



7 Free Tools to Boost Your Marketing Efforts Despite COVID-19 Budget Cuts

Presented by: Bob Goricki


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▶ Today's Presenter



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Bob Goricki, Director of Digital Marketing

- 15 years developing, managing and implementing digital marketing programs
- Industry expertise
 - CPA, business advisory, healthcare, nonprofit, manufacturing
- Certifications
 - HubSpot Inbound, Growth Driven Design
 - Search Engine Marketing Professional Organization (SEMPO) Institute
 - Google AdWords
 - Google Analytics
 - SEMRush Academy

► Agenda

1. **Organize Your Existing Contacts**
2. **Learn More About Your Audience**
3. **Learn More About Your Competition**
4. **Develop Marketing Images to Share**
5. **Develop Marketing Videos to Share**
6. **Analyze Your Website Performance**
7. **Integrate Applications**

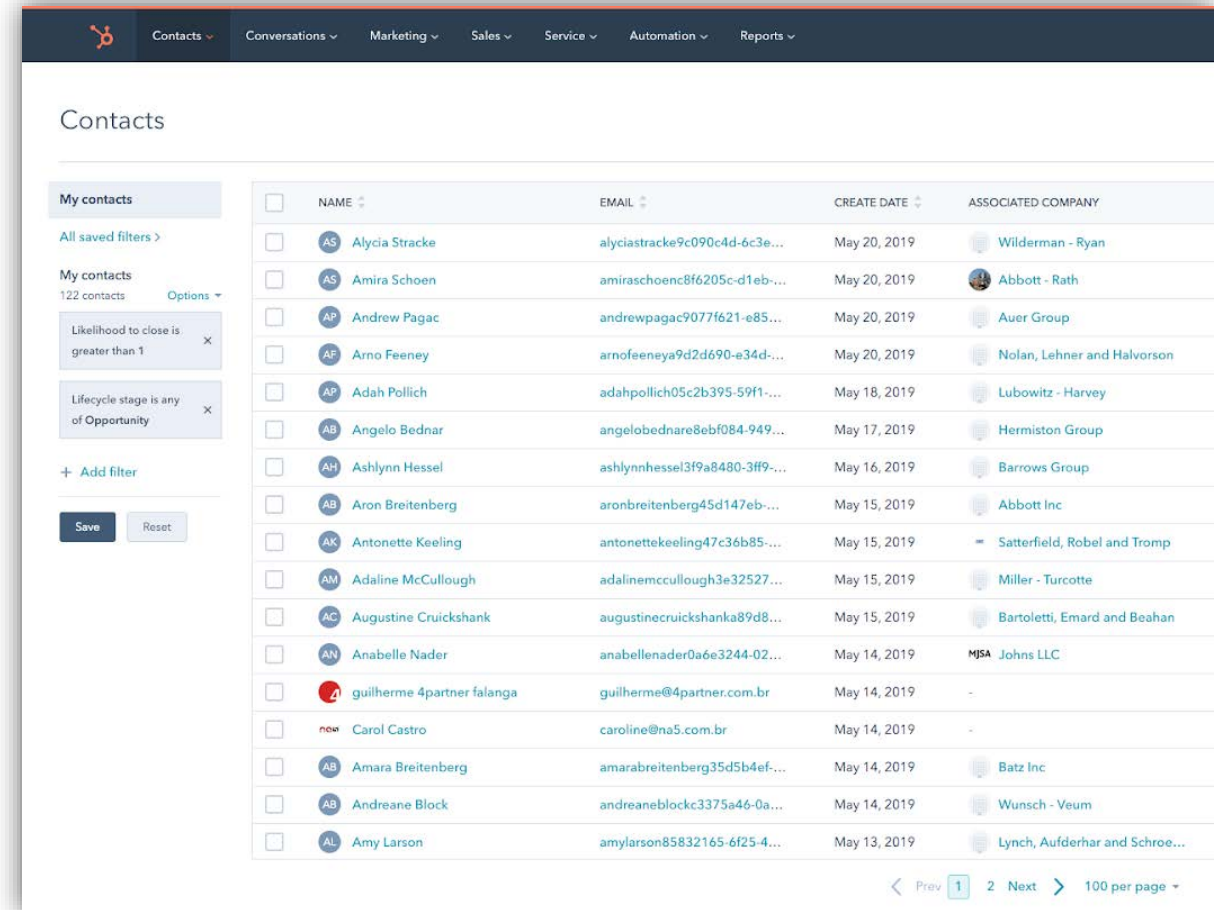


► Free CRM Software



► What is CRM software?

- Customer Relationship Management
- Store all of your customer and contact data in one place
- Replace spreadsheets, Outlook address books, business card piles, etc.

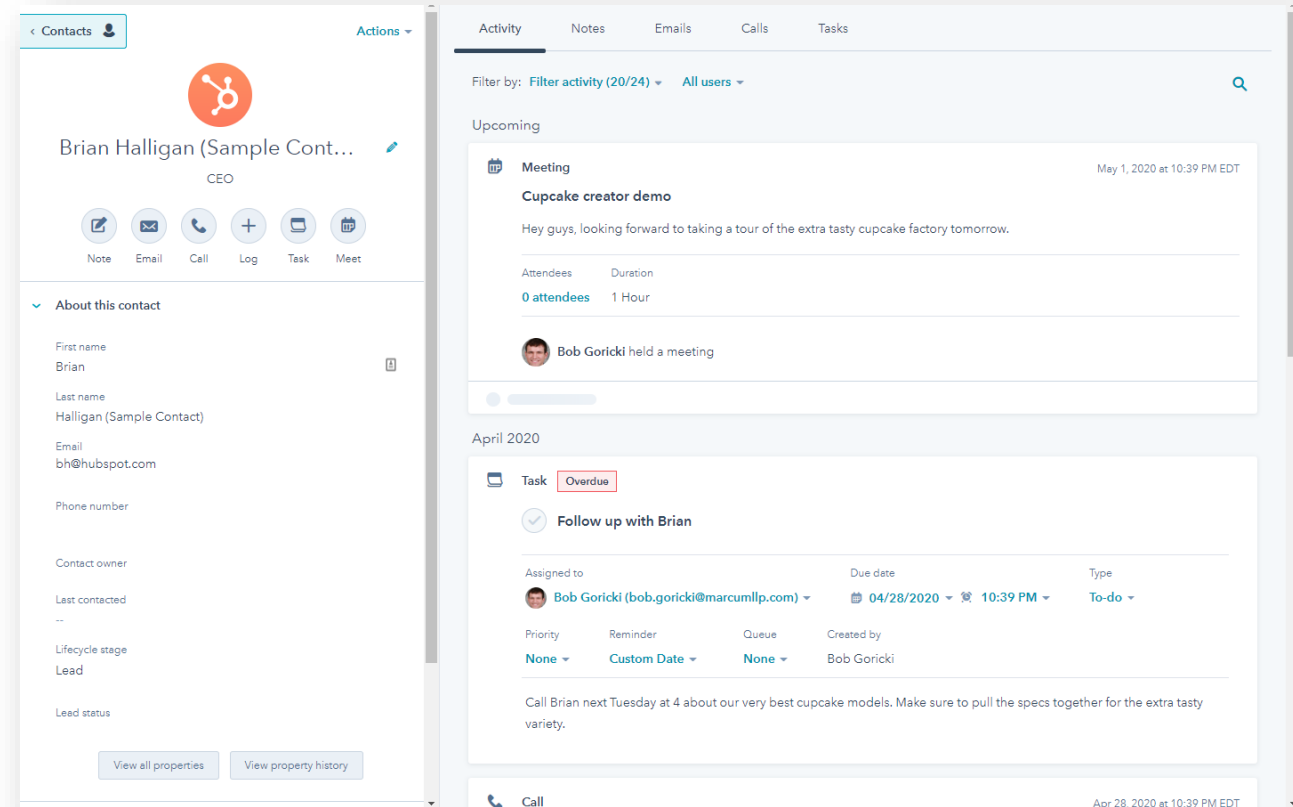


The screenshot displays a CRM software interface with a dark blue header containing navigation tabs: Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The main section is titled 'Contacts' and features a sidebar on the left with a 'My contacts' section showing 122 contacts and two active filters: 'Likelihood to close is greater than 1' and 'Lifecycle stage is any of Opportunity'. The main area contains a table of contacts with columns for selection, name, email, create date, and associated company. The table lists 18 contacts, with the first 17 having associated companies and the last one (Amy Larson) not having one. The interface includes a 'Save' button in the sidebar and a pagination bar at the bottom right showing 'Prev 1 2 Next' and '100 per page'.

	NAME	EMAIL	CREATE DATE	ASSOCIATED COMPANY
<input type="checkbox"/>	AS Alycia Stracke	alyciastracke9c090c4d-6c3e...	May 20, 2019	Wilderman - Ryan
<input type="checkbox"/>	AS Amira Schoen	amiraschoenc8f6205c-d1eb...	May 20, 2019	Abbott - Rath
<input type="checkbox"/>	AP Andrew Pagac	andrewpagac9077f621-e85...	May 20, 2019	Auer Group
<input type="checkbox"/>	AF Arno Feeney	arnofeeney9d2d690-e34d...	May 20, 2019	Nolan, Lehner and Halvorson
<input type="checkbox"/>	AP Adah Pollich	adahpollich05c2b395-59f1...	May 18, 2019	Lubowitz - Harvey
<input type="checkbox"/>	AB Angelo Bednar	angelobednare8ebf084-949...	May 17, 2019	Hermiston Group
<input type="checkbox"/>	AH Ashlynn Hessel	ashlynnhessel3f9a8480-3ff9...	May 16, 2019	Barrows Group
<input type="checkbox"/>	AB Aron Breitenberg	aronbreitenberg45d147eb...	May 15, 2019	Abbott Inc
<input type="checkbox"/>	AK Antonette Keeling	antonettekeeling47c36b85...	May 15, 2019	Satterfield, Robel and Tromp
<input type="checkbox"/>	AM Adaline McCullough	adalinemccullough3e32527...	May 15, 2019	Miller - Turcotte
<input type="checkbox"/>	AC Augustine Cruickshank	augustinecruickshanka89d8...	May 15, 2019	Bartoletti, Emard and Beahan
<input type="checkbox"/>	AN Anabelle Nader	anabellenader0a6e3244-02...	May 14, 2019	MISA Johns LLC
<input type="checkbox"/>	guilherme 4partner falanga	guilherme@4partner.com.br	May 14, 2019	-
<input type="checkbox"/>	Carol Castro	caroline@na5.com.br	May 14, 2019	-
<input type="checkbox"/>	AB Amara Breitenberg	amarabreitenberg35d5b4ef...	May 14, 2019	Batz Inc
<input type="checkbox"/>	AB Andreane Block	andreaneblockc3375a46-0a...	May 14, 2019	Wunsch - Veum
<input type="checkbox"/>	AL Amy Larson	amylarson85832165-6f25-4...	May 13, 2019	Lynch, Aufderhar and Schroe...

▶ How can CRM benefit your marketing efforts?

