**Free and Low-Cost Marketing Tools**

**Create a Customer Persona**

<https://www.hubspot.com/make-my-persona?utm_source=mktg-resources>

**Design your own logo**

* <https://www.wix.com/logo/maker>

**Video**

* [https://slide,ly/promo](https://www.canva.com/)
* <https://vimeo.com>
* <http://ripl.com/>

**Video Editing**

<https://clipchamp.com/>

Make, share, and watch videos

**Record and record your screen (mobile and computer)**

<https://screencast-o-matic.com/> - For Windows, Mac and iOS, Android, and Chromebook

<https://www.loom.com/> - For Mac, Windows and iOS

Record video messages of your screen, cam, or both. Faster than typing an email or meeting live.

**Websites**

<https://www.wix.com/>

**Graphics, Posters, Presentations, Infographics**

* <https://www.canva.com/>
* <https://piktochart.com/> - **Infographics**
* <https://www.picmonkey.com/>
* <http://ripl.com/>
* <https://getstencil.com>
* <https://elements.envato.com>
* <https://ezgif.com/maker>
* <https://www.flaticon.com/>

**Royalty Free Images**

<https://www.pexels.com/royalty-free-images/>

<https://pixabay.com/>

<https://unsplash.com>

<https://burst.shopify.com/>

<https://foodiesfeed.com/>

<https://www.gratisography.com/>

**Manage and schedule your Social Media**

* <https://hootsuite.com/dashboard>
* <https://buffer.com/>

Manage Facebook, Twitter, Pinterest, LinkedIn and Instagram

**Customer Relationship Management**

* <https://www.hubspot.com/resources>

Free CRM tool to grow and manage your business

**Productivity Tools**

<https://textexpander.com/>

<https://www.shortkeys.com/>

Allows you instantly insert snippets of text

A Windows text replacement utility designed to help you type faster and more accurately. Create abbreviations (shortkeys) for longer words and phrases – which will save you time and ultimately money.

**Marketing & Social Media Planner**

* <https://coschedule.com>
* <https://www.hubspot.com/resources>

**Analyse headlines for blogs etc**

* <https://coschedule.com/headline-analyzer>

**Databases and emails**

* <https://mailchimp.com>

**Schedule meetings & Emails**

* <https://doodle.com>
* <https://www.thumbtel.com/hullomail/>

Convert voicemail to text - voicemail you can read and send to your email

**Sourcing Content and Influencers**

[www.rightrelevance.com](http://www.rightrelevance.com)

<https://www.crowdfireapp.com/>

**Generate Free PR**

<https://www.helpareporter.com/>

Sign up with [Help A Reporter Out](http://www.helpareporter.com/) (HARO) and generate free PR. You can respond to any relevant media queries and get mentions in major publications.

#journorequest

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Get a free…

Talk to an expert

Immediate download

While supplies last

Money back guarantee

Money back guarantee, no questions asked

Get it now!

Act quickly

Free shipping

Shipping discount

Come in for a free consultation

Come see us today

Reserve your spot now

Come in today

Start your trial

Start your free trial

Offer expires…

Satisfaction guaranteed

We’d like to hear from you

I can’t wait to hear from you

Limited availability

Limited time offer

Best value

For more details call…

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We’re waiting for your call!

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Tell us what you think

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Sign up online at…

Get started today

Request your FREE quote today

Just reach for your phone

Members only/Subscribers only

Contact us

It’s important that you respond promptly

Download our eBook for more information

**Why use social media schedulers**

* Summary of Social Media Platform: To monitor followers, page likes etc. It’s best to set this up for each of your accounts.
* Retweets: See what tweets are receiving the best engagement.
* Facebook Likes by Demographics: Who is liking your page (gender, age range etc.)
* Facebook Per Post Metrics: See what posts are receiving the best engagement.
* Google Analytics Site Visitors Overview: See your website visitors within the same report for a direct comparison with any social advertising etc.
* Google Analytics Traffic Sources: See where your website traffic is coming from including social media.
* Google Analytics Top Content: See what content is performing best of your website – are you sharing this on social?