

**1. Content marketing**

- CONTENT EDITORIAL CALENDAR:**
- Monday.com
- KEYWORD RESEARCH:**
- Google Keyword Planner
- Mojo Keyword Explorer
- BLOG POSTS HEADINGS:**
- 100+ Blog Post Title Templates That Grab Attention
- SPELL CHECK:**
- Grammarly
- MEDIA MONITORING:**
- LianaCloud PR & Media

**2. Websites & landing pages**

- CRM:**
- LianaCloud Website & Mobile
- HEATMAPS:**
- Hotjar
- A/B TESTING:**
- VWO

**3. SEO**

- ON-PAGE SEO:**
- Max Degen Site Explorer
- SEMrush
- Ahrefs
- Google Search Console
- OFF-PAGE SEO:**
- Link building guide by Backlinko
- Outreach templates for any situation by SEMrush

**6. Google Ads**

- AD COPY:**
- 18 Tips on How to Write Effective Text Ads [+Infographic]
- GOOGLE ADS SET UP:**
- How to set up Google Ads: Checklist from Google
- GOOGLE ADS TRAINING:**
- Google Adwords Youtube channel
- Google Skillshop

**5. Social Media Ads**

- SOCIAL MEDIA ADS SPECS:**
- Facebook Ads Guide
- Instagram Ads Guide
- Twitter Ads Guide
- LinkedIn Ads Guide
- Pinterest Ads Guide
- YouTube Ads Guide
- URL BUILDER:**
- Google Analytics URL Builder
- UTM Tracking Code Builder by Effin Amazing

**4. Social Media**

- SOCIAL MEDIA IMAGES SIZES:**
- 2020 Social Media Image Sizes Guide
- SOCIAL MEDIA CALENDAR:**
- CoSchedule
- Buffer
- Hootsuite
- SOCIAL MEDIA CARD VALIDATOR:**
- For Facebook
- For Twitter
- EMAIL:**
- Chrome extension

**7. Analytics**

- Google Analytics
- Google Data Studio
- Google Trends
- Think with Google

**8. Lead generation**

- EMAIL MARKETING TOOL:**
- LianaCloud Email Marketing
- MARKETING AUTOMATION:**
- LianaCloud Marketing Automation
- CRM TOOL:**
- Pipedrive

**9. Productivity**

- Notion
- Save the packet
- Stayfound

**12. Video marketing**

- CAMERA:**
- Smartphone
- DSLR Camera
- VIDEO EDITING TOOLS:**
- Adobe Premiere Pro
- iMovie
- Vegas Pro
- VivaVideo
- Splice
- Wonders
- STOCK VIDEOS:**
- Artgrid.io
- Pexels videos
- Pond5
- Shutterstock

**11. PR**

- PR AND MEDIA MONITORING:**
- LianaCloud PR & Media
- SURVEYS:**
- Survey Monkey
- Survey Planet
- SurveyPal

**10. Webinars**

- PRESENTATIONS:**
- Prezi
- Haiku Deck
- Apple's Keynote
- Google Slides
- EVENT & WEBINAR MANAGEMENT TOOL:**
- Eventbrite
- GoToWebinar
- EQUIPMENT:**
- Camera: Sony WH400
- Microphone: Rode PodMic

**13. Graphics**

- IMAGE EDITING TOOLS:**
- Canva
- Canva
- Snappa
- Adobe Creative Cloud
- STOCK IMAGES:**
- Unsplash
- Pexels
- Pond5
- Pixyland
- Shutterstock

**14. Marketing reading**

- BLOGS:**
- Entrepreneur
- GlobalWebIndex
- Ad Age
- Marketing Land
- Business 2 Community
- Social Media Today
- Liana's marketing blog
- SMART NEWS READER:**
- Feedly



# Marketing Checklist PDF With Free Tools Complete Beginner Guide To

**Phumudzo Motau**



**Marketing Checklist PDF With Free Tools Complete Beginner Guide To:**

This book delves into Marketing Checklist PDF With Free Tools Complete Beginner Guide To. Marketing Checklist PDF With Free Tools Complete Beginner Guide To is an essential topic that needs to be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Marketing Checklist PDF With Free Tools Complete Beginner Guide To, encompassing both the fundamentals and more intricate discussions.

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  - Chapter 3: Marketing Checklist PDF With Free Tools Complete Beginner Guide To in Everyday Life
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