- Track communications to clients, contacts and vendors
- Search and filter to build marketing and communication lists
- Track ROI of marketing/sales efforts



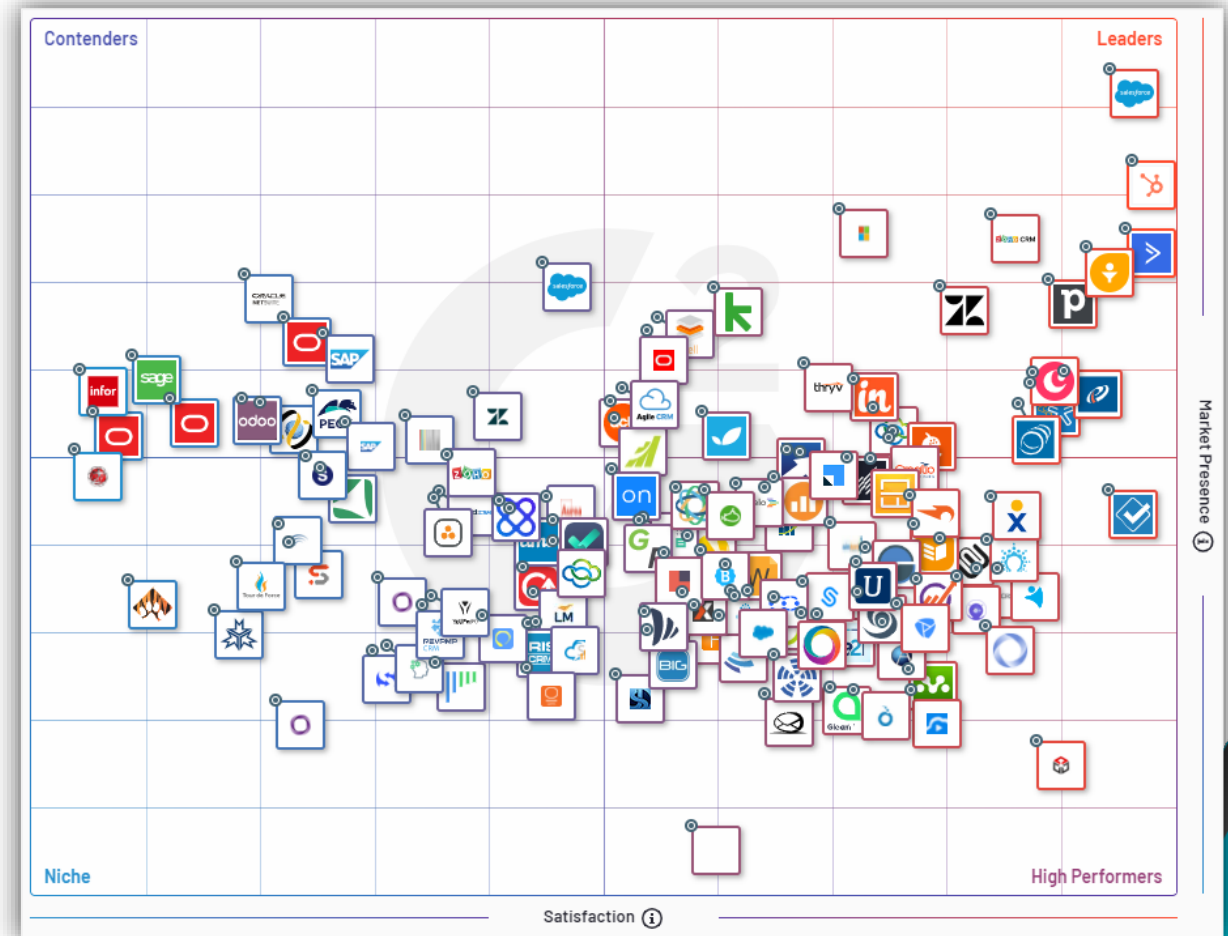
► Where can you find free CRM software?



[hubspot.com](https://www.hubspot.com)

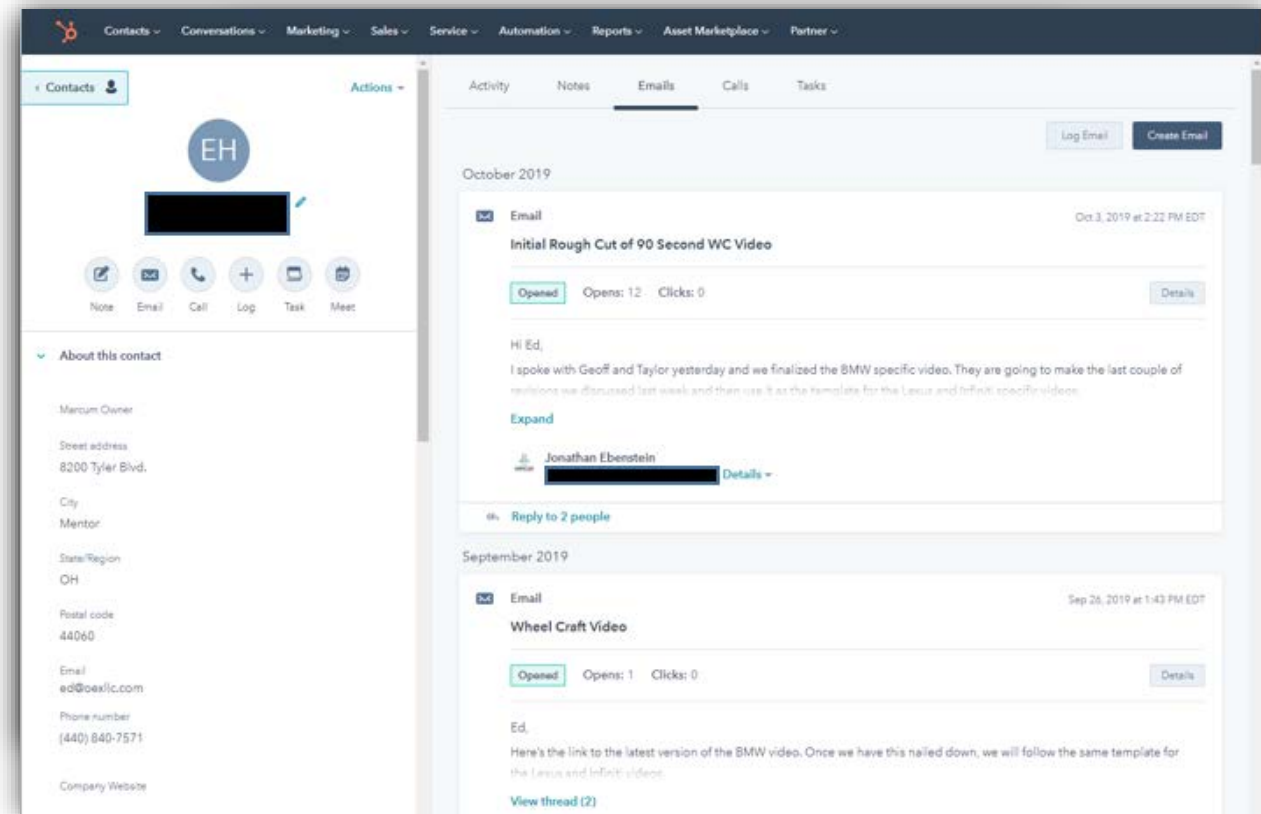
► Why HubSpot?

- Ranked as a “Leader” CRM by G2
- Built with flexibility and integration top of mind (500+ integrations)
- Grows with your organization
- Connects marketing to sales to service



► What features/functions do you get for free?

- Unlimited users
- Up to 1 million contacts
- Email tracking and notifications
- Company Insights
- Deal tracking & pipeline management

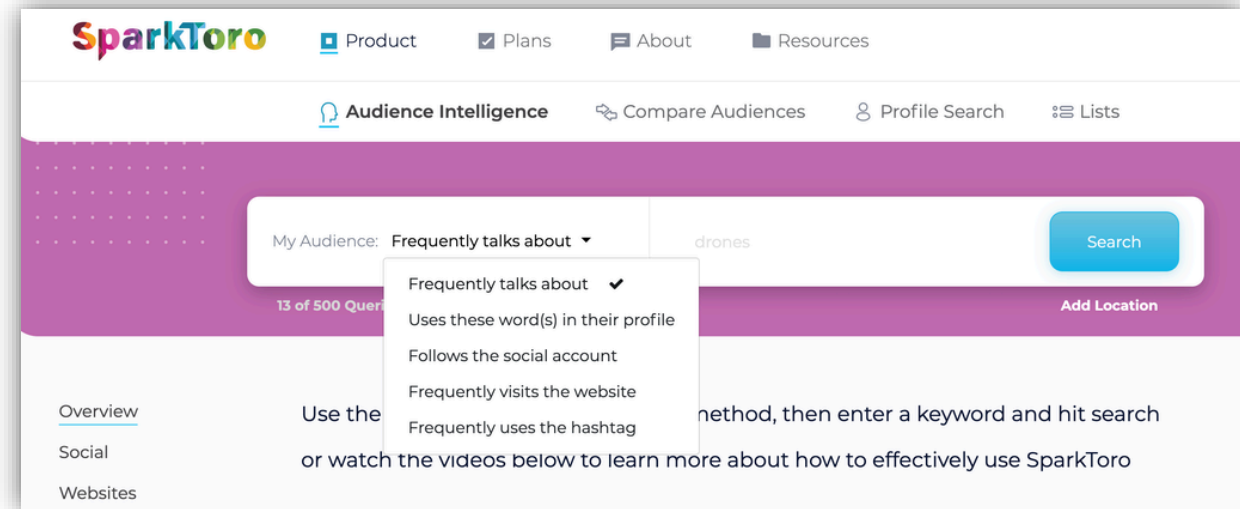


► Free Audience Intelligence Software



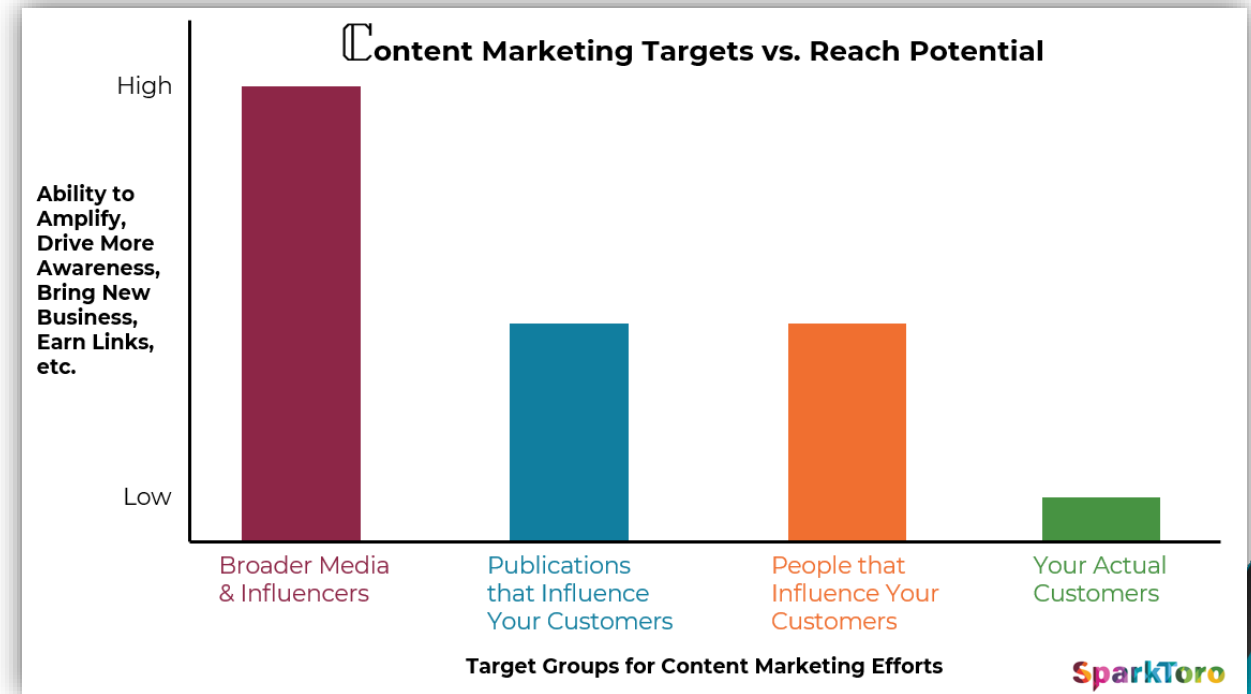
► What is audience intelligence software?

- Quickly understand market segments without expensive surveys
- Learn what your audience reads, watches and listens to
- Which words and phrases does your audience use in social posts



► How can audience intelligence benefit your marketing efforts?

- Find influencers and publications that can reach your audience
- Find the right keywords/hashtags to help your message break through



- ▶ Where can you find free audience intelligence software?

SparkToro

sparktoro.com

► Why SparkToro?

