

ONLINE BUSINESS TRAINING FOR EVERYONE

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# ONLINE BUSINESS TRAINING FOR EVERYONE

Explore our comprehensive guides for how to improve your core business practices.

## Quick Reads

Hungry for a quick mental snack? Check out our Quick Reads section to get the latest articles from Zoho Academy.



### Six Tips for a Smooth Hiring Process

Leadership

HR

Hiring

7 minutes read

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### New Content: Getting Started With Social Media

2 minutes read

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## Marketing 101

Learn to cultivate the right perception of your brand. From initial research to final execution, get more out of your campaigns with a comprehensive marketing strategy.



## The Roadmap To Your Best Business Website

Every business should have a killer website. But how do you get started? What components should you include? How do you improve your conversions? Read on to get your questions answered.



## Ecommerce, A-Z: Running A Successful Online Store

With the right tools and the right strategies, an online store can be a powerful economic engine for your business. Learn to manage an ecommerce business from front end to back end.





## Downloadable Workbooks

Want content that's a little more hands-on? We've got you covered. Check out our ongoing workbook series designed to help you put all that theory into practice.



## About Zoho Academy

We love helping business professionals do great things, whether they're launching a new venture or making an existing company even better. Read on to learn more about what Zoho Academy is and what we hope to accomplish.