



## Stay Sharp

# Education and Learning Resources for Tech Marketers

Whether you need to brush up on a skill, learn about new strategies or technologies, see what others are doing in your space, or even get certified, there's no shortage of continued education and learning resources for you to tap into. We pulled some of the top organizations and resources for you here.

## Conferences

### Content Strategy

[B2B Content2Conversion, February, Scottsdale, AZ >](#)

This is a relatively small conference (1,000-ish attendees) dedicated to B2B marketing with focus on sales and marketing alignment, plus trends and best practices.

[Intelligent Content Conference, March, Las Vegas, NV >](#)

Specifically for marketing practitioners wanting to scale their content and implement the right technology to do the job.

[Content Marketing World, September, Cleveland, OH >](#)

CMW is one of the largest content conferences in the country, featuring top industry personalities and speakers as keynotes and session leaders. Learn from, and network with, marketing industry experts about strategy, integration, measurement and more.

### Marketing Strategy

[SiriusDecision Summit, May, Las Vegas, NV >](#)

A data-driven insights-based summit designed for marketing pros wanting to discover new B2B technology and get deeper with SiriusDecisions services. Includes case study sessions with customers that have had success through SiriusDecisions.

### Social Media

[Social Media Marketing World, March, San Diego, CA >](#)

SMMW is the largest social media conference in the world. It was created to give bloggers, vloggers, podcasters and social media marketers the latest industry updates plus actionable ideas and tips from some of today's biggest names in marketing.

### Digital Marketing

[Marketo Marketing Nation Summit, April, San Francisco, CA >](#)

For Marketo users, this large digital marketing conference features sessions on everything from crafting your brand story to account-based marketing and sales/marketing alignment.

[Gartner Digital Marketing Conference, May, San Diego, CA >](#)

As one of the leading technology analyst organizations in the world, Gartner focuses heavily on using technology to drive success. Sessions provide insights senior marketing leaders can use to deliver results in their organizations and advice on trends, tools, technology and more.



# Organizations

## [The American Marketing Association \(AMA\) >](#)

The AMA is a large network of marketers that share insights and information on branding, digital marketing, social media, marketing metrics and much more. The association taps into its large community of marketing leaders for its conferences, which range from two annual marketing impact- and results-focused conferences, to more industry-based events throughout the year. The AMA also features training courses on subjects like marketing writing, business analytics and social media to provide you tips and strategies to help you drive success.

## [The Business Marketing Association \(BMA\) >](#)

The BMA is a community dedicated to business-to-business marketing, and features local chapters in major cities across the country. BMA chapters have their own elected board members that drive membership and run events to drive knowledge and award marketers for exceptional work.

## [Association of National Advertisers \(ANA\) >](#)

As the premier marketing and advertising organization, the ANA serves the changing needs of client-side marketers and those who help brands grow and prosper. Founded in 1910, ANA membership includes more than 1,000 companies, 750 representing an estimated 15,000 brands that collectively spend over \$250 billion in marketing and advertising each year, along with nearly 300 leading agencies, law firms, suppliers, consultants, and vendors.

## [SEMPO >](#)

SEMPO is a global non-profit organization serving the search engine marketing industry and marketing professionals engaged in it. Its purpose is to provide a foundation for industry growth through building stronger relationships, fostering awareness, providing education, promoting the industry, generating research, and creating a better understanding of search and its role in marketing.

# Online Learning

## College and Business School Courses

### [Coursera >](#)

Coursera is an online education site that features a wide variety of courses from schools and universities across the globe. Take a crash course on data science from Johns Hopkins, learn about leading people and teams from the University of Michigan, or managing the company of the future from the University of London. Coursera gathers education resources so you can make comparisons and see what's available from multiple schools all in one place.

### [StoryBrand >](#)

StoryBrand is a company alignment and message-clarity workshop that can be taken online or in-person. StoryBrand strives to revolutionize companies by helping them tell their story in a new way.

## All-inclusive, Flat Rate Online Learning

### [Content Marketing University >](#)

From the Content Marketing Institute, this online training covers everything content-related in 30+ hours of content from industry leaders. Curriculum includes tracks on branding, building personas, connections, producing videos, becoming a storyteller, and much more.

### [LinkedIn Learning at Lynda.com >](#)

LinkedIn has thousands of expert-led courses and videos on technology, marketing, professional development, leadership and more. This is a learning platform that can be used across your organization or team, or you can pay a monthly fee for yourself.

## Single Courses

### [26 Free Online Marketing Courses >](#)

WordStream compiled this list of digital marketing courses from expert organizations like Google, Constant Contact, CopyBlogger, HubSpot and more.

### [Google Online Marketing Challenge Digital Marketing Course >](#)

Learn about SEM, AdWords, social networks, video networks, mobile strategy and more from Google.

# Podcasts

## [Sophisticated Marketers with Jason Miller >](#)

Jason talks about everything from storytelling to dealing with difficult people at work, and has guests from within and outside the marketing realm.

## [Content Matters with Andy Crestodena and Barry Feldman >](#)

Andy and Barry share helpful information about issues all marketers contend with on a daily basis, such as how to use analytics, the benefits of guest blogging and how to write killer headlines.

## [Convince and Convert with Jay Baer >](#)

Jay is President of Convince and Convert, and a leader in the digital marketing space. Convince and Convert has something for every marketer, and delivers information that's easy to take in and implement. Podcasts include SocialPros, ContentPros, the Business of Story, Jay Today, InfluencePros, MarketingMarvels and Talk Digital to Me.

## [Building a Story Brand with Donald Miller >](#)

Donald takes a storytelling approach to everything, because he believes how you tell your brand story can make or break your business. He interviews writers, bloggers and business leaders about business growth, inspiration and creativity, and much more.

## [Social Media Marketing with Michael Stelzner >](#)

Michael is all about finding what works in social media. He provides "survival tips" in each episode that can be applied to your social strategy, and interviews experts across social and marketing channels to help you drive success..

## [Marketing School with Neil Patel and Eric Siu >](#)

This is a daily podcast that's short (typically about five minutes long), and covers content strategy, promotion, marketing trends and much more in a digestible format. You can even decide if you want to listen to each episode by looking at their time stamped show notes.

## [Marketing Smarts from MarketingProfs >](#)

This podcast brings marketing leaders from all over the industry to talk about top trends and issues marketers face, such as influencer marketing, how to incite action with marketing, creativity and technology in marketing, and more.

## [And, of course, the Top 3 for Tech Marketers Podcast with Renee Yeager >](#)

In her podcast designed for tech marketers, Renee talks with marketing and business leaders about a single topic and has them go deep on three specific focus areas. Episodes include: Top 3 Emerging Technologies for Marketers, Top 3 Strategies to Leading a Team of Marketers, and Top 3 Strategies to Create the Ultimate Partner Marketing Experience, and more.



A podcast uniquely for marketers of technology products and services. Get top trends, strategies, ideas, successes, and lessons learned from today's most innovative technology marketers and business leaders.

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