I just say like, free contextual marketing certification and a bunch of them will pop up. There's so many and you can do like the ones you have to pay for. Those ones are super good. But if you're on a budget, there's a ton of free ones as well. I think yeah, definitely check out HubSpot though. I think that's the biggest one.

**Jordan Nicholson** 14:56

Yeah, it sounded like a lot of the ones that you've done so far have come from there. Yeah, that's awesome.

**Olivia Mooring** 15:01

Hmm. And Google too, Google is a big one, because it's like, everyone uses Google for marketing. So Google Analytics. I know, for me personally, I use like, Google My Business, Google Analytics. When I'm doing, like, when I'm working with clients, that's a big part of their business, and how they market it. So being able to learn every end of it, Google teaches you all about it. So that's a good one as well.

**Jordan Nicholson** 15:39

Yeah, that looks really good because Google is super important for business for sure

**Olivia Mooring** 15:46

That's the biggest ways to advertise right?

**Jordan Nicholson** 15:52

Exactly. That's awesome that there are a lot of free resources too, so you don't have to break the bank when it comes to expanding your knowledge, like the internet is just free knowledge to acquire.

**Olivia Mooring** 16:05

Yeah, for sure, it's, yeah. And they're super helpful. Like, they really have taught me a lot.

**Jordan Nicholson** 16:13

Yeah, that's amazing. What final thoughts would you have for people who are looking to start marketing certifications?

**Olivia Mooring** 16:24

I'd say 100% do it. If you're on a budget, they have free ones. So, there's not really an excuse, like money wise. Yeah, they can take time, but they have ones that you can get done in a day, right? Some of them take months, some I've done in a few hours. They've taught me a wealth of knowledge and they've really helped me demonstrate my skills and show employers like, hey, I've gone through this certification, I've learned all these things. It's really exciting when you do get the actual certification at the end. And I always put them on my LinkedIn, or I always put, I have like a list on my resume of all my certifications and the skills they taught me. One thing that I truly appreciate about the job I'm at right now, In Plain Sight Marketing, is they really want you to expand your learning and knowledge. So, they really push you to go out and get the certifications. So that's been helpful, because I've been able to get more because that's part of our job is they want us to learn all these things. So that's such a great quality of a job to have is to push you to, you know, further your knowledge. So, I'd say if you can't, definitely like look for a job that pushes you to do that, as well. Yeah, because there, it really helps you further yourself in like, your knowledge, and the skills you get out of them and stuff like that. And just the support of continued learning is great. But I would definitely say for anyone looking to get these certifications, you definitely can do it. It's easy. It's worth it. It's really helped me It's taught me a ton. And I think you guys should definitely do it

**Jordan Nicholson** 18:33

You've definitely inspired me to start looking out for certifications that I can start doing because yeah before this conversation that we had at work I probably kind of knew about it but didn't and so I was like, oh, there's free stuff out there where I can just learn how to do this and all of you guys were like yeah go do it. So you guys have definitely inspired me to start my marketing certification journey.

**Olivia Mooring** 19:01

Yeah, it's so great to like, have that, you know, someone to push you but also, some of them are fun too. Like the Google Analytics not so much. It's just like all knowledge, but some of them have like activities where you actually like, you have to do it hands on. And that's what I haven't done, I hadn't done in my marketing classes, but having to do in like real life marketing job. And it showed me how, like the best way to go about it. And I was like, wow, I should have been doing it this way the whole time. So, some of them are really fun, and some of them are long and boring, but it's there. I feel like they're all worth it because I've learned from all of them. So especially Twitter.

**Jordan Nicholson** 19:59

Yeah, that's really amazing. Well thank you so much for sharing your marketing certification journey with us.

**Olivia Mooring** 20:03

Yeah, exactly. Thanks for having me on. It was great. I like pushing people, definitely want more people to go do it because I know as a college student, not doing any internships and stuff like that. I want people to know that they're out there and they really do help. So, thank you, Jordan. Awesome. Well, I will see you soon. Bye.

**Jordan Nicholson** 20:32

Yeah, thank you, bye.