



Increasing Marketing & Sales Productivity Using Online Tools

PRESENTATION



Tools Listed

- There are more than the tools listed in this presentation to help automate and manage Marketing and Sales, but the ones chosen are the ones that are the most robust and affordable for small businesses under 20 employees and most have a free offering.
- To help streamline your business and help you make better business decisions.



Why to Utilize Tools In Your Business

- To help increase productivity in your business by automating many of your manual processes

- To help streamline your business and help you make better business decisions.

Why ONLINE Tools

- Many of the ONLINE TOOLS offer a FREE or a LOW cost option for small businesses
- Most Online Tools are provided in SaaS pricing model which allows you to pay monthly to help your cash flow or provide a discount for paying it all up front.
- With Online Tools – many of them have integration or hooks between different tools/applications
- You are able to access and use them anywhere with an internet connection



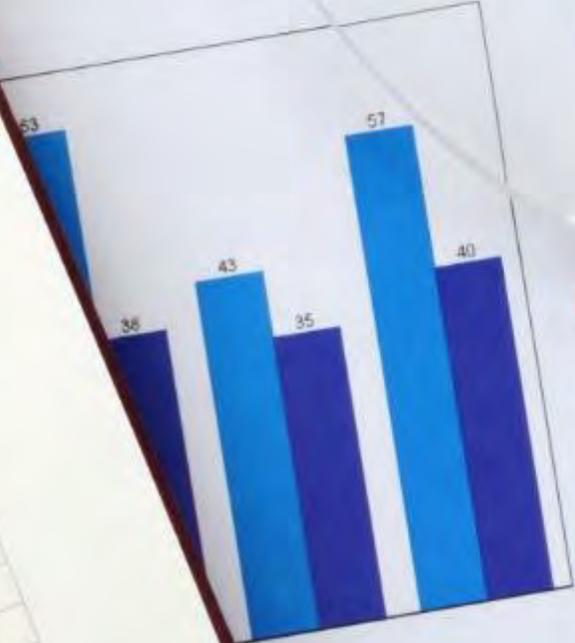
What to Do Before Selecting Online Tools

- Define and develop processes for your business
 - Tools automate processes and help you manage them, they do not develop them
- Understand your requirements for using the tool and what features you want
 - Buying before understanding can be costly
- Most online tools/apps have online demos and trials – Take advantage of this to determine which best fits your needs



CONTENT
MARKETING

Photos



Marketing

GENERATING CONTENT

Content Marketing : Generate Content

- **Tools to help you create and develop good content**
 - Before choosing what tools to use to find content that you do not develop:
 - ✓ Determine the types of content you plan to generate
 - ◆ Graphics, Blogs, Video, Case Studies, Surveys, Newsletters, Multimedia, Infographics
 - ✓ Determine where you plan to utilize the content
 - ◆ Social Media, Website, Blog, Printed



Content Marketing : Develop Graphics

- Canva <https://www.canva.com>
 - Develop graphics for web, social media, print
 - Drag/Drop and does not require you to be a graphic designer
 - Templates to provide ideas
 - Free version and pro version ~ \$12.95 a month

