

# 15 ESSENTIAL TOOLS FOR MARKETING

15 FREE TOOLS, IDEAL FOR SMALL BUSINESS MARKETING

## WEBSITES AND E-COMMERCE

For site building we recommend WordPress, with the DIVI builder combined with WooCommerce if you are looking for an e-commerce platform. To take it further, recommended plugins include Yoast for SEO, WP SMTP for transactional email, Stripe for payments and the service from Diib - for website optimisation.

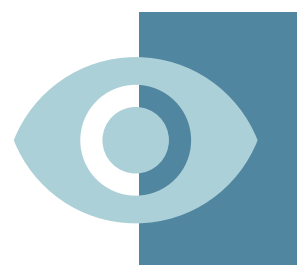


## SOCIAL MEDIA MANAGEMENT

Social media can be an after thought, to take the pressure out of the day to day running of it we recommend Buffer for content and communication management and Quuu for content curation and recommendations.

## EMAIL

Communicating with your potential and active customers is a must. Both of these tools will help get your message out effectively. Send in Blue for transactional emails from your website and Mailchimp as your marketing CRM and email marketing platform.



## MULTI PURPOSE TOOLS

With all of the above, the following tools will help you to make the most out of the tools and get things right. Pixlr for Photoshop-esque image editing, Canva for quick social image creation combined with Pexels and unsplash for free stock images. Rounding off with Grammarly for spelling and grammar checks.

