

MAXIMIZE YOUR MARKETING 5.1

TOOLS TO CRAFT, SHARE, AND TRACK YOUR MARKETING CAMPAIGN

There are endless tools available to craft, share, and track the success of your marketing campaigns. In 5.1 we'll introduce you to some terms and tools to direct your exploration. In 5.2 you'll choose your own adventure exploring tools relevant to you.

1

START FROM YOUR GOALS

1. Visit the marketing goals you lined out at the beginning of this program.
2. Update them with more details.

2

FOCUS ON RELEVANT OPTIONS

1. With your goals in mind, what tools can you leverage to work smarter as you move forward?
2. Highlight or circle relevant areas for you to explore.
3. Star the top three you want to practice with.



MARKETING TOOLS TO EXPLORE

A list of handy resources



GRAPHICS & STOCK PHOTOS

Pexels
Unsplash
Canva
Envato Elements
Creative Market

WEBSITE DESIGN & HOSTING

Squarespace
Wix
Shopify
Wordpress

SOCIAL MEDIA MANAGEMENT

Later
Buffer
Sked Social
Canva

EMAIL MARKETING

Constant Contact
Flodesk
MailChimp

ANALYTICS & SEO

Google Analytics
SEMRush
Spyfu
Facebook Business Suite
Instagram Insights

PAID ADVERTISING

Publications' media kits
Digital advertising packages
Google Ads
Facebook Business Suite