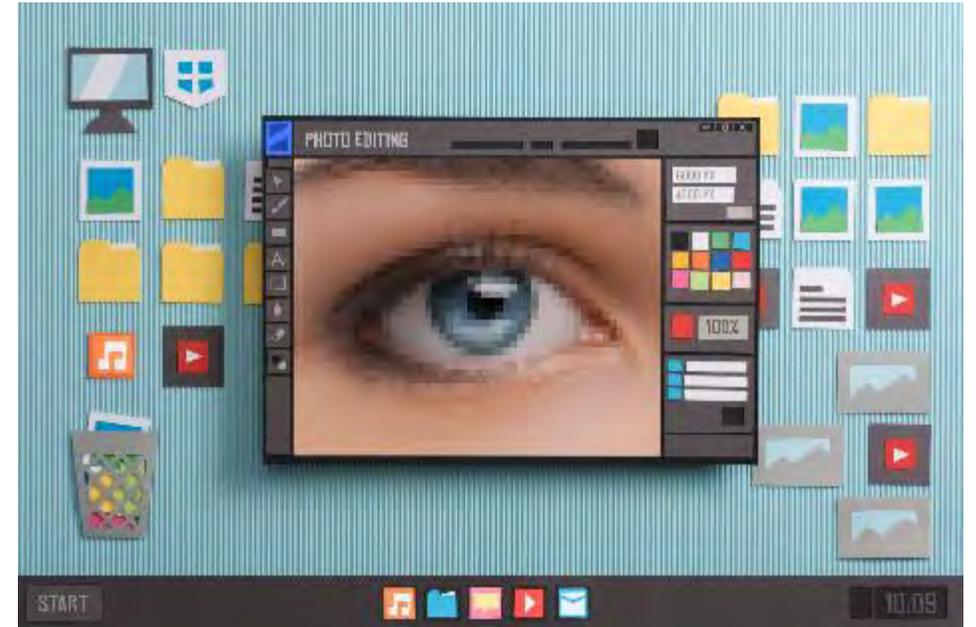


Content Marketing : Photo Editing

■ Pic Monkey

<https://www.picmonkey.com/>

- Photo Editing Package which allows you to edit photos for use in marketing
- Can also use templates to create designs as well.
 - ✓ Ease of use – Do Not Have to Be Professional to Use
 - ✓ Free Version allows for basic photo editing
 - ✓ Premium Package ~\$72.00



Content Marketing : Develop Video

■ Animated and Business Videos

- Go Animate <https://www.vyond.com>
 - ✓ Supports Text to Speech
 - ✓ Subscription starts at ~\$299.00 annually
- Powtoon <http://www.powtoon.com/>
 - ✓ Has Slideshow Video Creator as well
 - ✓ Free, Subscription,
 - ✓ Subscription - ~\$228.00 annually (5 videos a month)
- Rawshorts <https://www.rawshorts.com>
 - ✓ Has pay as you go and subscriptions
 - ✓ Free, Subscription, Pay as You Go
 - ✓ Subscription - ~ \$39.00 a month



Content Marketing : Well Written Content

- Grammarly <https://www.grammarly.com/>
 - Helps you to write properly online and offline
 - ✓ Provides grammar, spelling, sentence structure, style, punctuation – based on type : Business, Academic, Technical, Medical, Creative, Casual
 - ✓ Runs on web pages and other products and tools where text is written but supports Word (offline)
 - ✓ Less that \$200.00 annually

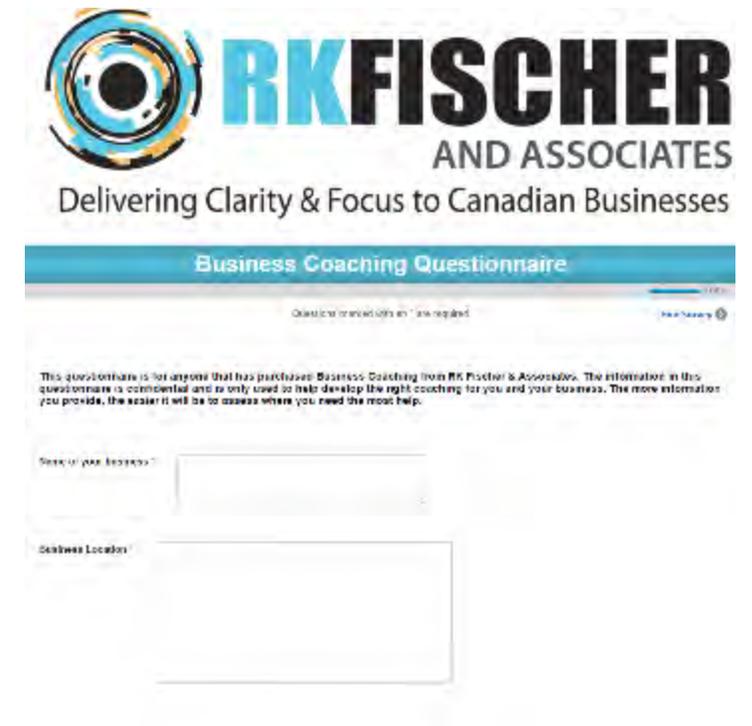


Content Marketing : Surveys, Questionnaires, Polls

- EmailMeForm <https://www.emailmeform.com>
 - Create HTML forms and surveys with branching and multi-page
 - Data stored in database online (export)
 - Integrates Payments and SSL security
 - Responsive – so runs on Mobile as well
 - Free version and subscription as low as \$100.00 annually
- Cognito Forms <https://www.cognitoforms.com/>
 - Create HTML forms and surveys with lookup fields, calculations, and conditional logic.
 - Data stored in database online (export)
 - Integrates with Payments and SSL Security
 - Responsive
 - Free version and subscription as low as \$120.00 annually

