

Effective Applications That Are Free/Low Cost and Combined with Social Media

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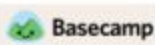



We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT



Do You Feel Tech Overwhelm?

Martech Function / Channel	SEO	Paid media	Owned media (CM + social)	Experience	Email and marketing automation	Analytics	Multichannel integration
1. Core broadcast communications	Keyword management and performance	Direct ad platform management	 Hootsuite			 Google Analytics  kissmetrics	
2. Personalised individual communication		Retargeting platform	Outreach management	Personalised messaging and mobile push	Retargeting or Contextual platforms		 Help Scout
3. Optimisation		Programmatic	Creative testing	Landing Pages 	Creative optimisation Rendering and delivery optimisation	CDP	Sales optimisation
4. Insight	Google Tools	CDP	 Buzzsumo	 hotjar	Segment and campaign reports	Attribution models	Call tracking
5. Planning	Gap analysis	Budget and campaign plans	Editorial calendars	Conversion optimisation plans	Contact strategy	Customisation	Contact rules
6. Productivity	Integrated tools	Ad asset management	 Trello	 Basecamp	 Google Docs	 Google Analytics	 slack

What Do You Really Need



Holy Grail of Marketing Tools

Holy Grail of Marketing Tools



You Can't Improve What You Don't Know

- Device breakdown: If a large section of your visitors are using mobile device, it's a clear message that you should make your site mobile-friendly.
- Language and location: You can see where most of your users are located and create translations for your site if it's required.
- Age and Interest Categories: When you identify the actual age and interest group as your larger section of audience, you can customize your site so as to make it more useful to them.
- Improve SEO: Understand your visitors' demographics and interests to create targeted content and get better visibility on search engines. Furthermore, you can gain some insights on backlinks by tracking your referrals.

Google Alerts

Reviewing mentions of your brand, campaign hashtags or competitor names by entering keywords. However, it's mainly based on the analysis of sites and misses out on social media mentions.

- Watching for negative mentions of your brand to react quickly
- Seeing what major blogs and news sites say about your competitors, and get them to say the same about you
- Tracking key terms within your industry to watch for changes and trends
- Finding new blogs and publications to contribute content to

Google Alerts

The screenshot displays the Google Alerts web interface. At the top left is the Google logo. The main header is blue with the word "Alerts" and the subtitle "Monitor the web for interesting new content". A search bar contains the text "my brand". Below the search bar are several configuration options: "How often" (set to "At most once a day"), "Sources" (with a dropdown menu open showing "Automatic" selected, "Blogs", "News", "Web", "Video", "Books", "Discussions", and "Finance"), "Language", "Region", "How many", and "Deliver to". At the bottom left of the settings area are "Update alert" and "Hide options" buttons. Below the settings is an "Alert preview" section. It shows a "NEWS" category and a preview of an article titled "Ryan Korban Creates a Fresh Shopping Experience in a Landmarked Building" from "Architectural Digest". The preview text reads: "RK: I think my brand, my design, my aesthetic, and what it represents fits perfectly with the brand's vibes. My work really represents the intersection ...".

