

# Your No-Nonsense Guide to **THE *MUST HAVE*** **ONLINE MARKETING** **TOOLS**



*by Jennifer Burke*

Marketing Tool Talk from  
IntelliCraft Research

# Essential Online Marketing Tools

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Thanks for being interested in my marketing tool recommendations and my live, FREE, Marketing Tool Talk Webinar. Make sure you check your inbox for more marketing tips, tools and details for the next webinar! This guide is your shortcut, a list of my recommendations on top marketing tools to help you save energy, efforts and time. Plenty of budget-friendly options here.

Many of these tools make an appearance in my free **Marketing Tool Talk Webinars**, where we learn together about marketing and communication tools for libraries, nonprofits, solopreneurs – all my pals on tight budgets! I show you my research, poke behind the scenes of 2-3 tools, and we chat on whether these go in our toolkits. Check my website and your emails for the time of the next webinar (usually 2<sup>nd</sup> Thursday of the month, 1pm ET) and what the topic of the month will be. Have a suggestion – [email me!](#)

## JENNIFER'S PERSONAL MUST-HAVE FAVES: THE MARKETING TOOLS I USE ALL THE TIME

- **Canva\***
- **Hootsuite** AND **Buffer** – yes, I use both at the same time; plus Social Jukebox
- **Coolers** and **Oto255**
- **Unsplash**, **Pixabay**, **Death to Stock**, and **Pond5**
- **CoSchedule's Headline Analyzer**
- **Animoto\***, **Biteable\*** and good 'ol ~~Windows Movie Maker~~ (NOTE: *MovieMaker* sadly unsupported/withdrawn since winter 2017, my copy has quit. See this epic [roundup post of new video tools](#) to check out.)
- **Snagit\***
- **Trello**
- **Typeform**
- **Zoom\***

*\*Tools I have purchased or own a paid/premium version of – I have used all in their free version as well, if applicable.*

**Social Media Management** – to save your valuable time + energy, you’re probably already using at least 1 social media tool. These are others to consider adding to your toolbox. *[Note: Instagram has kept their code and API locked down and doesn’t ‘play well with others’, but has recently started letting tools do more true scheduling. Check out Later and [Hootsuite for managing Instagram](#)].*

- [Hootsuite](#) - Manage multiple profiles, auto-schedule posts well into the future (further than Buffer), monitor lists and library mentions, and save searches. Hootsuite is one of few schedulers that has official access to Instagram. *[Note: as of late 2017 you can only schedule up to 30 posts in advance in free acct.]*
- [Buffer](#) - Set a regular schedule for posts, connect content, and watch it automate. Clean, intuitive interface. *[Why do I use Buffer plus Hootsuite? Buffer handles and post images inline better = more engagement.]*
- [CoSchedule](#) - so much more than social media management; a full-blown content manager, editorial calendar, and team project/collaboration manager. I liked my trial of this tool, and if I had a team, this would be the tool I paid for.
- [Post Planner](#) - Data-driven, “marketing intelligence” app. Free version just for sharing Facebook posts. Getting content seen on Facebook is hard, so a tool that helps is a time-saver.
- [Social Jukebox](#) - for Facebook, Twitter, LinkedIn , an ‘evergreen’ scheduling app= load a ‘jukebox’ and set it to play, it shares randomly from that box on your set schedule – recycles with no end, unless you pause.
- Latergram.me (now [Later.com](#)) - visually plan and schedule Instagram posts

### **Social Media Monitoring, Metrics or Research**

- [Bitly](#) – link shortening and tracking – see where link shared, clicked; customize your short links
- [BuzzSumo](#) – content trends, who is sharing what and where.
- [ManageFlitter](#) – social analytics and metrics, focused on Twitter.
- [Audiense](#) – understand your social audience better, interests, demographics, timing, segmentation; Free ver open to Twitter users less than 5000 community (your followers + who you follow); Paid plans ? (appear to be \$30+/mo, aimed at larger orgs)
- [FollowerWonk](#) – from [Moz](#).
- [Mention](#) - You need to know what is being said about your library online – and Mention is the user-friendly tool for the job.
- [AgoraPuluse](#) – social management, analytics, and distribution; few free tools.
- [LikeAlyzer](#) – simple, free, Facebook metrics tool. Check ANY Facebook page.