Content Marketing : Surveys, Questionnaires, Polls

- QuestionPro <https://www.questionpro.com>
 - Create online questionnaires/surveys (desktop/mobile)
 - Collect responses online (export) and print
 - Can brand
 - Analyze results
 - Free account – subscription ~\$175.00 CDN annually

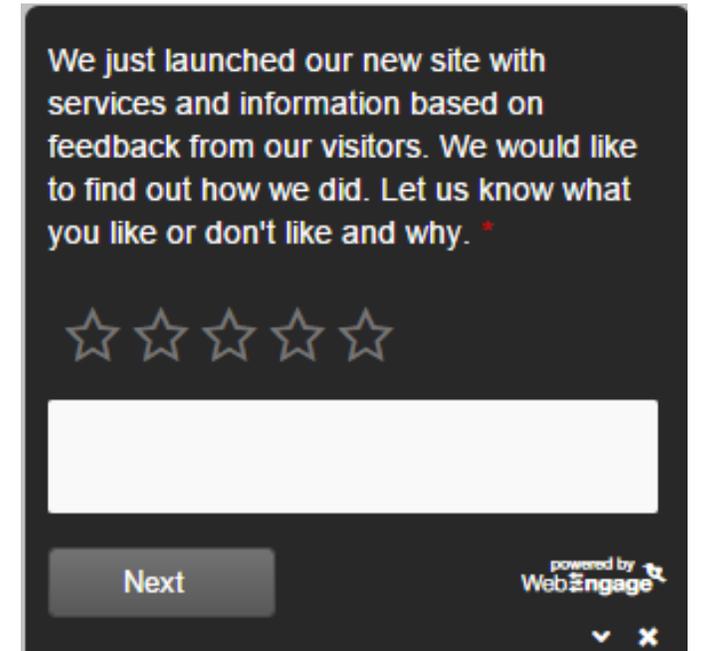


Content Marketing : Surveys, Questionnaires, Polls

- Feedback Daddy <http://www.feedbackdaddy.com>
 - Create polls, surveys, questions for your website
 - Collect responses online (export)
 - Must add snippet of code to website
 - Analyze results
 - Free account – subscription ~\$135.00 CDN annually

Content Marketing : Surveys, Questionnaires, Polls

- Web Engage <http://webengage.com/>
 - Create surveys, notifications, and feedback form
 - Collect responses online (export)
 - Must add snippet of code to website
 - Analyze results
 - Free account – subscription ~\$650 CDN annually



We just launched our new site with services and information based on feedback from our visitors. We would like to find out how we did. Let us know what you like or don't like and why. *

☆☆☆☆☆

Next

powered by Web Engage

⌵ ✕

Content Marketing : Generate Content Tool Value

- Most of these tools have a free version of the product and an entry level subscription of under \$300.00 annually
- Will help you generate different types of content and ways to interact with prospects and client which is key in marketing today



Social Media: Other's Content

■ Tools to help provide third party content

- Before choosing what tools to use to find content that you do not develop:
 - ✓ You must have chosen the platforms you plan to use
 - ✓ Developed your content strategy (type of content for each platform or persona)
 - ✓ Determine what type of content will be shared on each platform
 - ✓ Select the keywords for finding that content



Social Media: Other's Content Tools

- Content Gems <https://contentgems.com>
- Drum Up <http://drumup.io/>
- Feedly <http://feedly.com>
- Right Relevance <http://www.rightrelevance.com>