Google

Alerts

Monitor the web for interesting new content

Q "my brand" X

How often: At most once a day

Sources: Automatic, Blogs, News, Web, Video, Books, Discussions, Finance

Language

Region

How many

Deliver to

Update alert Hide options

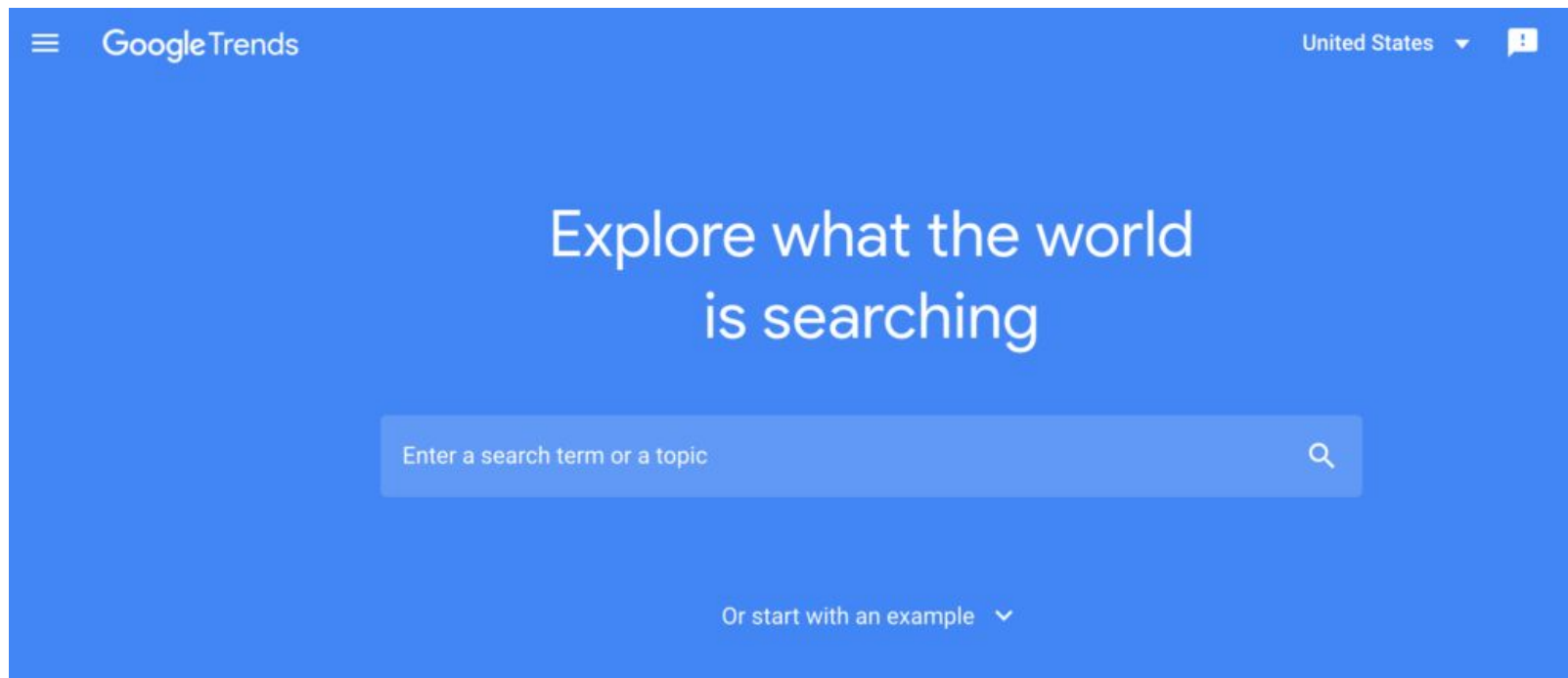
Alert preview

NEWS

Ryan Korban Creates a Fresh Shopping Experience in a Landmarked Building
Architectural Digest

RK: I think **my brand**, my design, my aesthetic, and what it represents fits perfectly with the brand's vibes. My work really represents the intersection ...

Google Trends



Google Trends

Google Trends shows **relative data, not quantitative data**. This means that the graph shows the popularity of the search term, rather than how many searches total.

Using Google Trends for Market Research

With a basic understanding of how Google Trends works, we can then apply that knowledge to using Trends for market research and search engine optimization (SEO).

Three factors to keep in mind when using Google Trends for business marketing:

Geography – Where are people searching?

Seasonality – When are people searching?

Relevancy – What are people searching for and on what platform?