- [Sociograph.io](#) – analyze any Facebook for free after registering
- [Tagboard](#) – search and double check hashtags before using on social media.
- [PinAlerts](#) – monitor links to/from Pinterest and your library's site

### **Design** – colors, typography, and/or tools that handle all of your design needs

- [Canva](#) – making graphic design easy and affordable – you can do nearly all you need with free version. [*I'm an unashamed HUGE Canva fan, have used since beta days*]
- [Adobe Spark](#) – want a Canva alternative? Adobe's free tool for social graphics, presentation images, animated video clips via web and apps. (companion tools for web pages + video)
- [Coolors](#) – create, save, share awesome color palettes
- [Oto255](#) – when you need to know the hex color codes for any color, or want to find complementary tones/hues for any color
- [Font Squirrel](#) – 'free front utopia'; search and download great looking fonts
- [MyFonts](#) – HUGE selection of fonts, including all the most well-known ones available for purchase. Want to figure out what a cool font is you saw in a picture or logo? Use their [What the Font](#) tool
- [Google Fonts](#) – large source of most common free fonts (e.g. Roboto, OpenSans, Raleway, Montserrat, etc)
- [Font Pair](#) – now that you have cool new free fonts from Google – which ones look good together
- [Font Awesome](#) – open-source, CSS font/icon kit ('pictographic language')

**Image Editing** – I admit, I have/own/use more different pieces of image editing software that I know what to do with! Habit of being seriously into photography since I was a young kid. So, in addition to the tools here, I do have Photoshop, Lightroom, and camera specific photo processing apps or software.

- [Canva](#) – Does. It. All. (ok, not *all* for image editing – that's why I still have other software) but the advanced features under Filters let you do a lot – Instagram-esque filters + more.
- [PicMonkey](#) – web-based photo editing (exposure, color other basic corrections), filters, a collage tool. Includes templates for common social media sizes, design tips, extensions for common browsers. Most advanced features and special features require paid account. **[NOTE: As of late September 2017, NO free version anymore; no longer strongly recommending.]**
- [Pixlr Express](#) – free web app, user-friendly, basic photo editing and filters. Editor has advanced tools, layers – similar to Photoshop.

- [Gimp](#) – GNU Image Manipulation Program – free, open-source, downloadable software. Robust tools for photos and graphics.
- [Inkscape](#) – open-source, downloadable, professional level vector graphics editor (same tools as Photoshop, Illustrator – same level complexity+ opens PSD, AI, EPS files).
- [Photobucket](#) - upload instantly and edit with filters and effects.
- [PicMark](#) – add a watermark to your images before sharing online.

**Images** – where to find better, non-generic photos that you can use safely, freely, with no copyright fears or restrictions (usually via Creative Commons CC0 license). Yes, there are *tons* more free sites plus royalty-free stock houses out there – these are just ones I prefer.

- [Unsplash](#) – curated, artist/photographer driven, HUGE collection of stylish pics
- [Pixabay](#) – photos, illustrations, vectors, some video clips
- [Death to Stock](#) – subscribe to email newsletter, get package of 10 themed, curated images monthly
- [StockSnap](#) – euro-focused, searches other free photo sites (inc Unsplash); from design/graphics tool, [Snappa](#)
- [PicJumbo](#) – get emails with latest free additions; also offers premium/paid plans
- [MorgueFile](#) – be sure to read their requirements (e.g. you're supposed to change, adapt images and not just use as-is)
- [Pexels](#) – searches/sources from other free photo sites
- [LibreStock](#) – searches other free photo sites
- #WOCInTech – [Women of Color in Tech](#) project has created images to show true range and diversity of tech workers (and applies beyond software or common 'tech' work). Collection (CC Attribution required) on [Flickr](#).
- [Colorstock](#) – curated collection of real life, 'multicultural' images to help you better represent your community in marketing materials.
- [Nappy](#) – new collection of gorgeous photos of people of color.
- [Pond5](#) – very affordable HD video stock clips, plus images, sound effects, music
- [Dissolve](#) – modern, artistic, quality video stock (and photos) inc many not found other sites
- [Vecteezy](#) – free vector images, sometimes hard to search site.
- [Simple Icons](#) – free SVG (scalable vector graphics) icons for popular brands, apps, websites, tools
- [Icon Finder](#) – search or browse more than 1 paid and free million icons.
- Psst – don't forget to use the Creative Commons filter to search Flickr or the [Commons](#) project!*

## Visual Content – Charts, Infographics, other text+ graphics

- [Piktochart](#) - great visuals/infographics without much effort or searching for a graphic designer
- [Easel.ly](#) – infographics, charts, timelines, process charts; start from templates or scratch
- [Visme](#) – infographics, visual resumes, presentations, etc
- [Infogr.am](#) – create infographics, charts, maps and more with lots of templates.
- [Ripl](#) – your images + their templates + sounds = a shareable video
- [Quotes Cover](#) - quickly get a social-friendly, shareable quote image

**Audio/Video** – based on my background and personal interests, this is a big area for me – I can't cover all my fave tools, so check out this separate BIG [blog posts on video editors](#), or ask about [custom workshops](#) or training!