- Created by the founder of moz.com
- Sourced from tens of millions of real social profiles
- Ability to create and manage lists of target publications/accounts

With SparkToro's Audience Intelligence You Can:

Find the sources of influence that truly engage your online audience



Build your outreach

list for publications and people that reach your customers



Compare

the attributes and sources of influence for multiple audiences



Prioritize

your press, social, content, SEO, and outreach campaigns



Analyze

your brand's audience vs. your competitors



Discover Opportunities

for amplification, links, and coverage

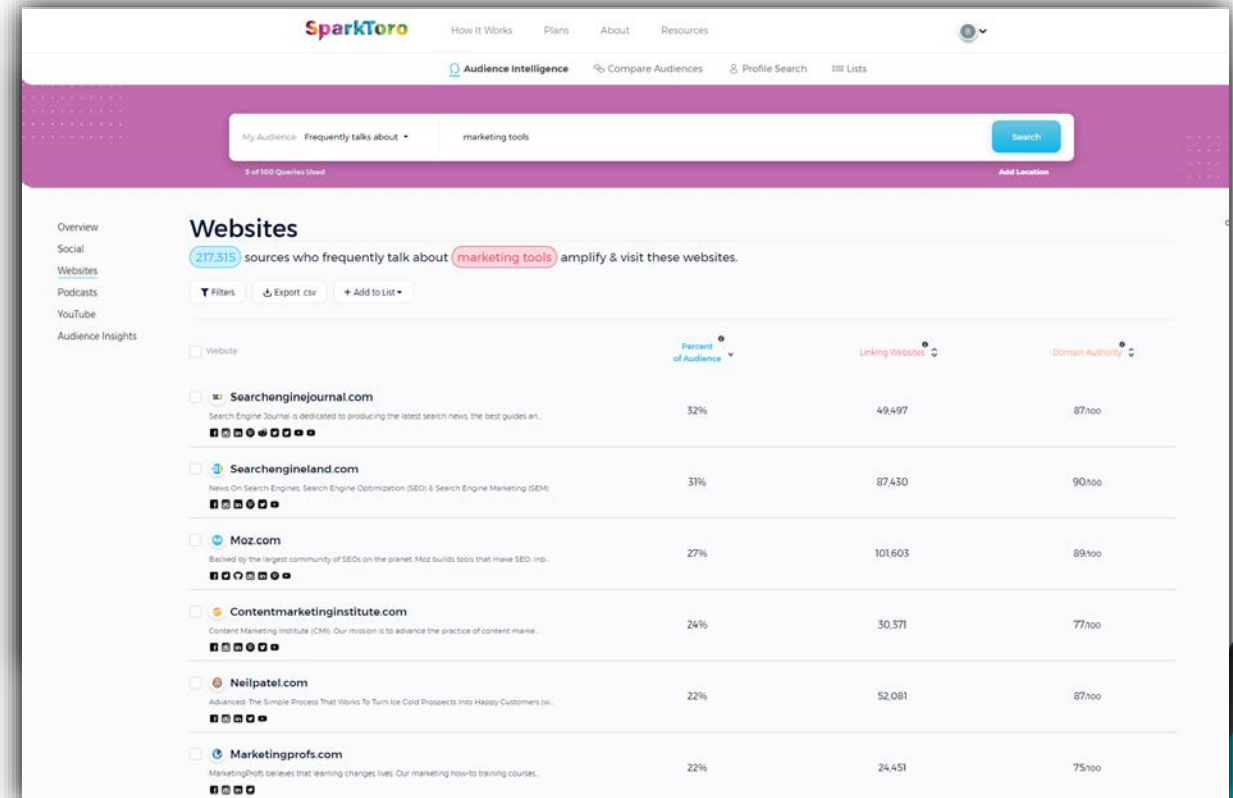


Much more. Try and see!

To be Continued...

► What features/functions do you get for free?

- Up to 10 free searches per month
 - My audience frequently talks about
 - My audience uses these words in their profile
 - Follows the social account
 - Frequently visits the website
 - Frequently uses the hashtag
- Find social accounts, websites, podcasts, YouTube Channels & audience insights



► Free Keyword Research Software



► What is keyword research software?

- Find keywords that are currently driving traffic to your website
- Find keywords that are currently driving traffic to your competitors' websites
- Find related keywords ideas to your existing keyword targets

The screenshot displays a keyword research tool interface. The left panel, titled "359 Keyword Ideas", shows a list of suggestions for the search term "digital marketing agency". The right panel, titled "Keyword Overview: digital marketing agency", provides a detailed analysis of the keyword's performance and competition.

359 Keyword Ideas

KEYWORD	VOL	CPC	PD	SD
digital marketing agency	14,800	\$16.93	43	31
digital marketing agency near me	1,600	\$13.71	34	16
digital marketing agency new york city	1,000	\$21.99	39	17
digital marketing agency in chicago	880	\$16.14	36	17
digital marketing agency san diego	880	\$9.24	18	11
digital marketing agency chicago	880	\$16.14	36	17
digital marketing agency in new york	590	\$15.93	39	17
digital marketing agency ny	590	\$15.93	39	17
digital marketing agency new york	590	\$15.93	39	17
digital marketing agency denver	480	\$29.38	23	13
digital marketing agency dallas	480	\$14.94	39	17

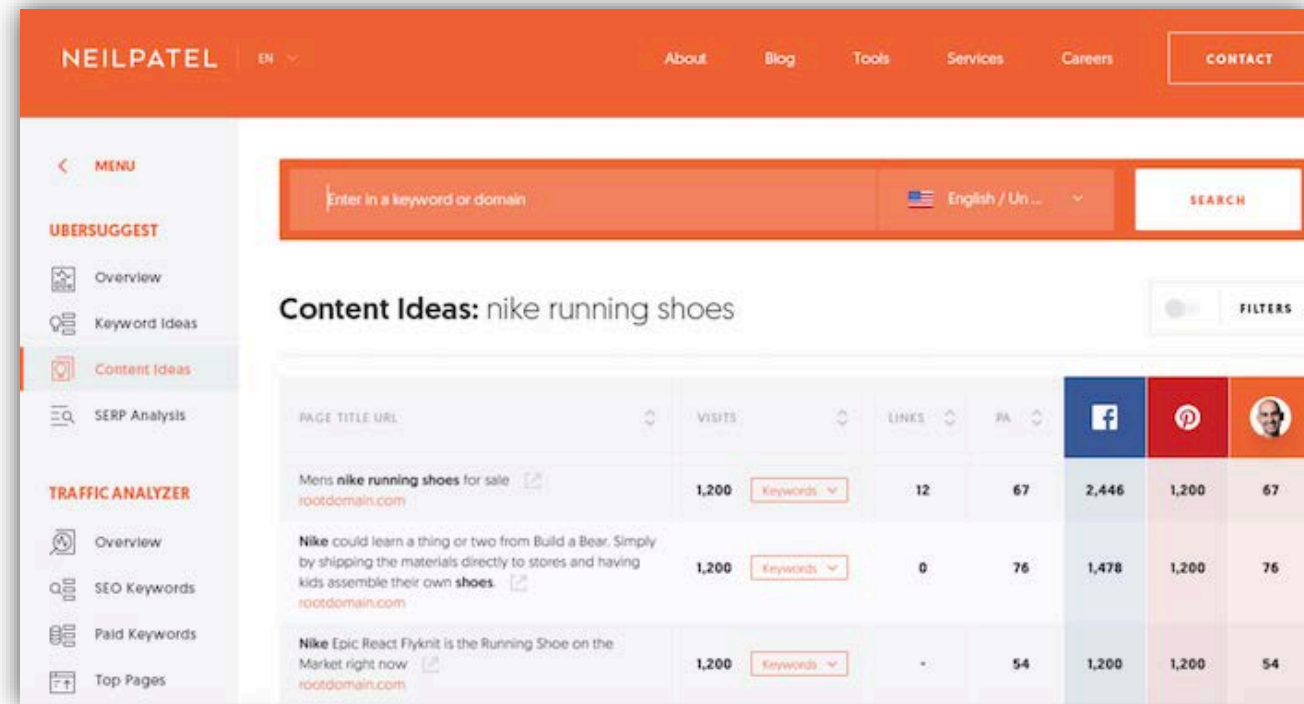
Keyword Overview: digital marketing agency

The average web page that ranks in the top 10 has **220 backlinks** and a **domain score of 74**.

GOOGLE SERP	EST. VISITS	LINKS	DS	SOCIAL SHARES
1 thriveagency.com/	4,499	823	74	741
2 digitalmarketingagency.com/	2,397	320	49	24
3 themanifest.com/digital-marketing/agencies	1,440	108	80	13
4 clutch.co/agencies/digital-marketing	975	116	88	13
5 singlegrain.com/tes/digital-marketing-agency/	694	19	86	0
6 maboly.com/	500	311	58	1,263
7 digitalagencynetwork.com/agencies/	378	95	70	106
8 digitalagencynetwork.com/agencies/new-york/	291	34	70	226
9 wordstream.com/blog/wa/2018/07/17/how-to-start...	221	57	90	38
10 powerdigitalmarketing.com/	167	326	71	9,204
11 coalitiontechnologies.com/digital-marketing	31	-	73	0
12 aumcore.com/	23	-	68	274

► How can keyword research benefit your marketing efforts?

- Optimize pages on your website to rank for the most efficient terms
- Create new content for your website to improve your rankings for new and existing search terms
- Leverage Google AdWords to bid on the most valuable keywords in paid search



The screenshot shows the Neil Patel Ubersuggest interface. The search bar contains 'nike running shoes'. The results are displayed in a table with columns for Page Title, URL, Visits, Links, PA, and social media shares (Facebook, Pinterest, and a profile icon). The table lists three content ideas, each with a 'Keywords' dropdown menu.

PAGE TITLE	URL	VISITS	LINKS	PA	Facebook	Pinterest	Profile
Mens nike running shoes for sale	rootdomain.com	1,200	12	67	2,446	1,200	67
Nike could learn a thing or two from Build a Bear. Simply by shipping the materials directly to stores and having kids assemble their own shoes .	rootdomain.com	1,200	0	76	1,478	1,200	76
Nike Epic React Flyknit is the Running Shoe on the Market right now	rootdomain.com	1,200	-	54	1,200	1,200	54

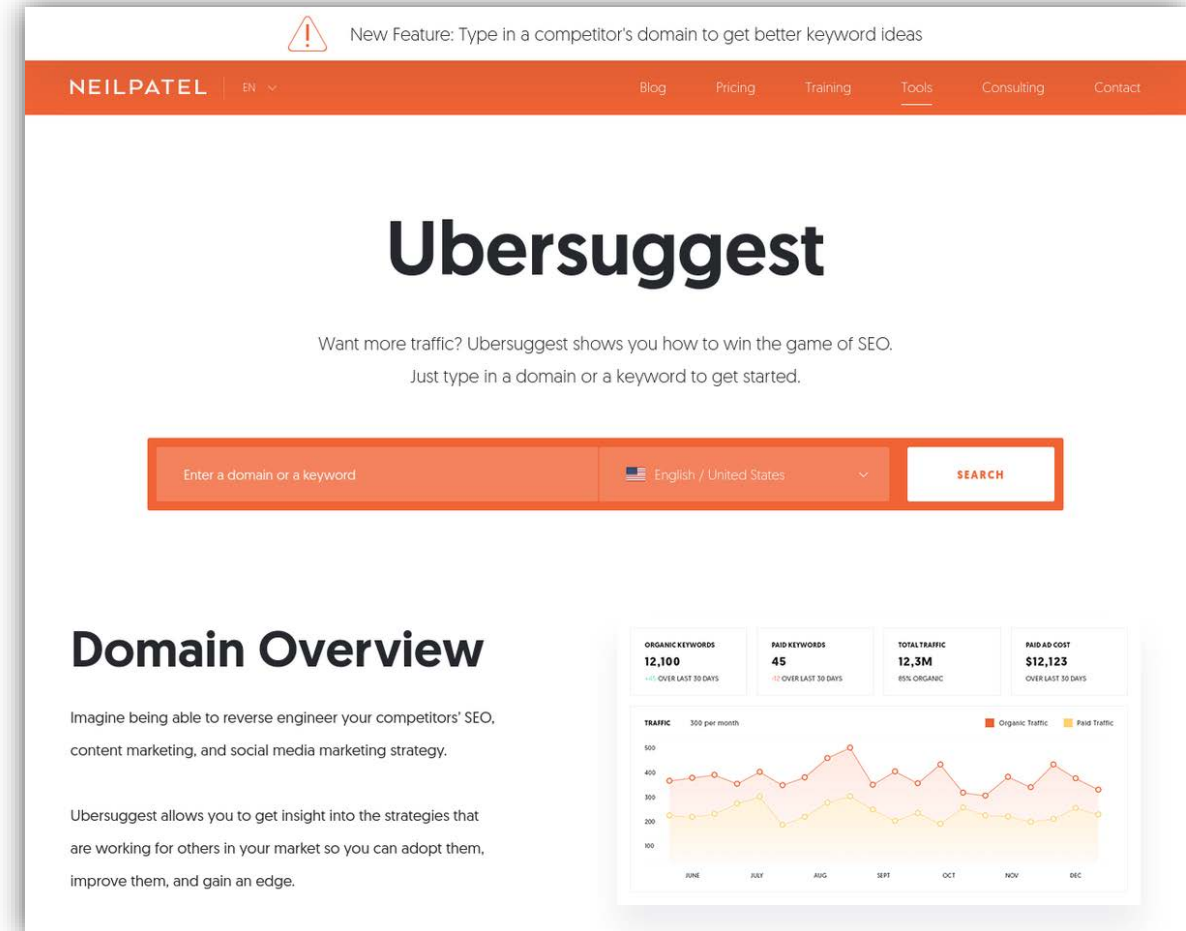
- ▶ Where can you find free keyword research software?

