



25



Awesome



Free Marketing



Tools for

Small Business



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25 Awesome Free Marketing Tools for Small Business

In a crowded online world, it's essential to have some go-to tools to make your life easier.

The tools I have included in this resource are ones I personally use on a regular basis.

Whilst not all of the tools listed are directly related to Marketing, I do use them to bring all my marketing together.

An overview of the tools included in is below. On the following pages, you will find more information about each individual tool.

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BUFFER

Schedule and publish your content to Instagram, Facebook, Twitter, Pinterest and LinkedIn. Buffer is super-easy to use and see your social media schedule at a glance.

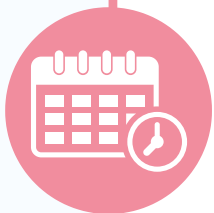
What you get for FREE: 3 social accounts, 10 scheduled posts per social account and 1 user.



HOOTSUITE

Hootsuite is another social media management tool and probably the one that is most comparable to Buffer.

What you get for FREE: 3 social accounts, 10 scheduled posts per social account and 1 user.



MAILCHIMP

Mailchimp is one of the most well-known and trusted names in email marketing, and its free plan is typically where most small business start when it comes to MailChimp.

What you get for FREE: under 2,000 contacts, 7 marketing channels, 1-click automations, basic templates, behavioural targeting, custom domains, websites.



CONVERTKIT

ConvertKit is my personal favourite for its simple and easy-to-use design, so I was super excited when they launched a free version up to 500 contacts.

What you get for FREE: signup forms, landing page templates, emails broadcasts, subscriber tagging, mobile-responsive designs, custom domains.



CANVA

Canva is a graphic design tool that even novices can master. There are plenty of template designs to use and make your own.

What you get for FREE: 8,000+ free templates 100+ design types (social media posts, presentations, letters, and more), 1,000s of free photos and graphics.



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PIXABAY

Pixabay is a great platform to find the right photo for you. Their images are of high quality and royalty-free.

What you get for FREE: Over 1.7 million high-quality stock images and videos updated daily.



UNSPLASH

Unsplash images are beautiful! Creative images and photos can be downloaded and used for any project.

What you get for FREE: Over 1 million high-quality photos from talented and professional photographers.



COMPRESS JPEG and COMPRESS PNG

To make your website faster and save bandwidth, you might like to compress the size of your image without reducing its quality. compressjpeg.com and compresspng.com makes it super easy to achieve this.

What you get for FREE: Compressed images saving you heaps of file size.



EYE DROPPER CHROME EXTENSION

Eye Dropper is an extension for Google Chrome and allows you to pick colours from webpages. If you see a colour you love, use the Eye Dropper to get the correct colour codes.

What you get for FREE: A great colour-picker tool currently used by over 800,000 people and will a 4-star rating.



BIT.LY

Canva is a graphic design tool that even novices can master. There are plenty of template designs to use and make your own.

What you get for FREE: 8,000+ free templates 100+ design types (social media posts, presentations, letters, and more), 1,000s of free photos and graphics.



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EMOJIPEDIA

Love them or hate them, sometimes Emojis do have a place in your content. Emojis can be used to effectively express emotion and tone of voice in text-based content.

What you get for FREE: A search engine for emojis! Once you've found the emoji you want you can copy it in one click ready for posting in your content.



COSCHEDULE HEADLINE ANALYZER

This Headline Analyzer will score the overall quality of your headline and rate its ability to drive traffic and shares.

What you get for FREE: An analysis on word balance, length, sentiment and more.



GRAMMARLY

Grammarly is your own, personal writing assistant which will help improve your writing and eliminate grammatical errors.

What you get for FREE: Suggestions and insights on your tone, grammar, spelling and style.



YOASET SEO

The proof is in the numbers for the Yoast SEO plugin for WordPress - over 5 million installs and a 5-star rating.

What you get for FREE: 1 keyword or phrase per page or post, tell Google and other platforms what your page is about, customise your Google preview, analyse the readability.



LOOM

Loom is a free screen recorder to quickly and easily record and share a video. You can choose whether or not to use the camera and microphone and can select full desktop view or tab only.

What you get for FREE: Record as many videos as you need!



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CALEDNLY

Calendly is a straightforward way to schedule meetings to avoid playing phone and email tag.

What you get for FREE: Calendar integration, 1 event type, personalise Calendly link, event notifications.



ZOOM

Zoom is the leading platform for video and audio conferencing, meetings and webinars. Zoom is a great way to meet with clients and team members worldwide.

What you get for FREE: Up to 100 participants, 40mins limit on group meetings, an unlimited number of meetings.



VOXER

Voxer is a messaging app for your smartphone ideal for sharing voice or text messages or photos. It's an excellent way to communicate with groups with quick messages.

What you get for FREE: Secure communication, 1-1 chats, group chats, message forwarding, limited message storage



ASANA

Asana is my #1 choice when it comes to task and project management. It helps keep me and my team focused and tasks prioritised.

What you get for FREE: List, board or calendar view, up to 15 team members, assign tasks and set due dates.



TRELLO

I've found people are either Team Asana or Team Trello so I've moved my bias aside and included Trello here as an alternative to Asana.

What you get for FREE: Unlimited personal boards, cards and lists, 10 team boards.



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GOOGLE DRIVE

Google Drive is a great tool to save all your marketing files and resources and content on and it makes it easy to share and collaborate with your team.

What you get for FREE: 15 GB of storage (this is probably the first tool you'll want to upgrade).



MOMENTUM DASH

Momentum is a Google Chrome extension and is a personal dashboard to eliminate distraction and falling into the world-wide-web rabbit hole.

What you get for FREE: A daily inspirational and visually appealing dashboard, distraction-free.



NEWSFEED ERADICATOR

Newsfeed Eradicator is another Google Chrome extension. This one is to eliminate endless scrolling through your Facebook newsfeed as your newsfeed is replaced by a quote.

What you get for FREE: Your newsfeed replaced with an inspiring quote.



BRAIN FM

Brain FM is MAGIC! Pop your headphones in and listen to music scientifically proven to improve your focus. Track categories include Focus, Relax, Sleep and Meditate.

What you get for FREE: First 5 sessions for free.



EVENTBRITE

Eventbrite is the leading platform for managing your in-person and online events. Sell tickets, manage registrations, share on social media.

What you get for FREE: Free listing and zero fees for free events.



25 Awesome Free Marketing Tools for Small Business

There you have it, my top 25 free marketing tools for small business that I use on a regular basis to create simple and effective marketing systems and solutions.

Take advantage of these free tool if you're just starting out or if you're on a limited budget, to get more out of your marketing capabilities.

Which of the above tools stood out for you?

Are you already using some of them?

Could you be optimising the tools you already have?

Hi, I'm Letitia

My passion is to help small business owners, just like you, to grow their business with simple and effective marketing systems that are easy to understand and maintain.

Marketing all began to come together when I implemented easy-to-use systems to streamline my marketing efforts so that I was finally in control of my marketing - NOT the other way around!

Let's connect and together we'll make your marketing shine!

Free discovery call: calendly.com/letitiagrzes/30min

Facebook Group: facebook.com/groups/marketingsuccessforsmallbusiness

Facebook Page: facebook.com/theletitiadeanne/

LinkedIn: linkedin.com/in/letitiagrzes/

