



INTELLIGENT OFFICE

DIY Marketing Tools

MARKETING YOUR BUSINESS ON A TIGHT BUDGET



If a business isn't marketing, its potential customers are not finding it. Small to medium size businesses often struggle with spending hundreds of thousands of dollars on marketing. New DIY marketing tools, however, have eliminated the need to spend astronomical amounts on online and traditional marketing. These tools allow businesses to perform all of the basic marketing strategies in-house and within a small budget by managing social media and PPC campaigns, utilizing email marketing campaigns for consumer outreach, performing market research and analysis, and staying current on their website's development.

How Businesses are Using DIY Tools to Their Advantage

Marketing budgets are frequently tight for small and medium-sized businesses. Overhead costs such as product purchasing and payroll take first priority. After these expenses are addressed, it doesn't leave much money to actually market the business – a necessity if a business is to grow and thrive in a competitive environment.

DIY marketing tools help businesses perform their own marketing at a fraction of the cost of a full-time marketing team or agency.

Social Media/Paid Search

Two of the most effective ways of getting valuable information regarding your businesses product or services to your target audience are through social media and paid search campaigns. But managing these different channels can be challenging. Using a management tool can reduce stress and streamline the process.

- » **Social Media Scheduling:** Since 2008, Hootsuite has proven to be a highly effective tool for managing multiple social networks – and it has one of the most cost effective plans. Sprout Social is a bit more costly, but it integrates directly with Google Analytics, which is can be helpful in analyzing the results of your digital marketing efforts. Businesses can use these tools to post the same or different messages to all of their social networks at once, including Facebook, Twitter and LinkedIn. This eliminates manually posting on every single network.
- » **Paid Search:** WordStream and ClickSweeper are designed to help businesses manage their paid search (PPC) campaigns and identify new keyword opportunities. Both feature dashboards that help businesses setup their ad campaigns, and offer guides and tools to help with the process.

Additionally, businesses won't have to pay management commissions to agencies when the work is done in-house.

Email Marketing Campaigns

Email is still an excellent way to reach audiences - typically having a higher conversion rate than either social media or paid search. For example, businesses could send monthly emails providing information on their products/services, industry news or even special promotions or discounts. The goal of these campaigns would be to drive traffic either to the website or to get a potential customer to convert to a paying client.

MailChimp: MailChimp is a go-to tool for many small to medium-size businesses due to how easy it is to set up and manage a campaign and its pre-designed templates.

- » **iContact:** For businesses that need a more robust service, iContact offers a plethora of email campaign management features, including demographic segmentation – allowing businesses to hit different audience segments with different messages. And it automatically removes duplicate emails – saving energy on time consuming database scrubbing.
- » **Constant Contact:** Another advanced email marketing tool is Constant Contact. Besides allowing customers to create email marketing campaigns, this tool also helps businesses manage events, use local search listings and social media to attract new customers, and create online surveys and polls.

Market Research and Analytics

Outside resources are often pulled in for just two tasks: Researching the target audiences' wants, needs and habits, and determining how well campaigns are performing. Try one of the following tools to manage these tasks and keep the work in-house.

- » **Market Research:** AYTM (Ask Your Target Market) enables companies to create surveys – helping businesses pull together first-hand research. SurveyMonkey not only lets businesses conduct first-hand research of the business' own lists; it also allows businesses to survey a consumer panel of potentially thousands of respondents. Google Trends is a free tool from Google that lets users view trending Google and YouTube searches. This tool can be used to determine interest in a particular topic, product or service; interest worldwide; and when interest is at its highest.
- » **Analytics:** Google Analytics provides the most comprehensive free information on website traffic, demographic information and conversions – all of which are important to the success of your businesses marketing efforts. TweetReach gives Twitter users valuable data on Tweet reach and impressions.

Websites and Landing Pages

Any business needs a website if it wants to capture online traffic and obtain new leads outside its immediate influence area. Landing pages have also become necessary to provide targeted messages to incoming traffic and assist with conversions.

- » **Website Builders:** Website builders come in all shapes and sizes, but WordPress, WYSIWIG Web Builder and SquareSpace are still some of the most straightforward and user-friendly website building tools, featuring simple dashboards and pre-built templates.
- » **eCommerce Platforms:** If a business plans on selling products or services online, it's going to need an eCommerce platform to display product images, accept payments and obtain customer information. Shopify and Magento are full-blown eCommerce platforms. WooCommerce is a WordPress plugin.
- » **Landing Pages:** Populr, Lander App and Ubounce are comprehensive landing page builders. The provided templates are designed to reduce bounce rate and ensure that a good percentage of traffic converts – something that can be difficult with standard web pages. Standard web pages can have many links to other sections of the site, so visitors can get distracted by following these links off the page. A landing page, on the other hand, is typically specific to one topic, product, or offer and will lead directly to some type of conversion like an email signup or one-click purchase.



Other Tools

Some other tools to round-out your marketing efforts include:

- » **HubSpot:** HubSpot is an all-in-one inbound marketing and sales tool designed especially for small to medium-size businesses. Not only does it offer integrated marketing software for social media, landing pages, blogging and the like, it also provides the user with comprehensive marketing and sales resources and robust training programs.
- » **SlideShare:** Presentations can have more use outside of the boardroom or even the conference center; they can be used to garner more interest and build trust in the company online. SlideShare lets businesses share slide presentations. These can be used for branding, driving inbound traffic to a website or just getting feedback on the presentation before it's shared with a wider audience.
- » **Design Tools:** Not all of us were born with great design skills. Luckily, there are a number of tools to assist with this process. Canva helps businesses create images for marketing materials, including for websites, brochures, white papers and social media. COLOURlovers is a tool that knows that picking colors for a campaign can be tricky. It provides color palettes to assist with selecting the best color combination and create the biggest visual impact.
- » **Video Tools:** Video has been shown to have a high engagement rate – and just about any type of business can benefit from creating a video library to use as website assets and for marketing campaigns. Camtasia lets users take screencasts of what they're doing – the video acting as a guide through the product or even showing how a service works. VideoMakerFX creates professional-looking videos at a fraction of the cost of a real videographer.



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