Ubersuggest

ubersuggest.com

► Why Ubersuggest?

- Billions of keywords in database
- Keyword search trends and search result page metrics
- Content idea generation



► What features/functions do you get for free?

- Limited keyword research and site traffic results
- Full 7-day free trial
 - Traffic Analyzer
 - Competitor Research
 - Keyword Ideas
 - Content Ideas

The screenshot displays the Neil Patel SEO tool interface. The top navigation bar includes the user name 'NEILPATEL', a language dropdown set to 'English / United States', and buttons for 'CONSULTING' and 'PLANS & PRICING'. The main content area is titled 'Keyword Overview: instagram' and features a summary box stating: 'The average web page that ranks in the top 10 has 3,450 backlinks and a domain score of 98.' Below this, there are two tables. The first table, 'Keywords: hubspot.com', lists various keywords with columns for 'KEYWORDS', 'VOL', 'POSITION', 'EST. VISITS', and 'SD'. The second table, 'GOOGLE SERP', lists the top 10 search results for 'instagram' with columns for 'RANK', 'URL', 'EST. VISITS', 'LINKS', 'DS', and 'SOCIAL SHARES'.

KEYWORDS	VOL	POSITION	EST. VISITS	SD
instagram	20.4m	12	32,640	61
snapchat	1.8m	20	530	62
salesforce	673,000	10	7,605	65
hubspot	201,000	1	61,104	66
crm	165,000	4	10,873	76
invoice template	110,000	9	1,650	63
how to win friends and influence people	60,500	10	684	47
signals	60,500	8	1,192	51
email signature	40,500	1	12,312	37
crm software	33,100	7	847	52
crm softwares	33,100	6	1,119	52

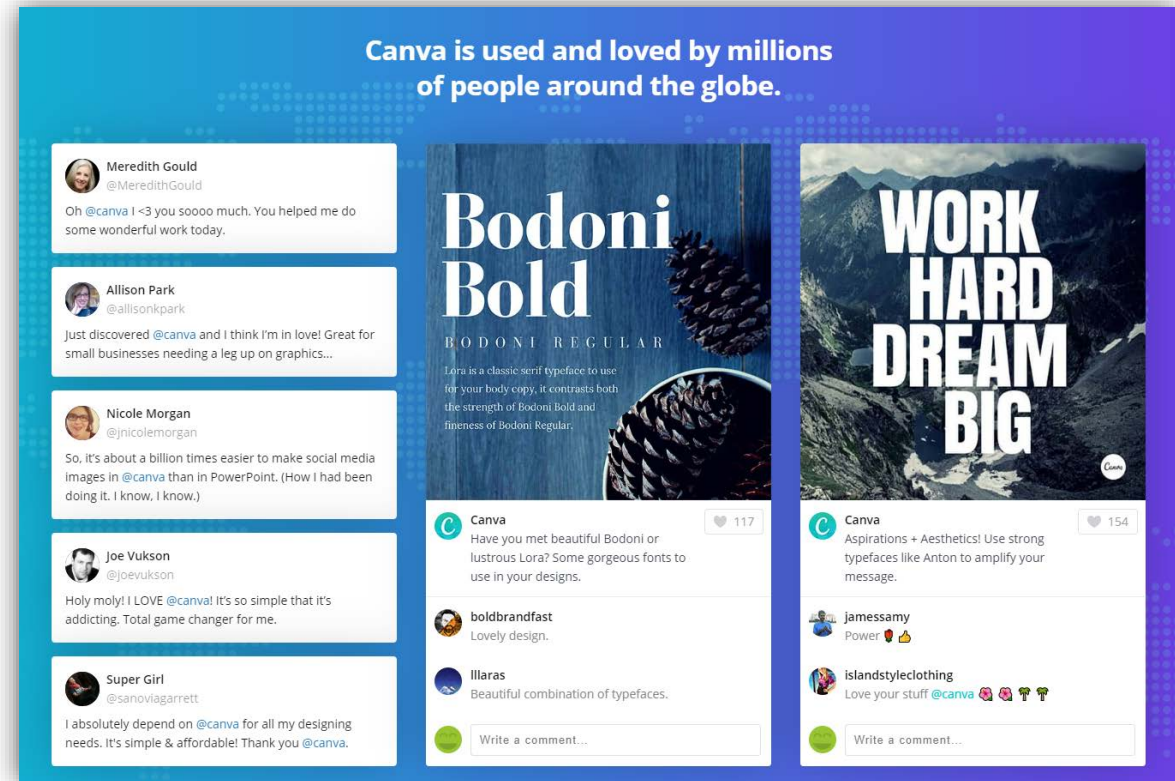
RANK	URL	EST. VISITS	LINKS	DS	SOCIAL SHARES
1	instagram.com/7hi-en	7.6m	13,260	100	25.6m
2	about.instagram.com/	4.0m	0	100	0
3	help.instagram.com/519522125107875	2.4m	18,422	100	1,634
4	play.google.com/store/apps/details?hl=en_US&id=com.instagram	1.6m	0	100	0
5	apple.apple.com/us/app/instagram/id389801252	1.2m	302	100	0
6	facebook.com/instagram/	841,619	71	100	0
7	en.wikipedia.org/wiki/Instagram	637,439	1,688	100	3,196
8	nytimes.com/2020/06/11/arts/design/art-accounts-t	490,530	0	97	0
9	theguardian.com/technology/instagram	373,499	546	95	18
10	adepresso.com/blog/instagram-updates-you-need	281,370	208	88	4,057
11	ftt.com/instagram	52,501	-	90	335

► Free Design Software



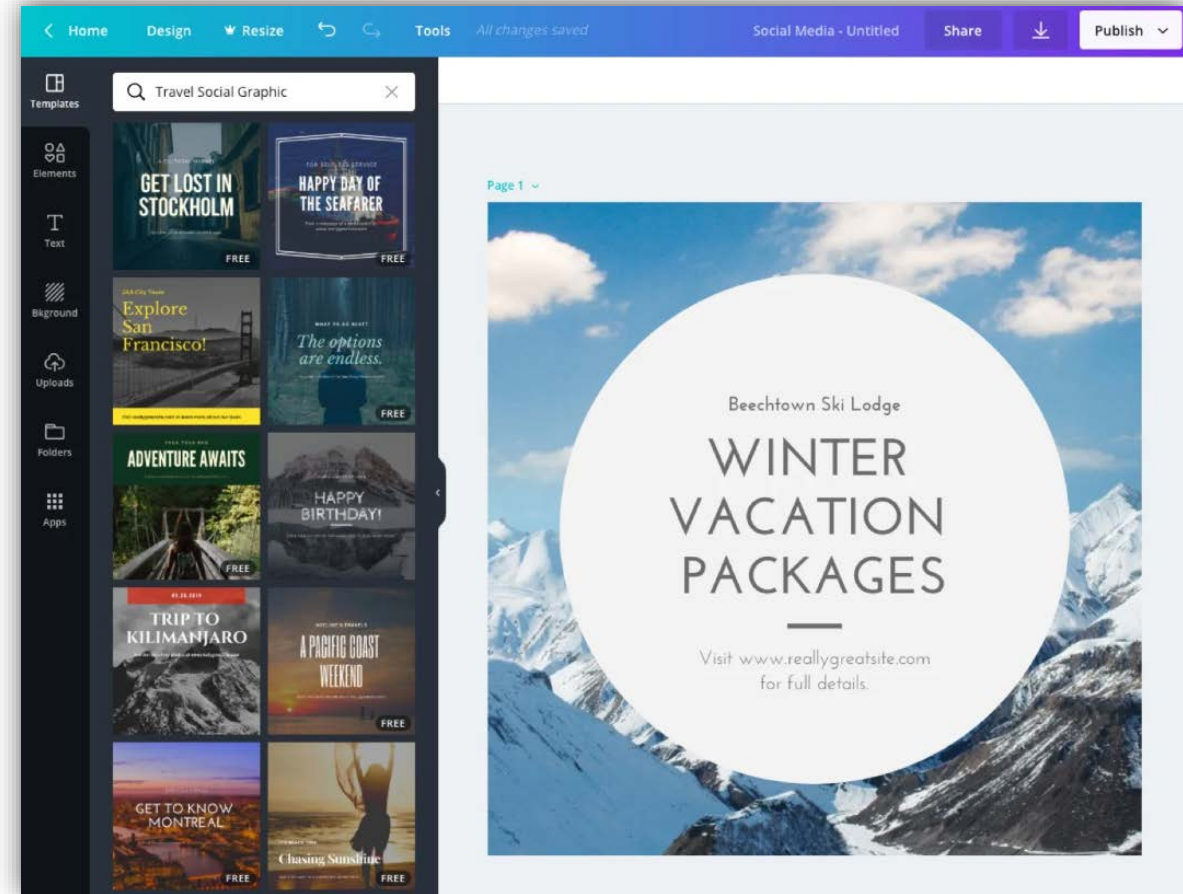
► What is online design software?

- Quickly develop visual assets for social media, website, presentations, print and more
- Leverage pre-built design templates
- Leverage free stock photos and graphics



► How can design software benefit your marketing efforts?

- Utilize pre-built templates to design to common specs like social media posts and ads
- Bring basic design capabilities in-house without the cost of expensive design software
- Quickly respond to news/events on social media without relying on turnaround time of a full design team



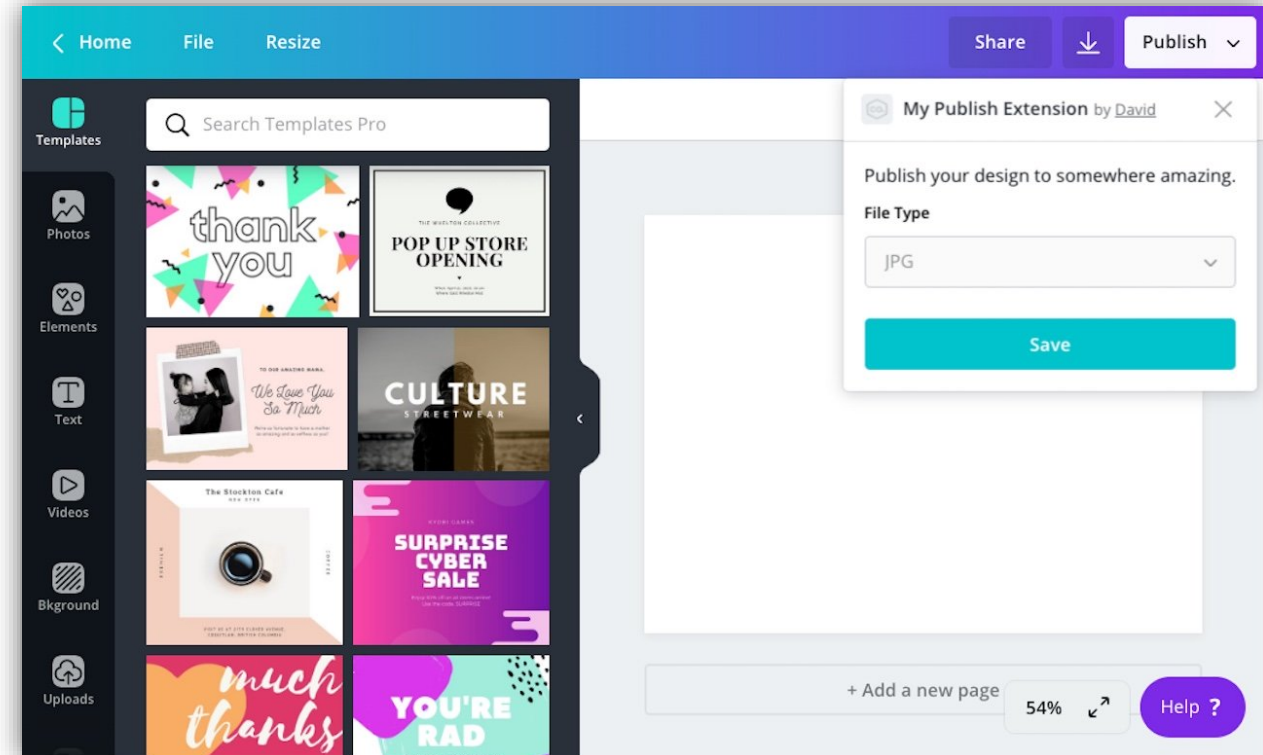
► Where can you find free online design software?



