

MARKETING MADE EASY ESSENTIAL TOOLS FOR MULTITASKING MARKETING MANAGERS



MARKETING MANAGERS HAVE A LOT TO JUGGLE when planning and executing their business strategies. From developing content marketing pieces and ad creative to managing campaign schedules and tracking performance, tasks can pile up quickly.

Luckily there are a number of tools available that can help streamline operations and make your efforts a success. Here are some common tasks marketers face and tools that can help:

Task	Tool	Cost	Find It
MONITORING YOUR BRAND	GOOGLE ALERTS lets you know when certain keywords—such as your brand name or products you offer—are mentioned online. Keep track of competitors in the same way, and set up alerts for keywords that help you stay on top of developments in the industry.	FREE	GOOGLE ALERTS http://support.google.com/alerts
MANAGING SOCIAL MEDIA POSTS	Use a social media management tool such as HOOTSUITE or BUFFER for posting updates on multiple social media platforms and keeping track of how your audience is responding.	HOOTSUITE: FREE to \$\$\$ Free for individuals with up to three social profiles; \$99.99 per month for five users and 50 social profiles BUFFER: FREE to \$\$\$\$ Free for individuals with one platform; up to \$399 for large businesses with 150 profiles	HOOTSUITE http://hootsuite.com BUFFER http://buffer.com
TRACKING USER INTERACTION	CLICKMETER keeps track of user interaction data, allowing you to see how your social media efforts contribute to on-site conversions.	FREE to \$\$\$\$ Free for small accounts with limited interactions to \$349 per month for large accounts	CLICKMETER http://www.clickmeter.com
COMPARING METRICS	GOOGLE ANALYTICS lets you compare metrics across your websites, monitor content via tracking clicks and conversions, and discover where users are flocking. Learn what people are searching for on your site and the areas where you can improve.	FREE Free for small businesses	GOOGLE ANALYTICS http://analytics.google.com
MONITORING SEO	Plug in your website's URL to OPEN SITE EXPLORER to find out high-level stats like page authority (how well your site ranks in search engines) and how many incoming links you're getting.	FREE	OPEN SITE EXPLORER http://moz.com/researchtools/ose
CREATING CONTENT	EVERNOTE allows users to make notes in the form of text, audio, pictures and screenshots across multiple platforms. You can add pieces of content you find when researching topics on the web to serve as inspiration for the content you create.	FREE to \$\$ Free for basic plans; \$69.99 per year for premium members	EVERNOTE http://evernote.com
DESIGNING IMAGES	CANVA helps create images for any use, including for social media and the web. Built-in and optimized templates make sure your images are the right size and shape for whatever media option you choose.	FREE to \$ Free for basic use; low fees to download images for premium users	CANVA http://www.canva.com/

IF YOU FIND YOURSELF IN NEED OF FURTHER HELP, OUR DIGITAL MARKETING EXPERTS ARE HERE TO TAKE YOUR STRATEGY TO THE NEXT LEVEL. CONTACT US AT 216-999-3900 OR MARKETING@ADVANCE-OHIO.COM. LEARN MORE AT ADVANCE-OHIO.COM.