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FREE/ LOW COST RESOURCES FOR THE DIY MARKETER

RESOURCES THAT TOGETHER CONSTITUTE MY MARKETING
TEAM (AS A CONSULTANT/ SOLOPRENEUR)

In No Particular Order

1



CANVA-DESIGN, GRAPHICS

I use Canva heavily for creating brand identity (logo, letterhead), marketing materials, infographics, etc. Intuitive, with lots of creative templates

2



PIXABAY- FREE IMAGES

Don't know what I would do without Pixabay- most of my image requirements are met here, free of cost. Interesting, high quality images on every topic

3



Unsplash
Photos for everyone

UNSPLASH-FREE IMAGES

Between Pixabay and Unsplash, all your image needs will be met. High quality, free, quirky images that will help your marketing material stand out.

4



MailChimp

MAILCHIMP- EMAIL SERVICE

I use Mailchimp for managing newsletter subscriptions, emailers, signup forms and pop-ups. User friendly, extremely easy and effective. Integrates well with Wordpress. Freemium model.

5



SEMRUSH-MARKETING TOOLKIT

I use it for content analysis, competition content analysis, general SEO analysis of my website, blog. Freemium model

6



missinglettr

MISSINGLETTR- DRIP CAMPAIGNS

I use it for my Twitter drip campaign. Very user friendly. Helps create an annual drip campaign per blog post in 5 minutes. Freemium model

7



LUMEN 5- BLOG POST TO VIDEO

One of the most useful content repurposing tools- just put in the blog post URL and get a video version of it. Very useful, very easy and a lot of fun. Freemium.

8



Google Analytics

GOOGLE ANALYTICS

Needs no introduction, it's a must have tool in any marketing toolkit. It is free and really helps understand how your website is performing, role of other traffic sources like social media in your site performance, etc

9



GTMETRIX- SITE SPEED

Very good website speed analyser. It not only analyses your site speed but gives detailed, thorough corrective action steps to get the best site speed. Even a non-technical person can understand the steps

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CROWDFIREAPP- SOCIAL MEDIA MANAGEMENT

I use it to set up an automated Welcome DM on Twitter, to analyse and manage followers/ unfollows on Twitter and Instagram. The best feature is it allows you to follow the followers from other twitter accounts (competitors, perhaps)

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ATTRACTA- SEARCH VISIBILITY

Attracta comes as a part of Hostgator plan but it is very useful in ensuring your up-to-date site map is submitted to search engines and that the site is not blacklisted. Paid model

12



HUBSPOT- FREE TEMPLATES AND CERTIFICATION

I use Hubspot for two things- For their useful inbound marketing certificate course (Free) and for their lots of useful free professional looking templates- for infographics, emails, etc

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HARO- HELP A REPORTER OUT

Useful free PR tool. Journalists and bloggers submit stories they are working on. If you have the expertise on that topic, you can send content as a source. You are quoted if found relevant. Thus giving free publicity.

14



WAVEAPPS- FOR INVOICING

I use it to generate professional looking invoices, maintain accounts, generate account statements for customers, etc. Very intuitive and free.

15



Google Docs

GOOGLE DOCS- BACKUP

I use it to take backup of blog articles. Though you need to manually take make and keep copies, it is better than auto-backups since if you need to restore content, you can choose what you want to restore. It is free.

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GOOGLE TRENDS

Before deciding on a blog topic, it helps to check the popularity of the topic using Google Trends- whether there is enough organic search happening on the topic in the first place. This, in conjunction with keyword research tools like Mondovo, can help create relevant content

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MONDOVO

Paid keyword tool but detailed and thorough. Clubbed with Google Trends, it gives a holistic picture of what is popular and what isnt in the industry. Google Keyword Planner is accessible only for Adwords users while this is open to all

18



COSCHEDULE HEADLINE ANALYSER

The free headline analyser helps you craft the most effective headline. For every blog post, I test out 3-4 variations using this tool and finalise the one with best score

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SIMILARWEB

Good for competitive website analysis. Gives analytics for your own website, country specific figures and in comparison with competing websites. Freemium model

20



VISTAPRINT

It is great for all stationery requirements. Lots of design templates to choose from, customization allowed and reasonable cost of printing.



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