canva.com

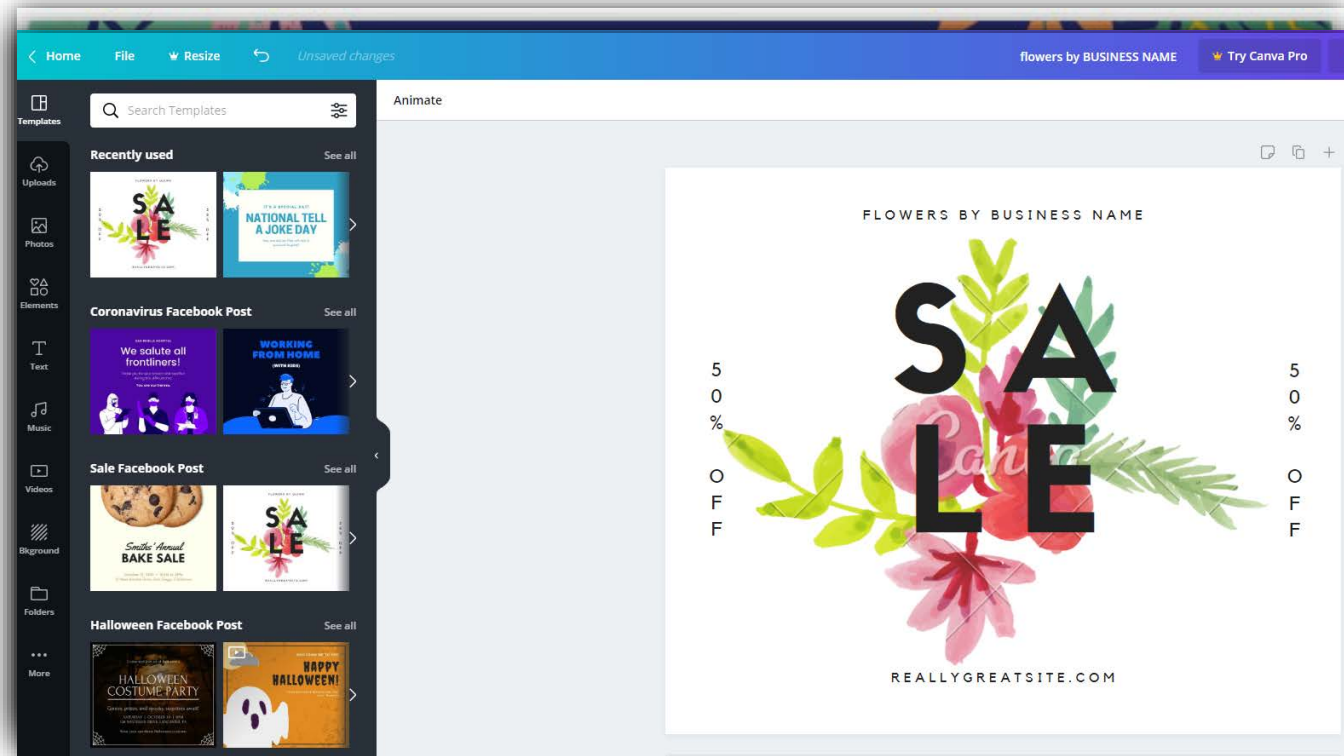
► Why Canva?

- Free forever plan
- Large library of pre-existing templates and images
- Canva Design School to enhance your in-house design abilities



► What features/functions do you get for free?

- 8,000+ free templates
- 100+ design types (social media posts, presentations, letters and more)
- Hundreds of thousands of free photos and graphics

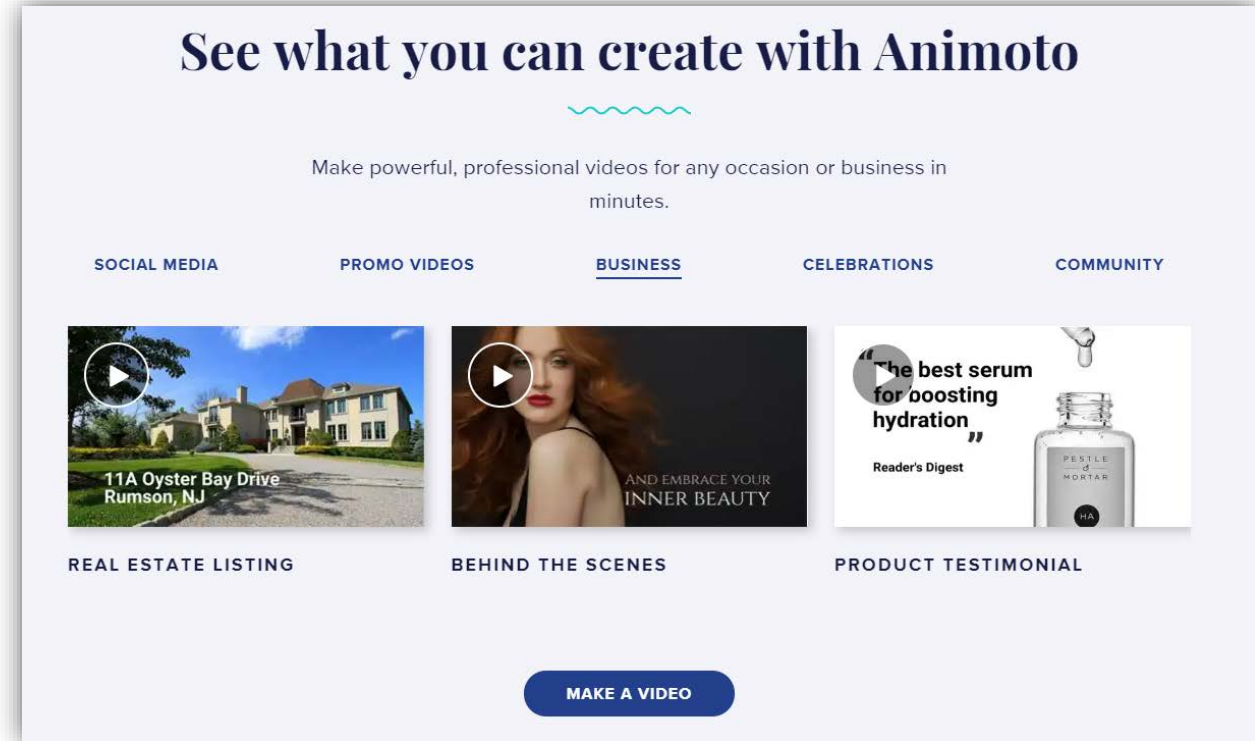


▶ Free Video Production Software



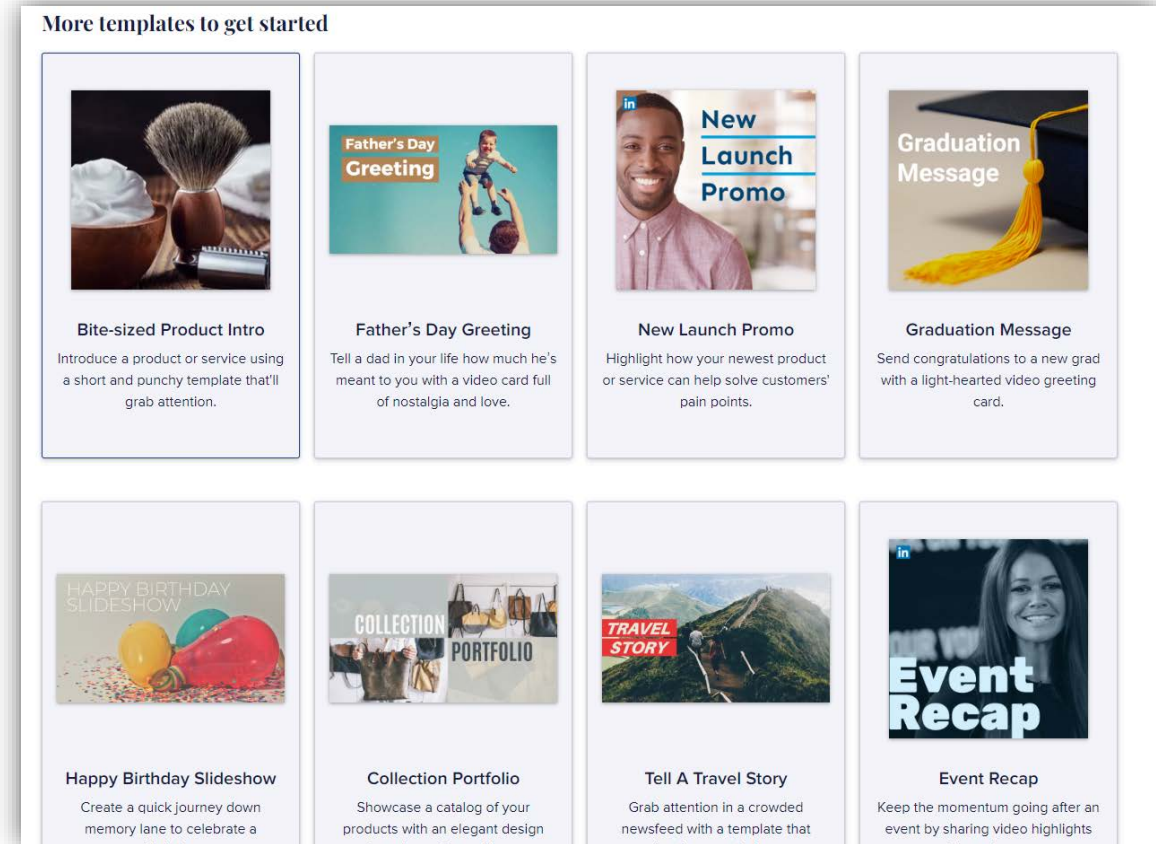
► What is online video production software?

- Quickly develop video assets for social media, website, presentations and more
- Leverage pre-built design templates
- Create new videos without a film crew by leveraging existing assets and stock media

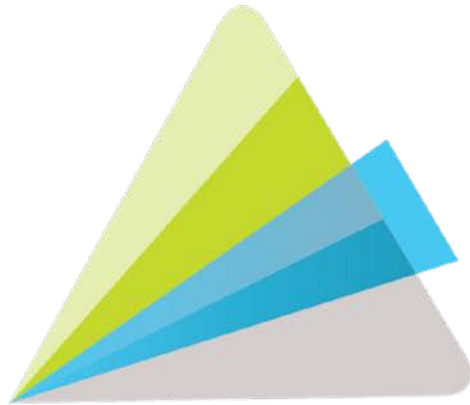


► How can video production software benefit your marketing efforts?

- Utilize pre-built templates to create videos to common specs like social media posts and ads
- Bring basic video capabilities in-house without the cost of expensive video software and equipment
- Reach new users on channels like YouTube with simple video messaging
- Share video content on Facebook, LinkedIn and Twitter



► Where can you find free online video production software?

