

## Free Resources & Courses

Free learning materials for marketing & advertising  
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### Free courses to learn Google & Meta ads

#### Google (Skillshop)

- Google Skillshop, home for all the courses below: <https://skillshop.withgoogle.com/>
- Google Ads – Search Certification: Good starting point
- Google Ads – Measurement Certification: conversion tracking, performance, and managing an account.
- Google Analytics (GA4) Certification: how to track and read your key website metrics.

#### Meta - Facebook & Instagram (Blueprint)

- Get Started with Advertising, a great first path:  
[https://www.facebookblueprint.com/student/catalog/list?category\\_ids=7504-get-started-with-advertising](https://www.facebookblueprint.com/student/catalog/list?category_ids=7504-get-started-with-advertising)
- Get Started with Ads Manager:  
<https://www.facebookblueprint.com/student/activity/415305-get-started-with-ads-manager>
- Full Meta Blueprint course catalog: <https://www.facebookblueprint.com/student/catalog>

#### Etsy Campaigns

- How to Set Up and Manage an Etsy Ads Campaign:  
<https://help.etsy.com/hc/en-us/articles/360033701174-How-to-Set-Up-and-Manage-an-Etsy-Ads-Campaign?segment=selling>

#### TikTok Ads

- How to Create an Ad in TikTok Manager: <https://ads.tiktok.com/help/article/ad-set-up?lang=en>

#### Amazon Ads

- Amazon Ads Academy: <https://advertising.amazon.com/academy>