

SMALL BUSINESS MARKETING



**MARKETING TOOLS
WE USE**

As a small business owner, one thing you probably don't have is a lot of time. You are likely juggling multiple priorities. One day you act as an accountant or an operations manager, and the next as a digital marketer. Limited manpower, budget, and time can cause massive roadblocks for small business owners, but with the right tools you can maximize your marketing efforts and help you come out on top.

A question we're asked all of the time is "What's the best tool for _____ to help with my marketing?" Whatever type of marketing you're focusing on (email, social, content, video, etc) there are hundreds of tools out there to choose from. It can be daunting to figure out which are the best, how each tool works, much less paying for it all.

Since we're a done-for-you marketing agency, it's our job to know what the best tools are and how they work. In this resource we share with you the exact tools we use every day to help our clients get their marketing done. It's broken down into categories to help you easily find a specific marketing tool you may be looking for.

Don't get overwhelmed with all of the tools and resources presented here. It's unrealistic that you're going to know how to use them all, much less want to pay for every single one.



That's a big benefit of having The Small Biz Marketing Specialist get your marketing done. Our clients get the benefit of these tools but 1) don't have to worry at all about knowing how they work or 2) paying directly for them.

I hope you enjoy this resource and if you'd like to discuss how we can help put these tools into action for you, reach out any time.

Call: (888) 827-8744

Email: info@smallbizmarketingspecialist.com

"Small Business Stacey"

<https://smallbizmarketingspecialist.com>

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ANALYTICS



Cyfe is an all-in-one business dashboard. A simple interface that allows you to monitor everything such as social media, web analytics, marketing, sales, support, infrastructure, etc.

www.cyfe.com

[Click Here](#)

AUDIO/VIDEO EDITING



Adobe Premiere Pro is a timeline-based video editing application. This is a professional video editing software that has tons of flexibility and creativity.

www.adobe.com

[Click Here](#)

Camtasia Studio is a screen recorder and video editor, Camtasia is a fast and simple way to produce professional quality videos.

[Click Here](#)

www.techsmith.com



CONFERENCE CALL



FreeConferenceCall.com is a free online tool for setting up conference calls. It offers screen sharing, video, a dedicated number, call detail reports, and much more.

www.freeconferencecall.com

[Click Here](#)

CONTENT MARKETING



Grammarly is a grammar checker used as a virtual proofreader. It offers accurate, context-specific suggestions to make your work shine.

www.grammarly.com

[Click Here](#)

IFTTT is a free platform that helps you do more with all your apps and devices. Seamlessly connect all your apps and devices together for an efficient technological environment.



[Click Here](#)

www.ifttt.com



Need content? iNeedArticles.com makes content creation easy, with access to standard articles, website posts, press releases, product reviews, ebooks, and so much more.

www.ineedarticles.com

[Click Here](#)

Long Tail Pro helps find the best long tail keywords to rank higher in Google. Discover thousands of profitable, targeted keywords and calculate Keyword Competitiveness for almost any niche.



[Click Here](#)

www.longtailpro.com



Monkey Tools provides several tools for audio production on macOS. These tools bring enhancements to the process that sound designers struggle through every day.

www.monkey-tools.com

[Click Here](#)

CONTENT MARKETING CONT.



PLR Wholesaler uses Private Label Rights (PLR) content in your business to profit from someone else's content. Hopefully this will spark some creative ideas that will help you grow your business.

www.resell-rights-weekly.com

[Click Here](#)

Sniply adds your custom call-to-action to any page on the web, allowing you to engage your followers through every link you share.

[Click Here](#)

<http://snip.ly>



Spin Rewriter is an article spinner used to create unique content. Spin Rewriter understands what you're trying to say, and can rewrite your articles intelligently.

www.spinrewriter.com

[Click Here](#)

Pingler is a great way to ping your blogs and websites to help boost your presence on search engines.

[Click Here](#)

www.pingler.com



EMAIL MARKETING



Constant Contact is a powerful tool that automatically sends custom marketing emails. Collect email addresses on your website, from social media, and more so your business reaches more people.

www.constantcontact.com

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<https://smallbizmarketingspecialist.com>

GRAPHIC DESIGN



BeFunky makes photo editing easy with their world famous photo editor. Add a little extra flair to your image with hundreds of one-of-a-kind, hand-drawn graphics, like hats, beards, jewelry, photo frames, and graphic overlays.

www.befunky.com

[Click Here](#)

Canva provides several easy to use graphic design tools to make amazing logos, banners, flyers, and much more.