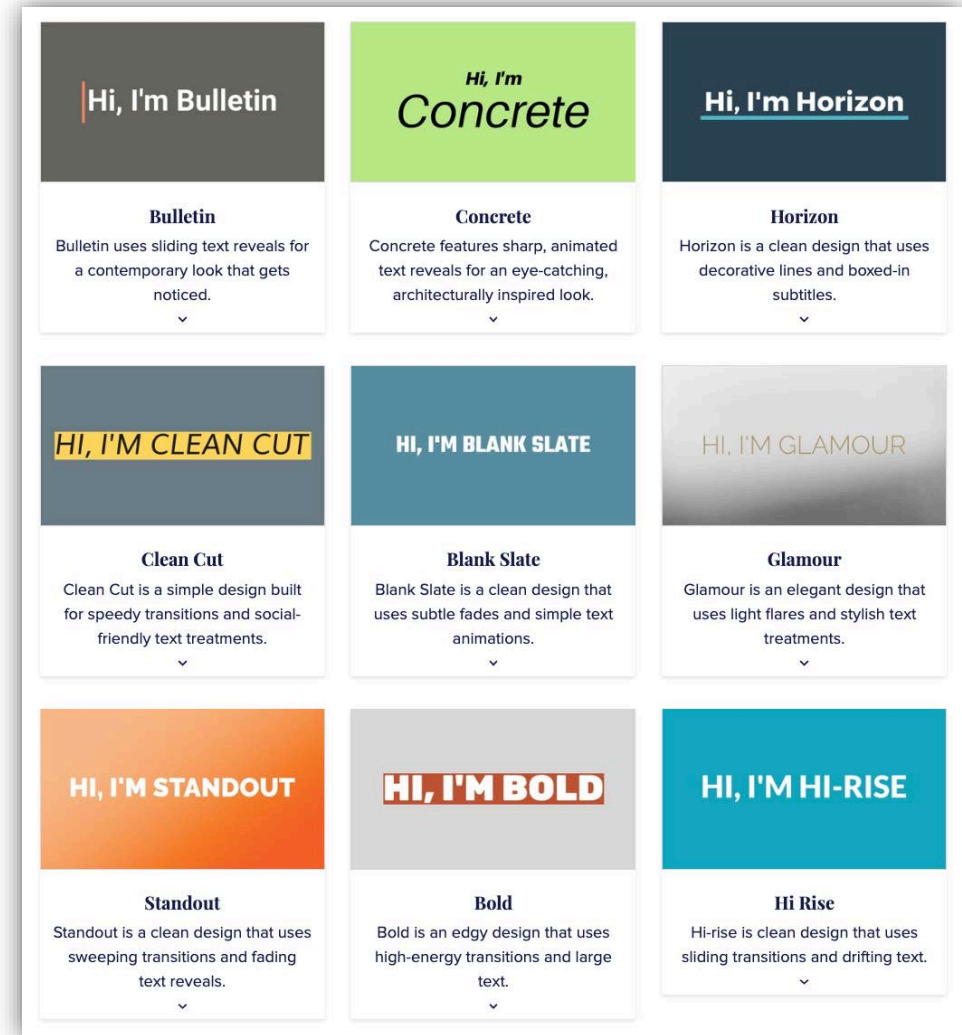


ANIMOTO

animoto.com

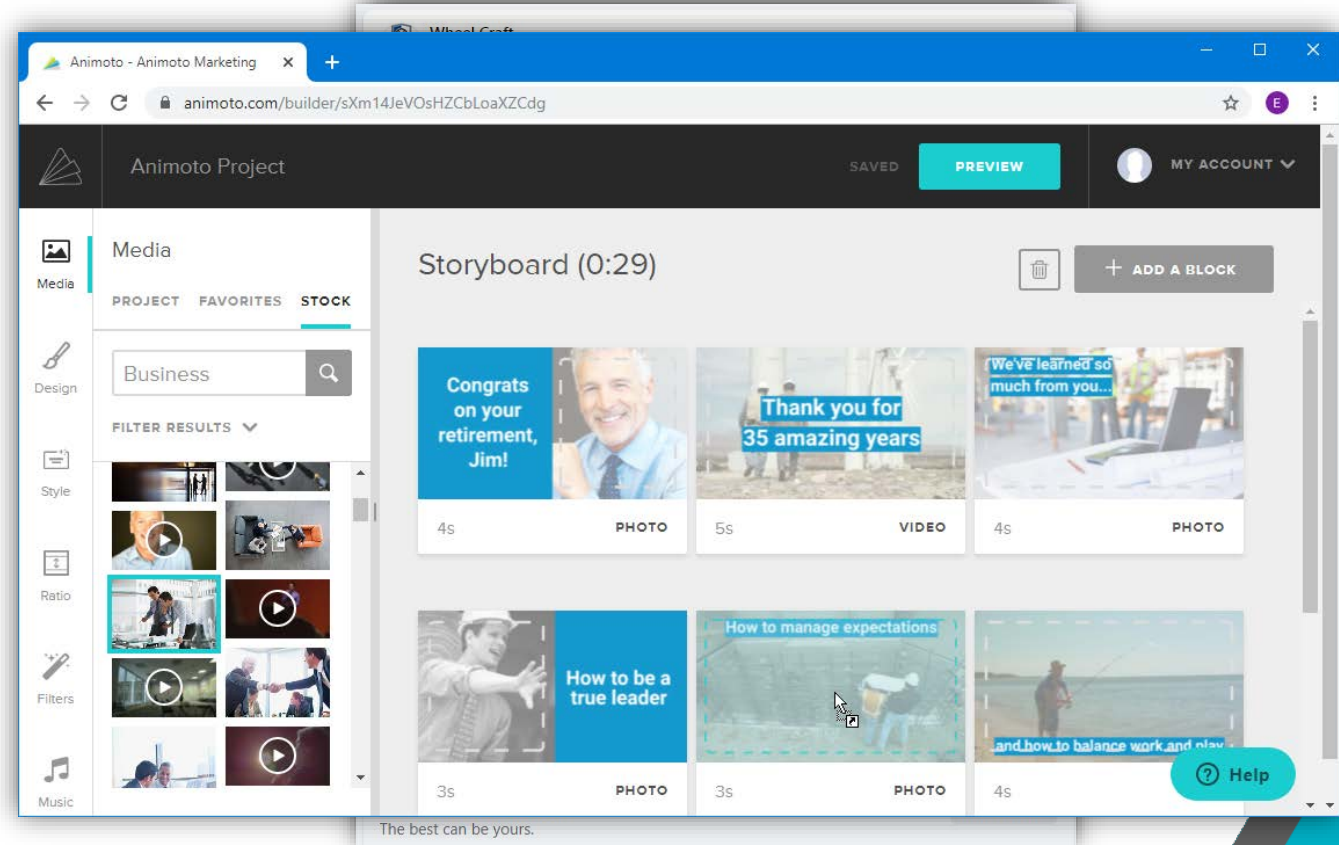
► Why Animoto?

- Free forever plan
- Large library of pre-existing templates and stock images/videos
- Ability to grow into the program as your video needs expand



► What features/functions do you get for free?

- 720p video exports
- 1 million+ photos and videos from Getty Images
- 350 music tracks
- 3 standard fonts
- 30 color swatches