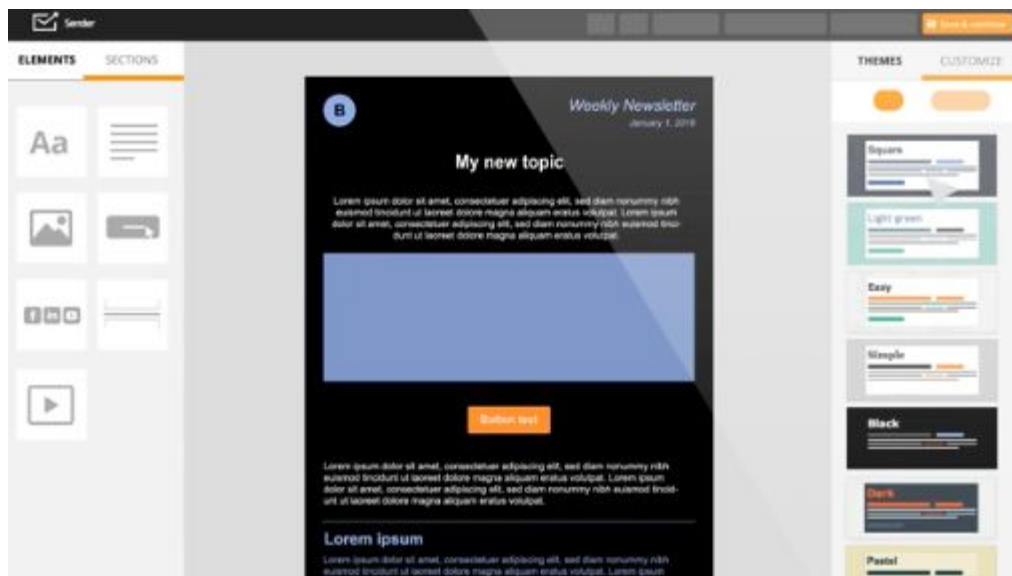
Email Marketing

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Email Marketing Platforms

Most free email marketing tools come with robust features even without the need to upgrade to a paid plan. Small businesses and marketers should be able to make the most of them while saving time and money. Even if you need to upgrade to accommodate your business needs, you'll find that many of the paid plans are affordable and flexible enough to fit your budget.

Sender

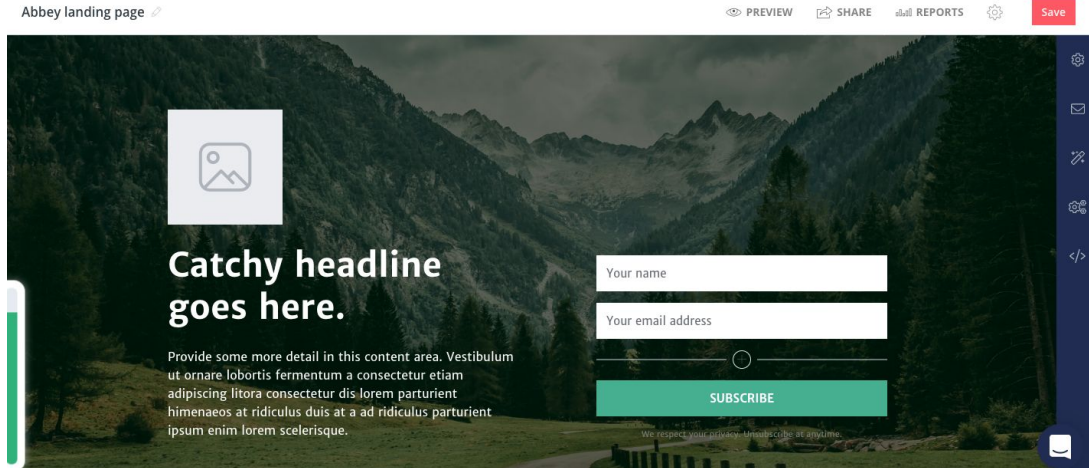


Sender is one of the best free email marketing tools in the market with features to ensure deliverability.

NO HTML Required

Templates with customizable elements like images, videos and text. You can even personalize your newsletters for each recipient to create an even bigger impact.

ConvertKit



ConvertKit was designed for creators of digital products, courses, podcasts, music, etc.

Pros:

No Coding Required

Free Landing Pages

Free Forms

Cons

NO Automations

Design

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Canva

If you need to create professional images for social media, Canva's new app brings all the features from the web right onto your phone or tablet. Use pre-built templates, and drag elements into place to create custom images to share. Thanks to Canva's integrated social sharing you can easily share them directly to social media with a few taps on your phone screen. If you just need a simple image editor, then Canva is a great free tool.