Social Media: Other's Content Tool Value

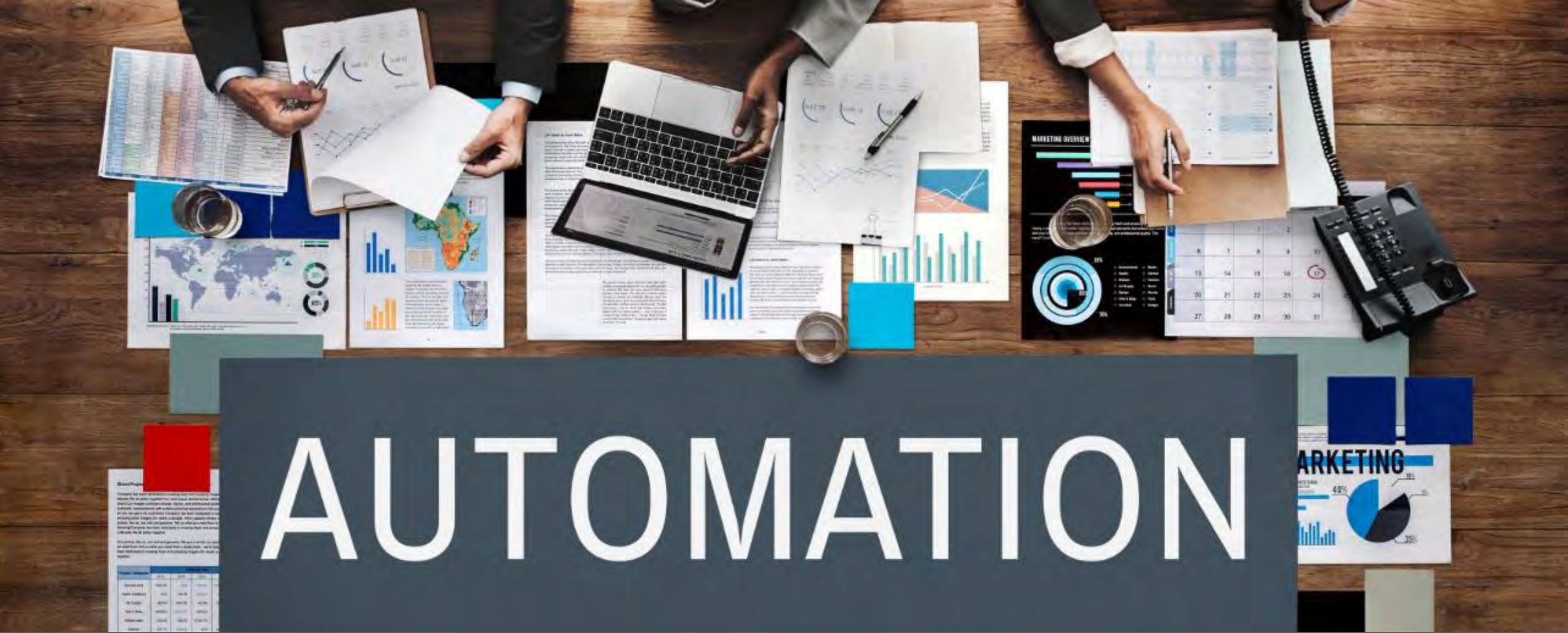
- All of these tools have a free version of the product and are adequate for most businesses
- Most you can hook your social media sites to and share directly
- Easy to use / understand
 - Go in and select categories/keywords of topics
 - Will bring content into folders (of topic name)
 - Click on article and share from article or other tool or share directly in the tool



Social Media: Other's Content Tool Example

The screenshot displays a social media dashboard with a dark sidebar on the left and a main content area on the right. The sidebar includes a logo for 'Right Relevance' and a list of 'SAVED TOPICS' such as Content Marketing, Digital Marketing, and Entrepreneurship. The main area features three content cards:

- Card 1 (SOCIAL MEDIA):** Titled 'Taking a Break From Social Media, Nicki Minaj Is Asked to Dump Boyfriend Meek Mill. Las Vegas Blog'. It includes a video thumbnail and a text snippet: 'Nicki's fans worry about her condition and begin to speculate the her absence from social media is 'cause she's trying to ignore criticism regarding her boyfriend who has a beef with Drake. Nicki Minaj's fans worry about her condition and wonder where the rapper is as she's absent from social media ...'. It has 1 influencer share and a 'Follow' button.
- Card 2 (ENTREPRENEURSHIP):** Titled 'Have Young Kids? Here's How You Can Still Be Productive Working From Home.' It features a photo of a woman talking on a phone while a child sits at a desk with a laptop. The text snippet reads: 'Have Young Kids? Here's How You Can Still Be Productive Working From Home. Today's Most Read Founder of Couple Money November 13, 2015 Many American entrepreneurs are launching and running their businesses from home . For some owners, they see this as an opportunity to spend more time with their chil...'. It has 35 influencer shares and a 'Following' button.
- Card 3 (SEARCH ENGINE OPTIMIZATION):** Titled '#MarketingNerds: Art of Buying and Selling Websites | SEJ'. It features a quote: 'the same as selling a house. • Earning is an ultimate metrics when selling a website.' The text snippet says: 'Visit our Marketing Nerds archive to listen to other Marketing Nerds podcasts! In this week's episode of the Marketing Nerds podcast, Mark Daoust of Quiet Light Brokerage joins SEJ Executive Editor Kelsey Jones to talk about the process of buying and selling website. They discuss how to determine t...'. It has 22 influencer shares and a 'Follow' button.



