

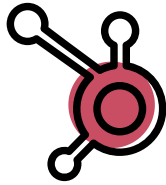
# 10 FREE MARKETING TOOLS

FOR YOUR BUDGET-FRIENDLY PRACTICE

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## 1 HUBSPOT



Hubspot is an CRM (Customer Relationship Management) system that will offer you an inside look at your customer, showing you everything you need to know about who they are, how they interact with your company and their journey along the way. The system is a soup to nuts single platform (web, email, social, forms, etc) that will do it all and best of all, they offer a basic version and full catalog of marketing training for free, called Hubspot Academy.

## 2 WORDPRESS

Wordpress is a great tool for building your website or personal blog. It is a no-cost platform with great flexibility and a complete library of plug-ins (many free or low-cost) that will integrate to give you even more functionality. Wordpress offers free themes with any new site, but many sites such as Envato offer a library of templates that will generally run you under \$100.

## 3 ZOOM

Host up to 100 participants in 40 min one-on-one online video conference at no-cost. Meetings can be recorded and downloaded and features are customizable. Additional controls can be unlocked in the upgraded version.

## 4 SOCIAL NETWORKS



Facebook, Instagram, LinkedIn, SnapChat, Twitter, Pinterest, and the list goes on and on, social networks are a free and easy means of building a following. *Pro Tip: Make sure to post relative content regularly and stay on brand using a design tool such as Canva, Adobe Spark or Crello.*

## 5 SPLASHTHAT

For all the business owners out there planning a soiree, EventBrite or SplashThat are both great tools for low-cost, easy-to-manage event registration. The platforms offer a no-cost solution for events that have a zero-cost RSVP ticket. For those collecting money, they're still a great option, but a nominal processing fee will apply to each purchase. Both systems includes solid reporting, attendee communication, and even a tool for easy event check-in.

## 6 TYPEFORM



Typeform is a great alternative to web forms or Google Forms, featuring a clean, intuitive interface with a library of templates. The free version of this tool includes up to three forms and 100 responses per month. For \$35 per month you can opt to upgrade and unlock a plethora of features including logic jumps, 5K responses per month, conversion tracking and integration options to systems such as Hubspot.

## 7 FLAT ICON

Owned by Freepik (another great free resource for stock imagery), Flat Icon offers an extensive library of free icons with full search and filtering capabilities and are easy export to various file types. They also include a collections feature, an easy means of filing your saved icons in folders for later use.

## 8 GRAMMARLY



Never mis-spell a word or frame a sentence incorrectly again. Download the free Grammarly toolbar add-on for your browser and this awesome tool will auto-spellcheck your writing along the way. Compose bold, clear, mistake-free writing with Grammarly's AI-powered writing assistant.

## 9 DESIGN TOOLS

Adobe Spark, Canva, and Crello are all tools that have simplified design for the non-designer. Using either their website or native app, these systems allow anyone with a basic understanding to use templates to create branded social postings, flyers, infographics, logos, etc. Upload your color palette and logo to maintain brand consistency. *Pro Tip: If you want to remove the watermark, you'll have to upgrade.*

## 10 MAILCHIMP



Like all of the other tools, Mailchimp offers a free as well as upgraded packages. In their free plan, they include email marketing up to 2K contacts, a basic CRM to manage your customers, website and custom domain option with basic templates and surveys. For a small \$10-15 monthly fee, you can unlock advanced features that will allow you better target your customers and maintain brand continuity. Constant Contact is comparable with similar features and pricing.