- [Audacity](#) – free, open-sourced audio recording and editing tool
- [Animoto](#)- montages, pictures, clips put into templates and uses their algorithms turns out good looking videos with little effort or skill.
- [Biteable](#) – web-based for animations, logo intros for videos, slideshows using their templates, customizable colors, text and adding your own logos or images.
- [Loopster](#) - intuitive, easy to learn online video editor (plus app for all phones/tablets)
- [WeVideo](#) – simple, cloud-based video editor. Upload and edit online, add transitions, simple effects and even collaborate with videos from friends or colleagues.
- [Screencast-o-matic](#) – simple to use screencast software with free and cheap options.
- [Loom](#) – new, Chrome-extension-based free screencasting tool.
- [Handbrake](#) - free, open-source, downloadable software to convert videos to/from any format and/or codec (plus many other features, metadata); i.e. to make a raw video better size for viewing on mobile, YouTube, tablets, game consoles [Start here: <https://handbrake.fr/docs/en/1.0.0/introduction/quick-start.html> e.g. use the 'Fast 1080p30 preset' as default]
- [FreeMake](#) - Free video converter (alternative to Handbrake); also downloads and converts streaming videos, extract the audio from a video; more intuitive UI
- [BeLive.Tv](#) – a broadcast tool for Facebook Live, to add remote guests, text, graphics
- [OBS \(Open Broadcaster Software\)](#) – open-source, desktop tool for creating a pseudo TV studio for live social media broadcasts.
- [Huzza](#) – live-streaming platform that sends stream to other social platforms.

*Psst – did you know YouTube has a [free audio library](#) [see also Creator Studio > Create > Audio Library in your account] to use with their free video editor?! Music that is clear to use in your videos.*

**Planning, Communications** – tools for project or team management, communications

- [Trello](#) – Free project management, planning, visual team collaboration tool
- [Asana](#) – Free team management, project tracking, visual dashboard of progress
- [Zoho](#) - offers a suite of free tools (inc. CRM, email, surveys, and project management)
- [Zoom](#) – for web conferencing, video conferences, webinars, team meetings; Free and low cost options for small orgs, as well as enterprise plans for larger orgs.
- [Join.me](#) – easy to start and share web conferencing or screen sharing. Free + paid
- [UnSuck It](#) – get rid of jargon in your communications
- [Typeform](#) – create better looking forms and surveys for higher response rates. Free

Which tools will become your new favorites? Which save you the most time? Is there a tool you love that you think I should know about or add to my list? [Let me know!](#)

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***Want more marketing tool help? Contact me now!  
Let's set up some strategy breakthrough sessions,  
or customize a training session for your organization.  
I'll help you save time, and avoid stress,  
as we talk the best tools for YOU!***

*Email: [info@intellcraftresearch.com](mailto:info@intellcraftresearch.com)*

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## WHO IS JENNIFER?



Jennifer E. Burke is president of IntelliCraft Research LLC ([www.intellcraftresearch.com](http://www.intellcraftresearch.com)), a strategic marketing consultancy for libraries. She helps libraries and info pros to be more strategic storytellers and avoid marketing headaches. She loves sharing her marketing research and know-how with her fellow solopreneurs, so they save time and get back to sharing their expertise with clients (see [TheInfoHound.com](http://TheInfoHound.com)). She's a former marketing executive, has a B.S. in Communications, an MSLIS, and spent 5+ years studying digital libraries under an IMLS doctoral fellowship. She's a member of multiple library associations, writes for [Information Today](#), is member of the Advisory Board of the open-access Marketing Library Journal, and is President of Board of Directors for the nonprofit Library Marketing Conference Group, who puts on the popular [Library Marketing and Communications Conference](#). She's a regular speaker at conferences and events, creates webinars for groups large and small, and loves delivering hands-on, interactive workshops.