

'Must Have' Marketing Tools

Below is a list of my must have marketing tools. I recommend them because I love and use them and I believe if they've saved my life (time and money) they can save yours as well.

Social Media

Hootsuite

Schedule and manage your social outreach. Engage with people across all your accounts on one dashboard! Hootsuite comes complete with analytics, collaboration and security. Hootsuite is my number one tool to manage all my social accounts.

<https://hootsuite.com/>

SocialMention

Social Mention is a social media search engine that searches user-generated content such as blogs, comments, bookmarks, events, news, videos, and review popular hashtags. It's a great way to join conversations and topics that people are talking about.

<http://www.socialmention.com/>

Alltop

News and headlines from across the web. Alltop allows you to search for topics and displays articles, content and who's been talking about that topic.

<http://canada.alltop.com/>

WeFollow

WeFollow is a directory of prominent people ranked 0-100 from Twitter, Facebook, Instagram and LinkedIn, organized by interests providing a great way to find experts and key influencers by topic.

<http://wefollow.com/>

Control Your Image

iStock Photo

Explore millions of stock photos, illustrations, videos and music clips all royalty free that you can use for print, websites, presentations and much more!

<http://www.istockphoto.com/>

Email Marketing

Email Campaign System

Do you find yourself doing too much work? Responding to every e-mail sign-up? Sending out email sequences manually? MailChimps' Email Campaign system makes it easy to attract new subscribers, send them beautiful email newsletters and see stunning reports on the results all done automatically. It's what I use to send out this course, my newsletters and more! I feed my blog content and other special offers into the system to ensure my subscribers don't miss anything.

<http://www.mailchimp.com>

ClickToTweet

The easiest way to promote & advertise your stuff on Twitter (and it's free)! Write the message you want others to share and ClickToTweet generates a custom link for you to share. Whoever clicks the link will have the message you want automatically added to their Twitter status box -- they simply click to tweet!

<http://clicktotweet.com/>

Results, Results, Results

Google Analytics

Want to find information on all the new product releases? Have a question about a feature you've used for years? Look to Google Analytics to provide a comprehensive set of best practices, techniques, and how-to's to make the most out of your measurement planning.

<http://www.google.ca/analytics>