

# Top Marketing Tools for Small Business

“ Marketing is not anyone's job — it's Everyone's job ”  
— JACK WELCH

## Priority #1 - A Website

TOP RANKING BRANDS FOR WEBSITE DEVELOPMENT, TRACKING & REPORTING

For the delegators, check out the web wizards on Fiverr for top talent that won't bust the budget



## Customer Engagement

- Offers free CRM and a full platform of marketing services
- Beautiful forms & surveys
- Email marketing platform
- Ingenious POS with customer rewards

## Content Marketing

“ CONTENT IS KING ”  
— BILL GATES



These tools make it easy to create quality content that speaks your brand values & grabs attention

## Social Media

3 billion people use social networks across the globe Nine Percent Y/Y Growth (Source: We Are Social)



Small Businesses active on social media reach new and highly targeted potential customers

Managing a consistent brand presence across multiple social media accounts can be a hefty time drain. These low-cost tools do the hard work and provides analytics, too.



TODAY'S MARKETING TOOLS CAN HELP YOU CREATE, CONNECT & CONVERT

## One-Stop-Shop Solution

Many Small Business Owners prefer to leave the backroom mechanics to those that do marketing as their business. If you resemble that, there are experts & automation to help get your brand and message to the right people, at the right time.



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