AUTOMATION

Digital Automation Solutions

AUTOMATING YOUR MARKETING

Social Media Management

■ Tools to help manage and measure social media

- Before choosing what tools to use :
- You must have chosen the platforms you plan to use as not all social media management tools manage all platforms
 - ✓ Developed your content strategy (type of content for each platform or persona)
 - ✓ Determine what type of content will be shared on each platform
 - ✓ Determine schedule of content (time and days)



Social Media Management

- Hootsuite <https://hootsuite.com>
 - Manages: Facebook, LinkedIn, Twitter, Google+, and Foursquare + apps for Instagram, YouTube, Flickr
 - Canadian company
- Buffer <http://www.bufferapp.com>
 - Manages: Facebook, LinkedIn, Twitter, Google+, Pinterest
- Zoho Social <https://www.zoho.com/social>
 - Manages: Facebook, LinkedIn, Twitter, Google+



Social Media Management Tool Value

- All of the tools have a free version which will manage one to two platforms
 - Paid version for small businesses start at less than \$15.00 a month
- Manage multiple social media platforms from one location
- Schedule social media for dates/times to run
- Provides analytics and reporting



Email Marketing Management

- **Tools to help develop and manage email newsletters and other emails**
 - Before choosing what tools to use to manage
 - ✓ Determine what functionality you require and how many subscribers you require.
 - ✓ Set timeframes to send out newsletters:
 - ◆ Weekly, Monthly, Quarterly, Special Occasions
 - ✓ Determine content for your newsletters
 - ✓ Determine consistent branded layout and make sure you choose a product that can be shown on desktops as well as mobile devices (responsive)



Email Marketing Management

- MailChimp <http://mailchimp.com/>
 - Free up to 2000 subscribers and 12,000 emails per month
- Benchmark Mail <https://www.benchmarkemail.com/>
 - Free up to 2000 subscribers and 14,000 emails per month
- Constant Contact <http://www.constantcontact.com/>
 - Free 60 day trial with no credit card
 - Subscription around ~240.00 CDN annually (basic)
- Aweber <http://www.aweber.com/>
 - Free 30 day trial – requires credit card
 - Subscriptions around ~250.00 CDN annually



Email Marketing Management Tool Value

- Many of the tools have a free version of the product
 - Paid version for small businesses start around ~\$240.00 CDN
- Manage Email Lists
- Develop Email Campaigns to (SUBSCRIBED) users
- Provides analytics and reporting



Email Marketing Management Example

The Director for Canadian Business Owners and Operators to provide help and guidance for your business.

RK FISCHER
AND ASSOCIATES

Small Business Insights

Small Business Consultants, Advisors, and Coaches serving the Canadian market.



Delivering Clarity and Focus to Canadian Business Owners

Facebook | Twitter | LinkedIn | Pinterest

Volume 6 - August 2015

Blog Articles

- [I Invested - The New Start-Up Era](#)
- [Practice Monthly Mail Merges](#)
- [Have You Had or Are You Considering a Franchise or Franchise Franchise?](#)
- [Employee and Salary Costs \(Part 1 of 2\)](#)
- [What & How to Apply Money to Financial Development and Why](#)

