

## SEARCH ENGINE MARKETING



What My Friends Think I Do



What My Boss Thinks I Do



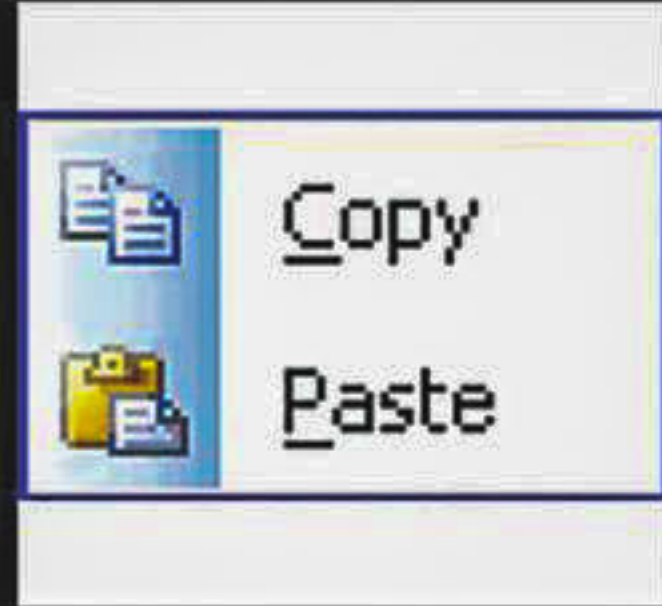
What My Parents Think I Do



What Google Thinks I Do



What I Think I do



What I Really I Do

# BASIC (AND FREE) DIGITAL MARKETING COURSES FOR YOU TO TRY OUT

FAISAL BIN IQBAL

The exponential growth of brand and business promotions and community outreach in the digital space has given birth to the need for a structured program on digital marketing. However, our curriculum has failed to provide us with such a program. But the desire to explore the field of digital marketing should not end with this. If you are interested and can spare a bit of your time each day, here are some amazing and free digital marketing courses that you should try out.

### SIMPLILEARN

Simplilearn's YouTube playlist on digital marketing for beginners has over a hundred tutorials for you to explore. Their collection includes videos on SEO, social media marketing, Google Analytics, content marketing strategy, email marketing and so on. If you are eager to venture into the world of digital marketing out of curiosity, these tutorials will certainly be of great interest to you. The course will help you to understand the basics of SEO, content and email marketing, the need for promoting your content and pretty much all the other aspects of basic digital marketing.

### FUNDAMENTALS OF DIGITAL MARKETING, GOOGLE GARAGE

Fundamentals of digital marketing is one of the many free online courses offered by Google Digital Garage. The course consists of 26 modules and will require you to go through its contents for an estimated 40 hours. Each module is followed by a short quiz so that you can test your knowledge. This course in particular, is all about reach and to make your or your brand's presence felt on the global market via social media and other virtual platforms. After finishing the course, you will receive a certificate from Google Digital Garage. This course is highly recommended for those who lack the motivation to indulge themselves in a

bit of self-enlightenment. The modules and their compelling contents will keep you hooked.

### GOOGLE ADWORDS – BEGINNER TO ADVANCE, JOSEPH DELGADILLO

The advertising service 'AdWords' by Google allows you to publish ads on Google and its vast advertising network. AdWords plays a vital role in marketing towards a specific target group utilising keywords and the user's search engine queries. This course, available on Joseph Delgadillo's YouTube channel, is over eight hours long and it covers all the materials related to Google AdWords from basic to advance level. From initiating your very first ad campaign to ensuring maximum conversion, this course has got you covered.

### edX

Founded back in 2012 by Harvard University and MIT, edX.org comprises of over 2000 online courses ranging from humanities to computer sciences. They are partnered with different universities and colleges from across the world and offer courses taken by different academicians and professors from these institutions. Under the tag of digital marketing, edX.org has a plethora of courses for you to choose from. The free version of these courses will grant you access to all the lectures, tutorials and course materials free of cost. However, you need to pay a certain amount of money if you want to receive a certificate from them. The course modules here are designed in accordance to those of different renowned universities from around the world. Doing your digital marketing course here will give you the feeling that you are taking an actual university class on the subject.

*Faisal wants to be the very best, like no one ever was. To survive university is his real test, to graduate is his cause. Send him memes and motivation at abir.afc@gmail.com*

# Struggles of the Mathematically Challenged

MRITTIKA ANAN RAHMAN

I have never been great at math. Let's just get that out of the way. Am I the one who looks around helplessly to friends when the waiter approaches with the bill because I have no clue what my share is? Yes. Do I get incredibly confused when the time is displayed anywhere in the 24 hour format? Absolutely. Am I just pretending to know more than my little brother does when I sit him down to work on his 7 times table? You bet.

Math and I have never been friends, no matter how much I tried to make things work. When numbers show up in any situation, a certain siren goes off somewhere in my brain that tells me I no longer have full understanding of the situation I'm in. It's not like I haven't tried. For a math activity in Year 7, my task was to mark out however much I thought one side of 2 square meters should be on a giant spread of newspaper. As I was slowly moving backwards marking with my pencil, that's when it hit me- I had no clue how big 2 square meters should be. Of course in that term's report card my teacher noted that I didn't exactly have great spatial skills. (In my defense I never claimed to have anything of the sort).

I was naïve enough up until my mid-teens to want to become an architect. I was fascinated by design and the poetry that was architecture. It wasn't until one fine morning in Year 9 when I suddenly realized that as a profession it would warrant certain skills that I may not possess.

Despite all of these inconveniences, the truly insulting moment is not being able to understand a math meme when it pops up in my newsfeed. There is something genuinely demeaning about not being able to laugh at a meme because you don't have the intellectual prowess to understand it. The meme is also likely to be shared by a page along the lines of 'mathematical memes for arithmetically sound teens'. If not being 'arithmetically sound' is a crime then I am truly guilty.

It is awfully comforting to run into a successful person who has horrible math skills. It makes you believe there is hope for us in this world despite our inability to multiply double digit numbers mentally. I was sitting in an English class in university where the lecturer conducted the most profound session on a great novel and discussed how the ideals of that novel translated into the 21<sup>st</sup> century. Curious as to how much time remained of class, the lecturer looked at the clock mounted on the wall followed by an even more curious and blank look at the students. This brilliant man had no clue how to work backwards from the time class ends to figure out how much time we have left. True, these are not people you ideally want to be stuck in an escape room with but it gives me hope that society still accepts and offers jobs to the mathematically challenged. Perhaps there is hope for us after all.

*Mrittika Anan Rahman is a daydreamer trying hard not to run into things while walking. Find her at anan\_rahman7@yahoo.com*