[Click Here](#)

www.canva.com



paint.net

A free image and photo editing software for computers that run windows. It features an intuitive and innovative user interface with support for layers, unlimited undo, special effects, and a wide variety of useful and powerful tools.

www.getpaint.net

[Click Here](#)

Piktochart is a web-based infographic application. A simple, intuitive, and easy-to-use tool that helps you tell stories with the visual impact they deserve.

[Click Here](#)

www.piktochart.com



Snagit is a screenshot program that captures video display and audio output. With built-in advanced image editing and screen recording, you can easily create high-quality images and videos all in one program.

www.techsmith.com

[Click Here](#)

Yay Images provides millions of premium stock images, vectors, and illustrations for download and streaming.

[Click Here](#)

www.yayimages.com



<https://smallbizmarketingspecialist.com>

LEAD GENERATION



Great for lead generation, LeadPages lets you confidently grow your business by turning clicks into customers with high-converting landing pages and lead generation campaigns.

www.leadpages.net

[Click Here](#)

Create landing pages and sales pages that increase leads and sales on your website. It's the easiest way to capture leads and build a list of eager subscribers.



[Click Here](#)

www.optimizepress.com

MARKETING CRM/AUTOMATION



InfusionSoft offers an e-mail marketing and sales platform for small businesses, including products to manage and optimize the customer lifecycle, customer relationship management, marketing automation, lead capture, and e-commerce.

www.infusionsoft.com

[Click Here](#)

MARKETING CRM/AUTOMATION



PodBean is an easy and powerful way to start podcasting. Provides everything you need to create, manage, and promote your podcast such as easy uploading and publishing tools, stunning templates, custom domains, social and promotional tools, embeddable podcast player, monetization tools, and more.

www.podbean.com

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PHONE



Grasshopper lets you run your business using your phone offering multiple extensions, call forwarding, voicemail to email, business texting, and more.

www.grasshopper.com

[Click Here](#)

Effortlessly build mobile apps with no coding necessary. Design your mobile app with ease using over 30 features, and then publish to the app stores.



[Click Here](#)

www.zapable.com

PROJECT MANAGEMENT



Slack is a cloud-based set of proprietary team collaboration tools and services. Unify your entire team's communications with a seamlessly integrated platform, and you can easily search and find all your files, calls, messages, and colleagues in one place.

www.slack.com

[Click Here](#)

Teamwork is a project management software used to accelerate your team's performance by assigning tasks, communicating and tracking progress all in one place.



[Click Here](#)

www.teamwork.com

QUIZZES



A wonderfully robust engagement tool that will help you find new customers and get to know your audience.

www.qzr.com

[Click Here](#)

SECURITY



Eset is an internet security tool that provides advanced protection from hackers, scams, and malware.

www.eset.com

[Click Here](#)

SOCIAL MEDIA

Hootsuite is used to manage multiple social networks, connect with customers, and grow your brand on social media. Manage all of your company's social networks in one convenient dashboard, and get a bird's-eye view of what's happening in your social world.



[Click Here](#)

www.hootsuite.com

STORAGE



Dropbox

Dropbox allows you to securely share, sync, and collaborate through a powerful file sharing and storage solution. Cloud-based storage makes accessing files from any device simple.

www.dropbox.com

[Click Here](#)

VIDEO



Online video maker that makes video editing simple. Biteable has tons of animations that you can customize with text to make your ads, explainers, and social videos really pop.

www.biteable.com

[Click Here](#)

A next-generation music promotion platform. Promoly offers real-time analytics, feedback reports, easy campaign creation, and excellent customer support.



[Click Here](#)

promo.ly

<https://smallbizmarketingspecialist.com>

VIDEO CONT.



Vimeo is a video-sharing website in which users can upload, share and view videos. It offers tools to manage and showcase videos, no ads before, during, or after your videos, AND professional live streaming plans.

www.vimeo.com

[Click Here](#)

WEBINARS



Zoom is a remote conferencing services like online meetings, video webinars, collaboration-enabled conference rooms, and cross-platform messaging and file sharing.

www.zoom.us

[Click Here](#)

WEBSITE



Thrive Themes is the most advanced, yet, simple-to-use WordPress suite of website tools. Use truly conversion-optimized plugins and themes to give a real boost to your business.

www.thrivethemes.com

[Click Here](#)

WordPress is open source software you can use to create a beautiful website, blog, or app. Beautiful designs, powerful features, and the freedom to build anything you want.

[Click Here](#)

www.wordpress.com