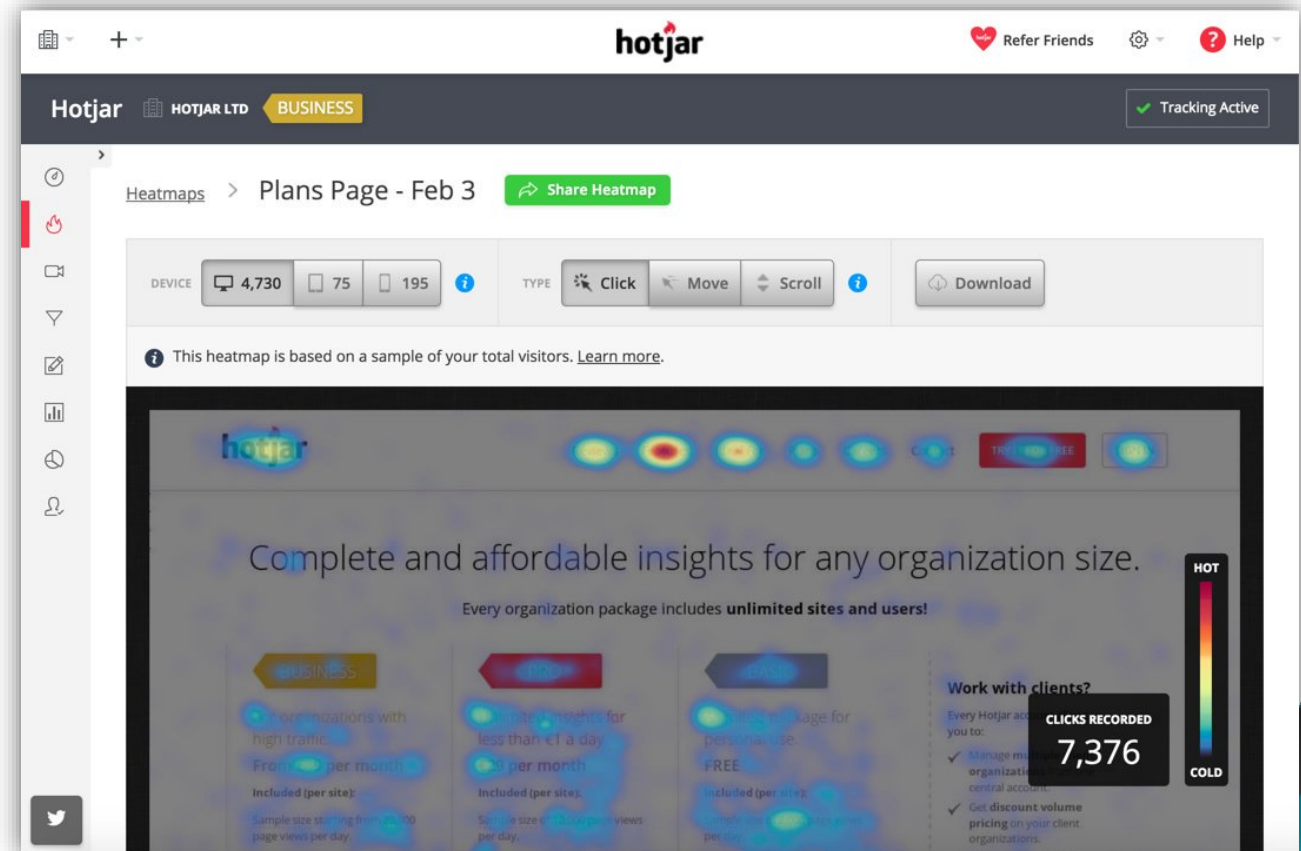


► Free Website Heat Map Software



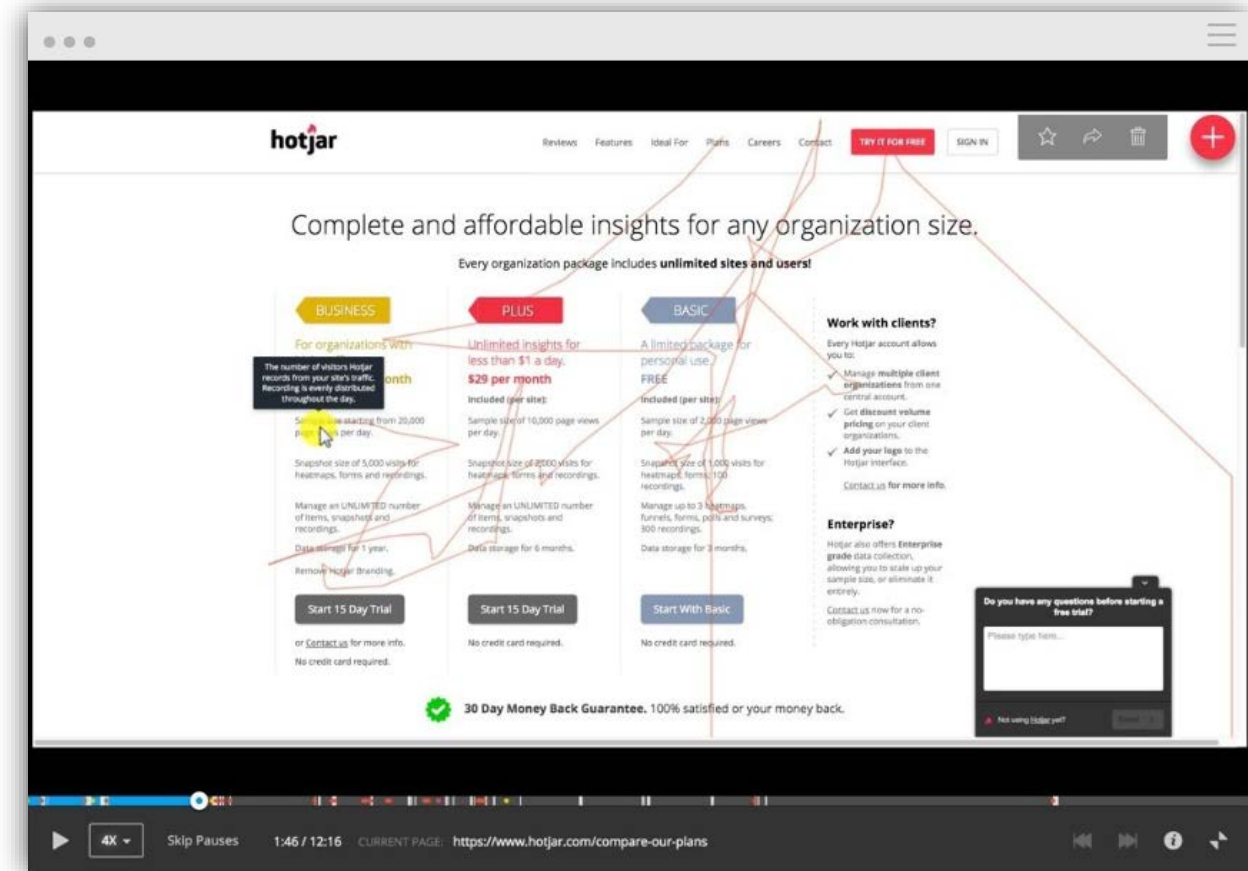
► What is heat map software?

- Website visitor behavior tracking
- Site visit recordings
- User feedback

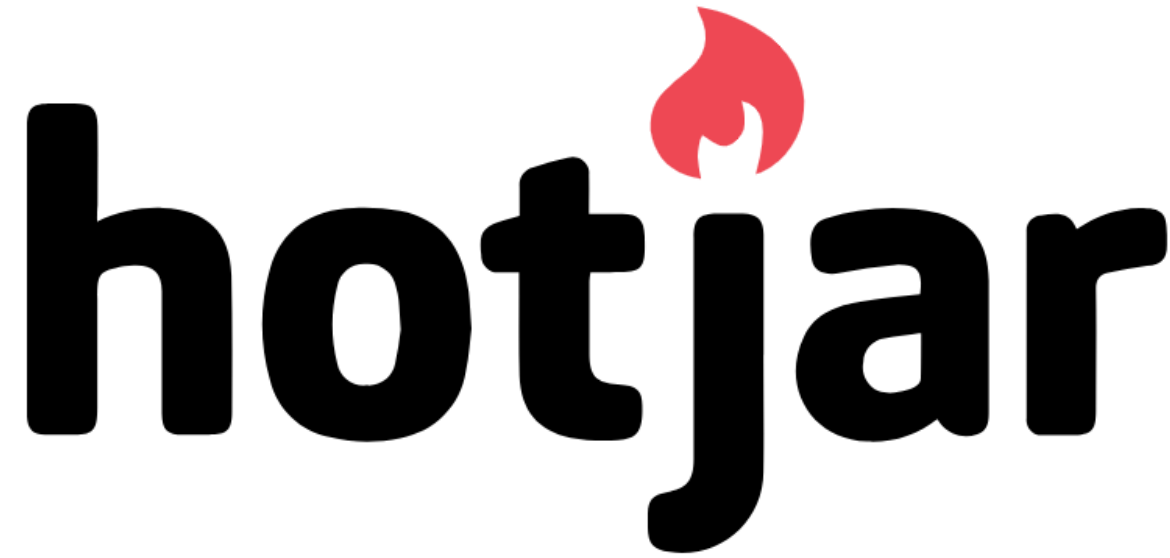


► How can heat map software benefit your marketing efforts?

- Go beyond the numbers of website analytics – see how visitors are actually interacting with your site
- Track conversion funnels for high value website events
- Understand where users get stuck or lost in site navigation



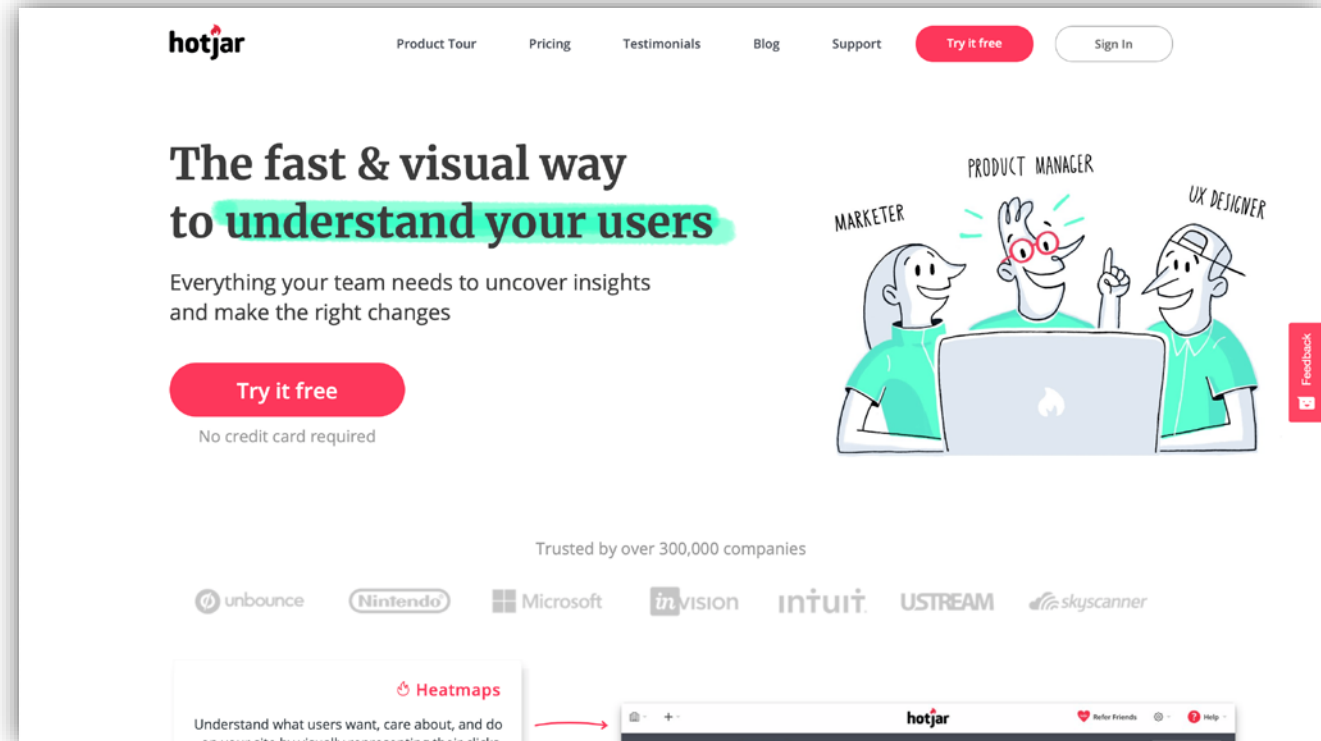
- ▶ Where can you find free heat map software?



hotjar.com

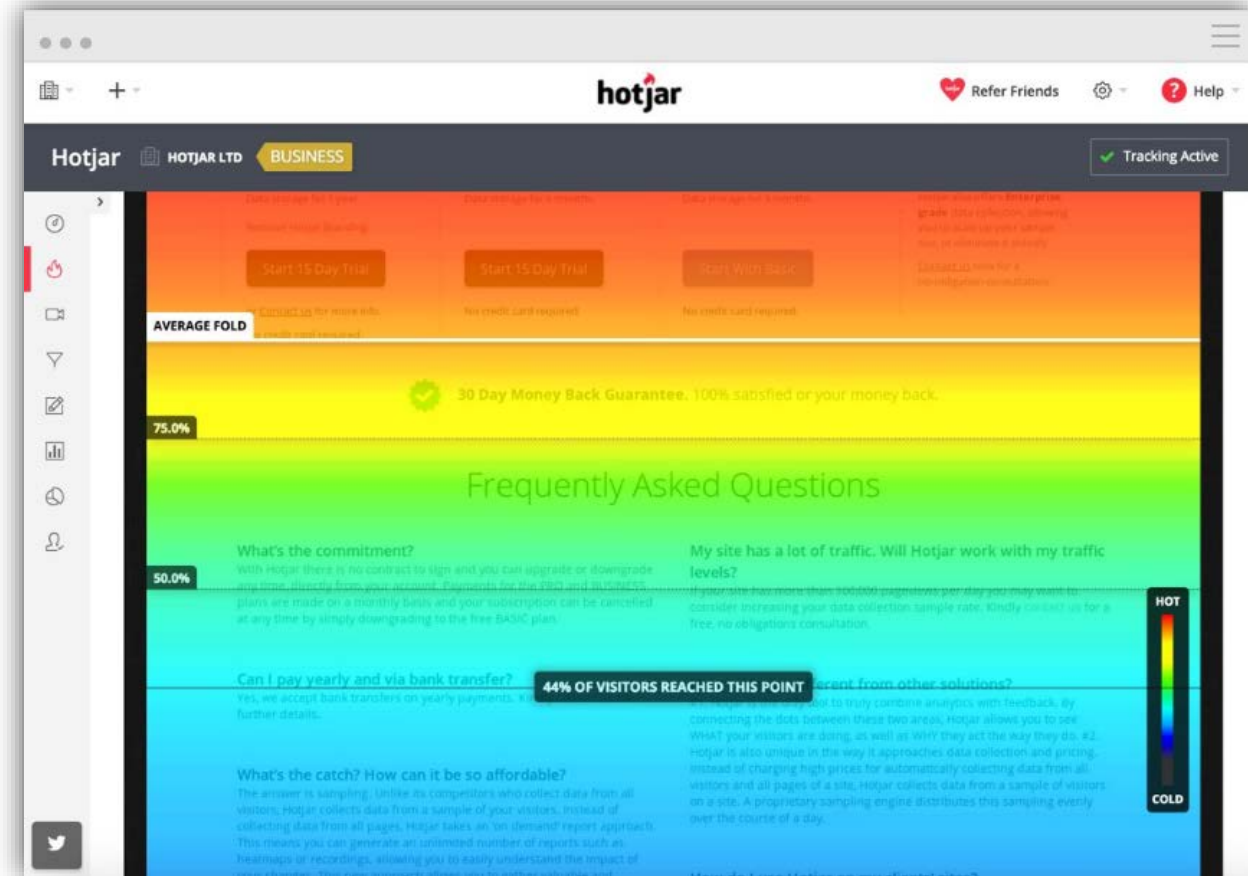
► Why Hotjar?

- Free forever plan
- Ranked as a leader by G2
- All-in-one solution including user surveys, feedback polls, conversion funnels and more



► What features/functions do you get for free?