Recommended

Social Media

Events

Marketing

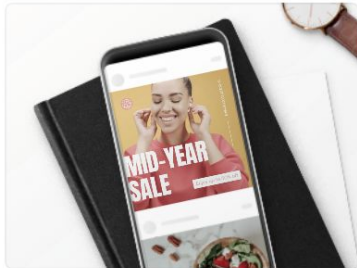
Documents

Prints

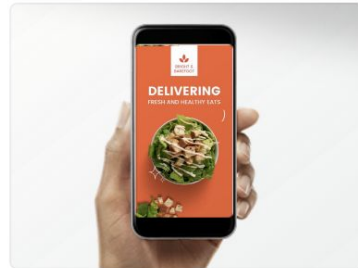
Video

School

Personal



Instagram Post



Instagram Story

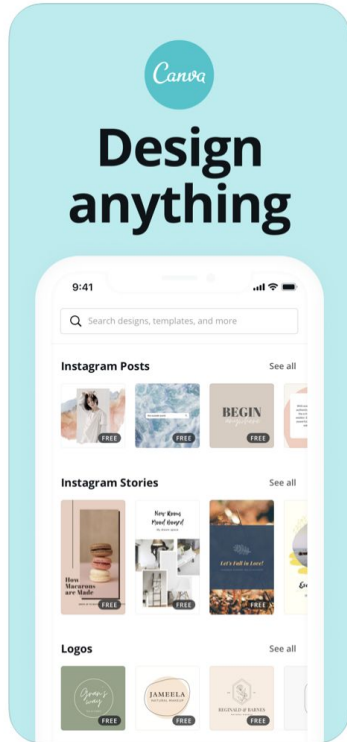


Logo

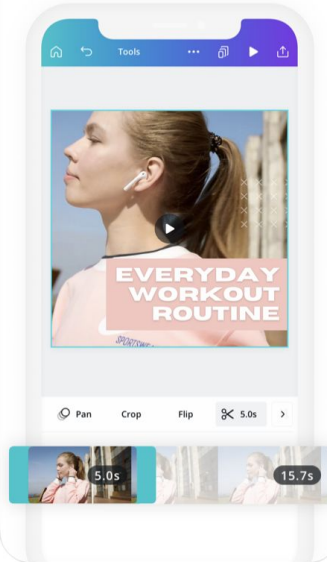


Flyer

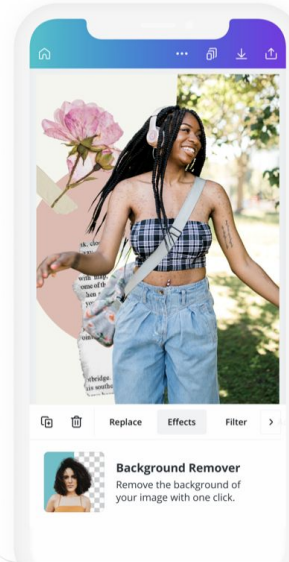
Canva



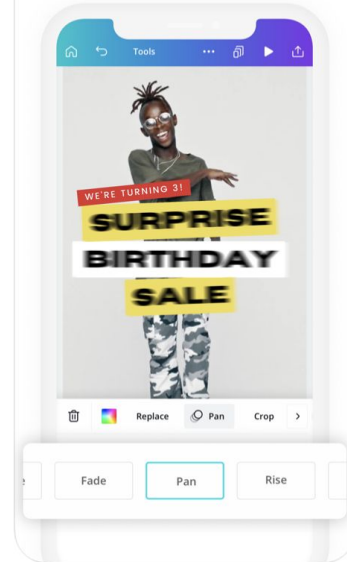
Upload & trim your videos



Remove backgrounds with a tap



Add animation effects easily



Social Media

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Later



Platform ▾

Pricing ▾

Blog

More ▾

Sign In

Create account

Whether you're an Instagram pro or just getting started, Later has you covered.

Create Account >

Free forever. Set up in minutes. No credit card required.

Customize Plan

Billing Cycle

Save 17% with yearly billing

Yearly

Monthly

Additional Social Sets [Ⓢ]

