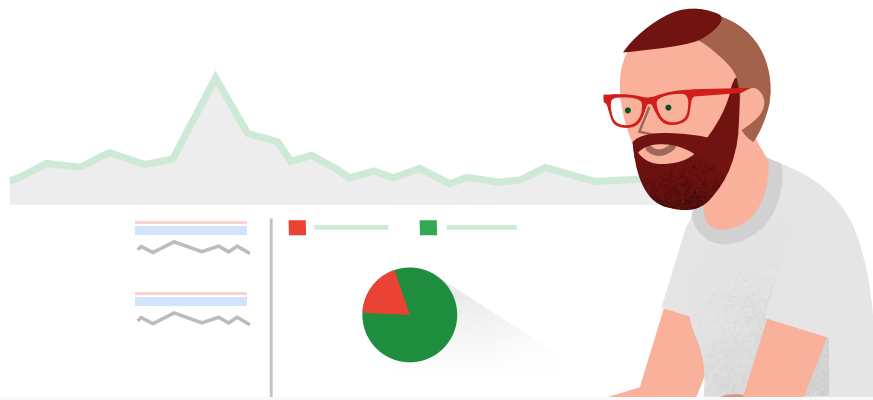# Digital Marketing Gurus
數碼營銷人員

Grow your digital marketing skills: learn how to achieve your marketing objectives with Google's professional tools and solutions.

提升您的數碼營銷技能，學習如何使用 Google 專業工具和解決方案實現營銷目標。

You can choose the preferred language online for the below training.
您可在網站內擇選不同語言的課程。

Google Ads

Grow your skills using Google Ads to advertise your business online, and get Google Ads certified.

利用 Google Ads 提升營銷技巧，在網上推廣您的業務，並取得 Google Ads 認證。

- Google Ads Certifications / 認證
- Google Ads Search / 搜尋廣告
- Google Ads Video / 影音廣告
- Shopping ads / 購物廣告
- Google Ads Display / 多媒體廣告
- Google Ads Measurement / 評估

Google Marketing Platform

Learn how to achieve your marketing objectives and get certified in Google Marketing Platform.

瞭解如何達到你的營銷目標，並取得 Google Marketing Platform 的認證。

- Google Marketing Platform Certification Exam / 認證測驗
- Creatives / 廣告素材
- Campaign Manager
- Display & Video 360
- Google Web Designer
- Search Ads 360

Analytics

Learn about Google's measurement tools to help you grow your business with intelligent data collection and analysis.

瞭解如何使用 Google 的評估工具來收集及分析數據資料，有效地提升業務。

Google Analytics Individual Qualification / 個人認證

Google My Business

Get started with Google My Business. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

開始使用免費的「Google 我的商家」在網上建立商家資訊，讓您的品牌在 Google 搜尋和地圖上脫穎而出。

Google My Business (Basics) / Google 我的商家 (基礎)

Google