- Collect data on up to 2,000 pageviews/day
- Manage heat maps for up to 3 pages
- Access to up to 300 visitor recordings
- Storage for 365 days
- Unlimited team members

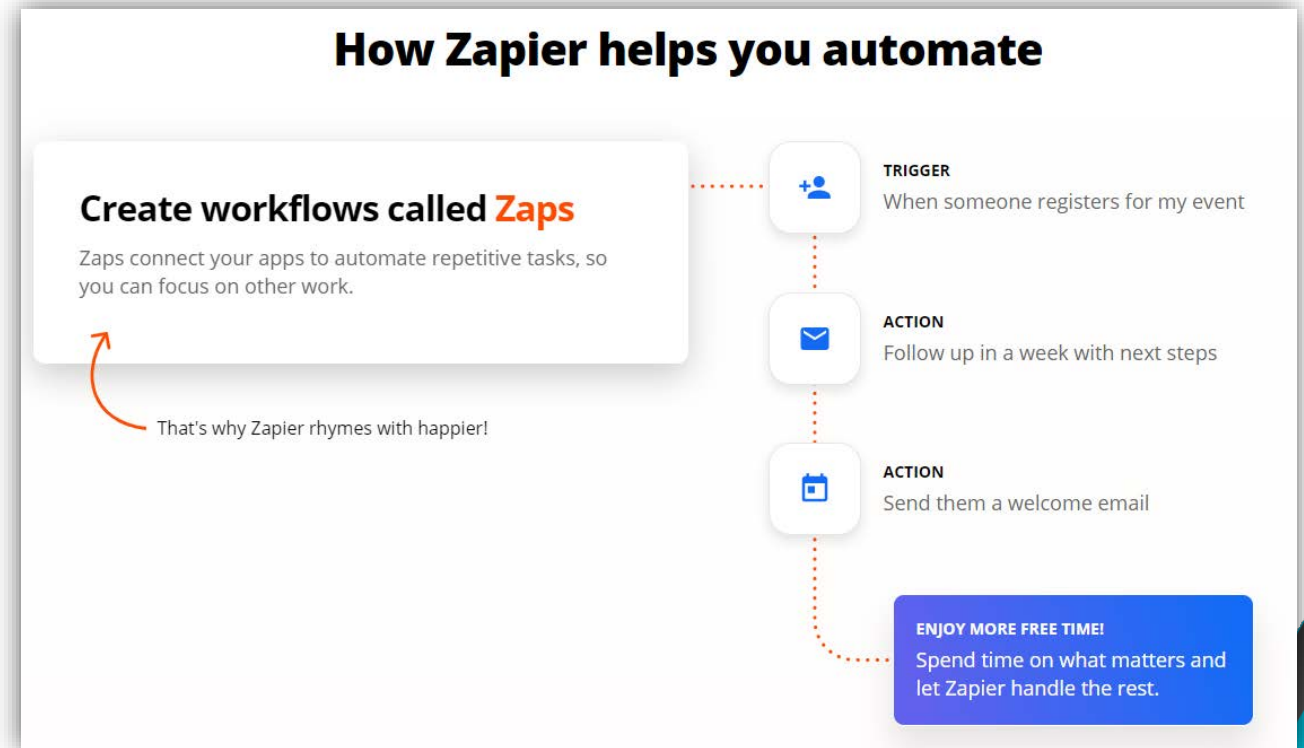


► Free Workflow Automation Software



► What is workflow automation software?

- Connect business applications to one another
- Move information between applications
- Automate processes once data has been moved



▶ How can workflow automation software benefit your marketing efforts?

- Finish routine tasks automatically
- Eliminate the need to double enter data
- Increase the effectiveness of your marketing efforts with a more complete data picture

The screenshot shows the Zapier interface for creating a workflow. The title is "Create your own workflow". Below it, a subtitle says "Know exactly what you want to build? Select the apps you want to connect to start your custom setup." The interface is divided into two main sections: "Connect this app..." and "with this one!". Under "Connect this app...", the HubSpot app is selected. Under "with this one!", the Mailchimp app is selected. Below these, there are two dropdown menus: "When this happens..." and "then do this!". The "When this happens..." dropdown is currently set to "New Contact", and a list of other options is visible: "New Form Submission", "New Contact", "New Ticket", "Contact Recently Created or Updated", "New Company Property Change", and "Company Recently Created or Updated". The "then do this!" dropdown is set to "Add/Update Subscriber". At the bottom right, there are two buttons: "Cancel" and "Use Zap".

Create your own workflow

Know exactly what you want to build? Select the apps you want to connect to start your custom setup.

Connect this app... with this one!

HubSpot > Mailchimp

When this happens... then do this!

New Contact > Add/Update Subscriber

New Form Submission
New Contact
New Ticket
Contact Recently Created or Updated
New Company Property Change
Company Recently Created or Updated

Mailchimp when new contact [Cancel](#) [Use Zap](#)

See started with our most popular workflows

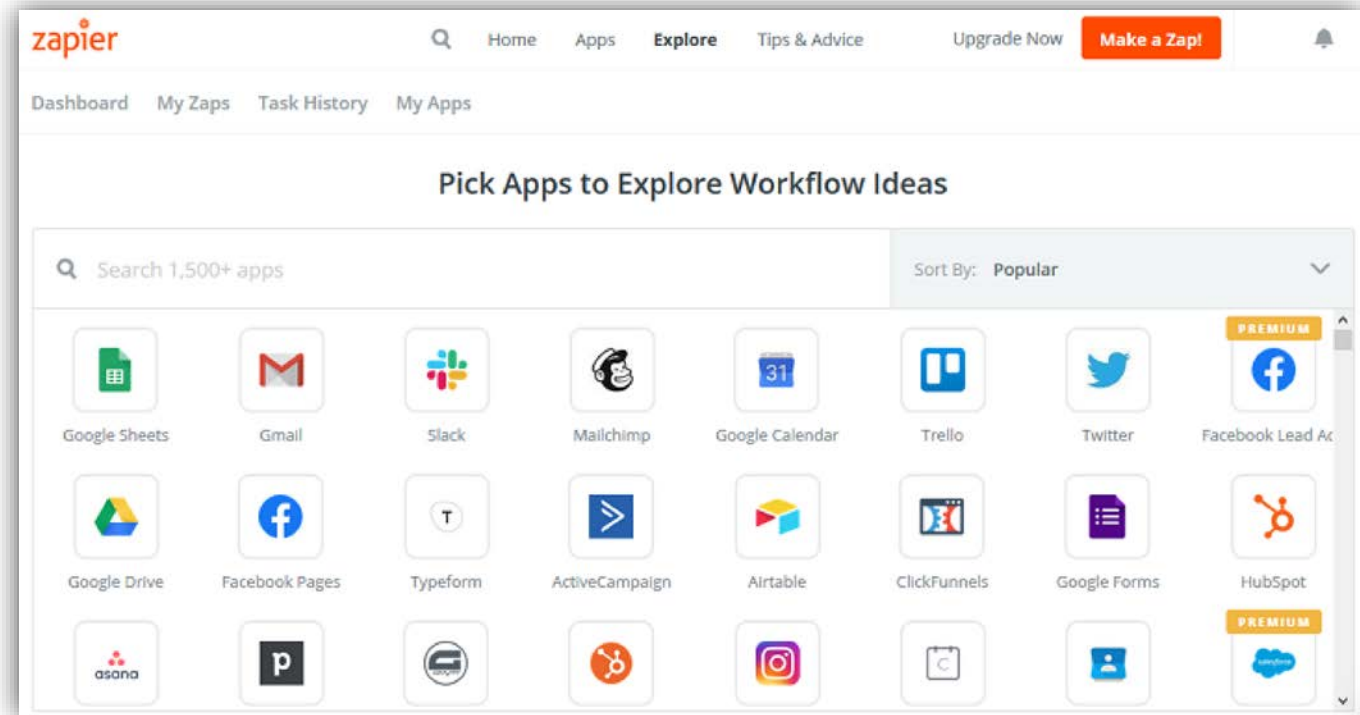
- ▶ Where can you find free workflow automation software?



zapier.com

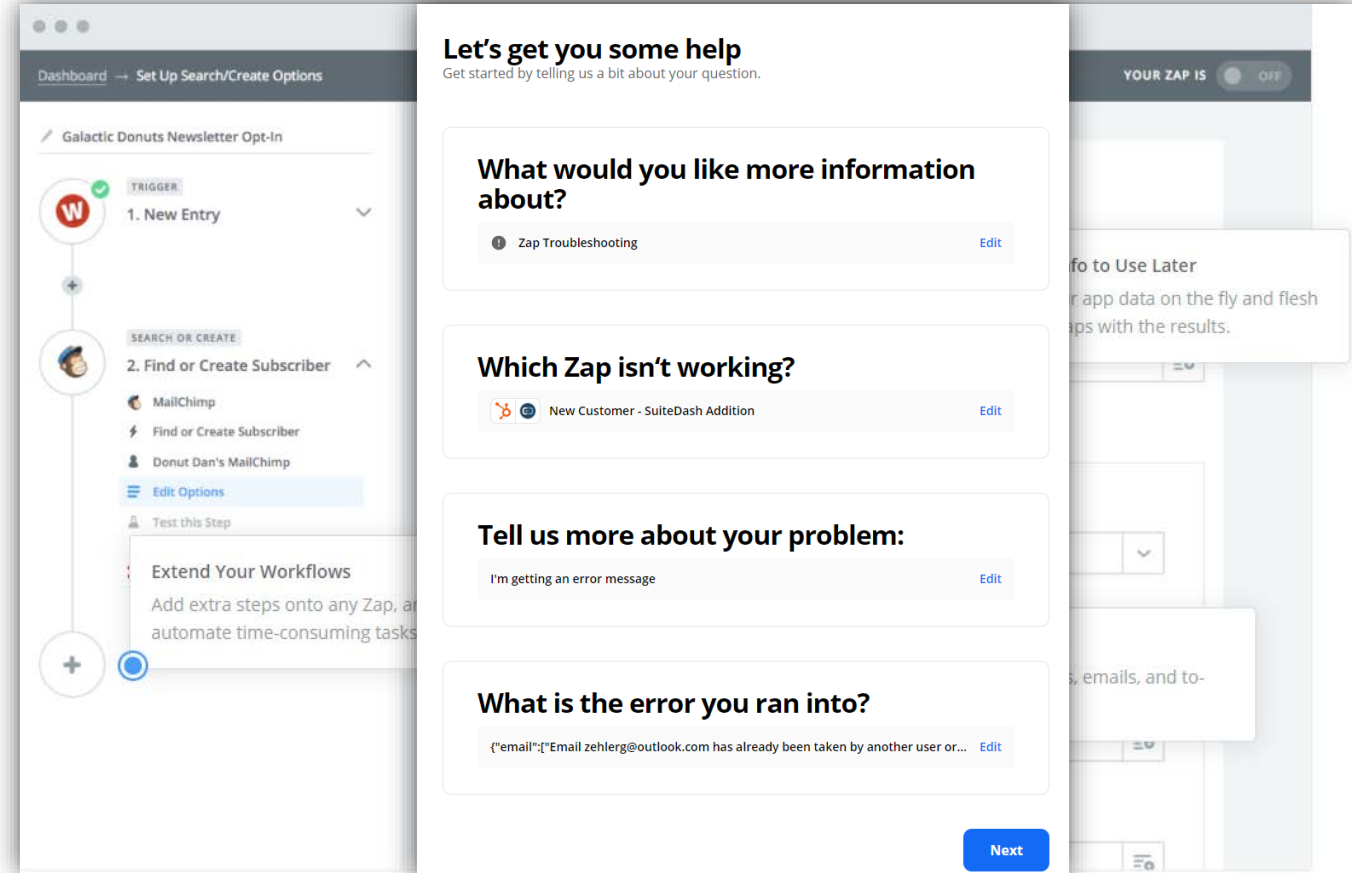
► Why Zapier?

- Free forever plan
- Ranked as a leader by G2
- Over 1,500 applications available for connection



► What features/functions do you get for free?

- One-to-one app connections
- Basic task automation
- Workflow support



► Agency Overview



► Agency Overview

Strategic 7 Marketing is an award-winning, full-service marketing and digital agency that delivers proactive marketing solutions for businesses across the country. Our dedicated team of marketing professionals will work collaboratively with you to **build awareness** and **brand preference**, **secure qualified leads** that boost revenues and **drive business results** through smarter marketing investments.



► Staff Expertise

Our team of experienced marketing professionals includes:

brand advisors, creative designers, content developers, digital marketers, front- and back-end coders, website designers and production specialists with a comprehensive blend of marketing expertise across a wide range of industries.

marketing.marcumllp.com




▶ Thank You



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 440-459-5961

Bob Goricki, Director of Digital Marketing

- 15 years developing, managing and implementing digital marketing programs
- Industry expertise
 - CPA, business advisory, healthcare, nonprofit, manufacturing
- Certifications
 - HubSpot Inbound, Growth Driven Design
 - Search Engine Marketing Professional Organization (SEMPO) Institute
 - Google AdWords
 - Google Analytics
 - SEMRush Academy

► Questions?