-

0

+

Additional Users

-

0

+

Free

For individuals,
free forever

Always

\$ 0 /month

1 Social Set    
30 posts per social profile
1 user

Select Plan




Starter

For building your
social strategy

From

\$ 7.5 /month

billed yearly

1+ Social Set    
60 posts per social profile
1+ user

Select Plan

Most Popular





Growth

For growing your brand
& driving engagement

From

\$ 16.5 /month

billed yearly

1+ Social Set    
150 posts per social profile
3+ users

Select Plan





Advanced

For managing social
media with a larger team

From

\$ 33 /month

billed yearly

1+ Social Set    
Unlimited posts
6+ users

Select Plan

Later

The screenshot displays the Later social media scheduling interface. On the left is a vertical sidebar with icons for a calendar, photos, messages, analytics, and sharing. The main content area is divided into three sections: a top header with social media sharing icons (Dropbox, Google Drive, Instagram, Facebook, Twitter, Pinterest, and a plus sign), a middle section with a star icon, a 'Show Filters' button, and a calendar for May 2018, and a bottom section with a grid of photo thumbnails and a scheduling timeline. The grid contains 12 photos, each with a checkmark icon. The timeline shows slots for 11AM, 12AM, and 1PM on Monday, Tuesday, and Wednesday. Two 'Auto' scheduling options are visible, one at 11AM on Wednesday and one at 1PM on Monday.

Dropbox Google Drive Instagram Facebook Twitter Pinterest +

< Today > May 2018

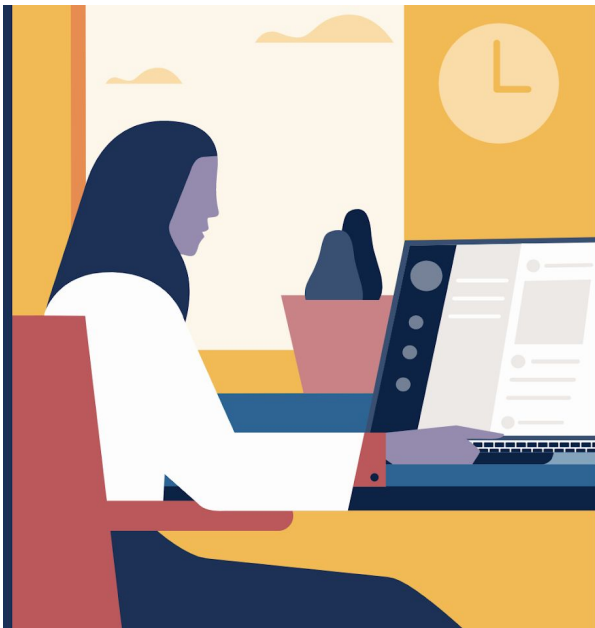
30 MON 1 TUE 2 WED

11AM Auto

12AM

1PM Auto

Hootsuite



FREE PLAN

Basic features to get you started with Hootsuite

Get a feel for the Hootsuite dashboard with this limited plan—and when you're ready to take your social media game to another level, check out our Professional plan.

[Sign Up For Free Plan](#)

[Discover Professional Plan](#)

Try it for free for 30 days

Hootsuite



Manage 3 social accounts

See how Hootsuite works by managing up to three social media accounts.



Schedule posts

Schedule up to 30 posts to be published whenever you want. (Our Professional plan offers unlimited scheduling.)



Self-serve support

Find answers to your questions in our self-serve online Help Center and FAQs.



Add free apps

Integrate basic free apps from our App Directory into your Hootsuite dashboard.

Buffer

[Products](#)[Pricing](#)[Resources](#)[About](#)[Customers](#)[Try Buffer for Business](#)[Log in](#)

\$15_{/mo}

Billed monthly

Ideal for getting started

- ✓ 8 social channels
- ✓ 100 scheduled posts
- ✓ 1 user

[Start a free 14-day trial](#)

or [see more features](#)

\$65_{/mo}

Billed monthly

Ideal for growing brands

- ✓ 8 social channels
- ✓ 2,000 scheduled posts
- ✓ 2 users

[Start a free 14-day trial](#)

or [see more features](#)

\$99_{/mo}

Billed monthly

Ideal for larger teams

- ✓ 25 social channels
- ✓ 2,000 scheduled posts
- ✓ 6 users

[Start a free 14-day trial](#)

or [see more features](#)

At the end of your trial, you may downgrade to our basic Free plan: 3 social channels, 10 scheduled posts, 1 user.

Project Management

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Trello

Trello helps teams work more collaboratively and get more done.

Trello's boards, lists, and cards enable teams to organize and prioritize projects in a fun, flexible, and rewarding way.



Trello Templates

Templates for Trello

No more starting from scratch. Give your team a blueprint for success with tried-and-true templates from the Trello community. Copy, customize, and you'll be collaborating in no time!



Featured Categories



Business



Design



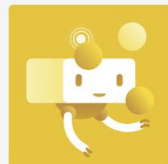
Education



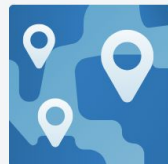
Engineering



Marketing



Project
Management



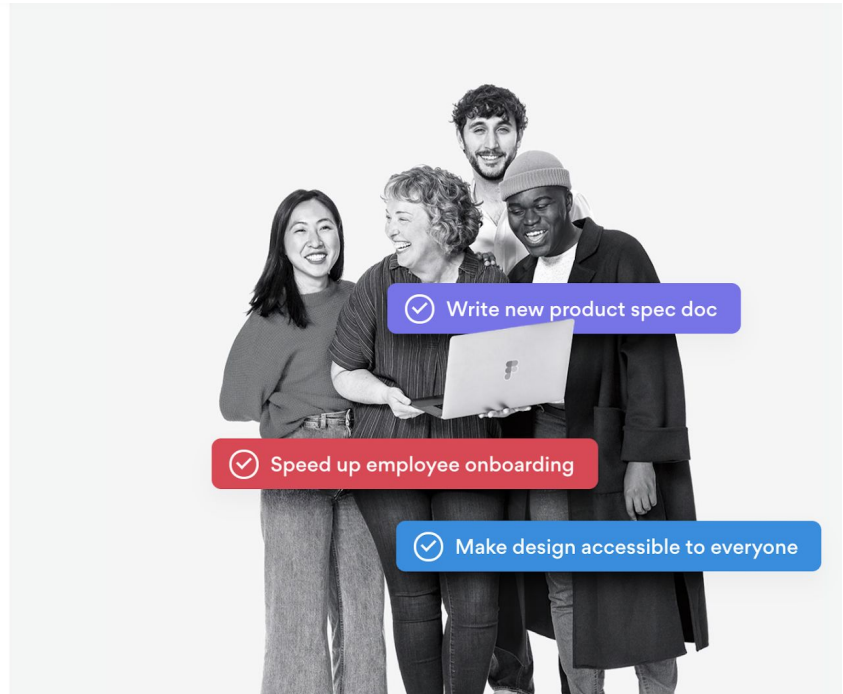
Remote Work

Asana

Work on big ideas,
without the busywork.

From the small stuff to the big picture, Asana organizes work so teams are clear what to do, why it matters, and how to get it done.

Try for free



Asana Templates

Project templates gallery

Any team can plan and manage their projects more successfully starting with Asana templates.

Try for free

Marketing

Operations

Design

Product

Cross-functional

Sales

Customer success

Engineering

IT

HR

Video Conferencing

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Zoom

The free video conferencing solution from Zoom provides a pared-down service for group video calls. The Zoom Basic plan allows users to have 40-minute calls with a handful of features like screen sharing, local recording, breakout rooms and camera filters.

Advantages: Simple sign-up process, includes basic recording, supports 100-way calling, Mac and Windows apps

Considerations: Requires a downloadable application, calls on Basic plan are limited to 40 minutes or less, no capability to control spam or bandwidth

Google Hangouts

The free video chat app from Google is a great example of a consumer-grade app that has been accepted into the business world. Google shops operating out of Google mail and Google calendaring will enjoy the native integrations for Google Hangouts.

Advantages: Integrates with Gmail™ and Google Calendar™, works on Chrome™, connect up to 25 participants

Conclusion

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If you have a bootstrap marketing budget, there are plenty of free apps and software to help you be a **smarter** marketer.

With the right tools, you have the opportunity to acquire new users, **offer quality customer service**, and boost retention rates.

Learn how you can automate and streamline marketing in your business so you can spend time working **IN** your business, doing what you love most.

Resources:

[How to Set Up Google Analytics](#)

[How to Set Up Google Alerts](#)

[How to Use Google Trends](#)

[Best Email Marketing Tools](#)

[Canva](#)

[Trello Templates](#)

[Asana Templates](#)

[Later](#)

Questions?

Type your question to the chat box

Contact Us:

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<https://bit.ly/regRISBDC>

susandavis@uri.edu