Company Update

Introduction

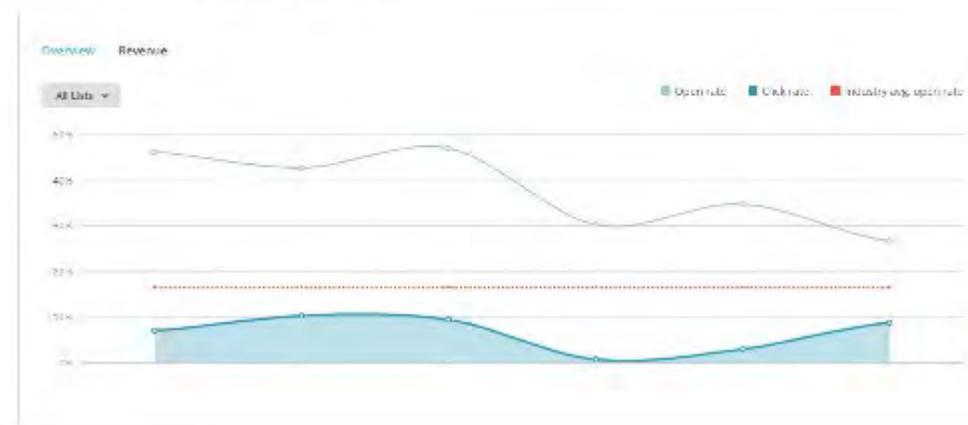
In the last few months we have launched some pre-defined packages to help business owners during different stages of their business life cycle that are "load to load". We also will offer a model price as the packages themselves have defined the parameters as well as the packages which are the ones that result normally cause a difference in price.

In addition to the package, one of our financial partners, [Wendy's Financial](#) (Franchise branch), is able to provide financing over time (multiple year loan) for consulting and coaching offered based "On Approved Credit". In order to get the support you need while allowing you to manage your cash flow. To find out more about our packages for the different stages of your business, click on the links below.

- [Small Business Packages](#)
- [Franchise Packages](#)
- [Financial Coaching](#)

Reports

Campaigns | Comparative | Automation | Inbox Inspections



Integrated Marketing Solutions

- **Tools to help manage and measure multiple marketing solutions in one product**
 - Before choosing what tools to use :
 - You must have an understanding of the
 - ✓ The solutions that you want to use within your business for marketing
 - ✓ Have an understanding of what marketing will work for your business and budget



Integrated Marketing Solutions

- Get Response - <https://www.getresponse.com/>
 - Integrates email, workflow, landing pages, forms, webinar marketing, ads, ecommerce, says they have CRM, but is more just list management
 - Different subscriptions include different products
 - Subscriptions around ~300.00 US annually for most products
- HubSpot - <https://www.hubspot.com/>
 - Not only integrates marketing but also sales and service
 - Their Marketing Starter Hub includes Ad management, live chat, forms, pop-up forms, email marketing, and ad retargeting
 - Have higher end packages as well.
 - Subscriptions start ~ \$600 US annually for the Starter Hub

Integrated Marketing Solutions

- Infusionsoft by Keap - <https://www.getresponse.com/>
 - Also includes sales, appointments and invoice & payments in addition to marketing automation including campaign builders.
 - Different subscriptions include different products
 - Subscriptions around ~\$2400 US annually

Integrated Marketing Tool Value

- Many of the tools have a free trial
- Develop email campaigns
- Include forms, chat, landing pages and pop-up advertising for websites
- Provides a one-stop shopping for marketing automation tools
- Includes integration to other sales and service tools and have higher end packages with additional functionality
- Provides analytics and reporting





IMAGE
INTERACTION EVENTS
CORPORATE OBJECTIVES
INTERACTION PLANNING
EVENT MARKETING
PLANNING IMAGE EXPERIENCE
CORPORATE OBJECTIVES
EVENTS
CORPORATE OBJECTIVES
EVENTS
IMAGE EXPERIENCE
CORPORATE OBJECTIVES
EVENTS
INTERACTION PLANNING
EXPERIENCE

Event Marketing

MANAGING YOUR EVENTS



WEBSITE OPTIMIZATION & MEASUREMENT

MEASURING YOUR SUCCESS

Website Optimization and Measurement Tools

■ Tools to help website optimization

- Before choosing what tools to use to manage
 - ✓ Need to understand the importance of your website being found
 - ✓ Need to have ability/control over content
 - ✓ Need to understand what keywords you are using on your website and on what pages
 - ✓ Need to understand some of the basics of SEO and metrics you need to track



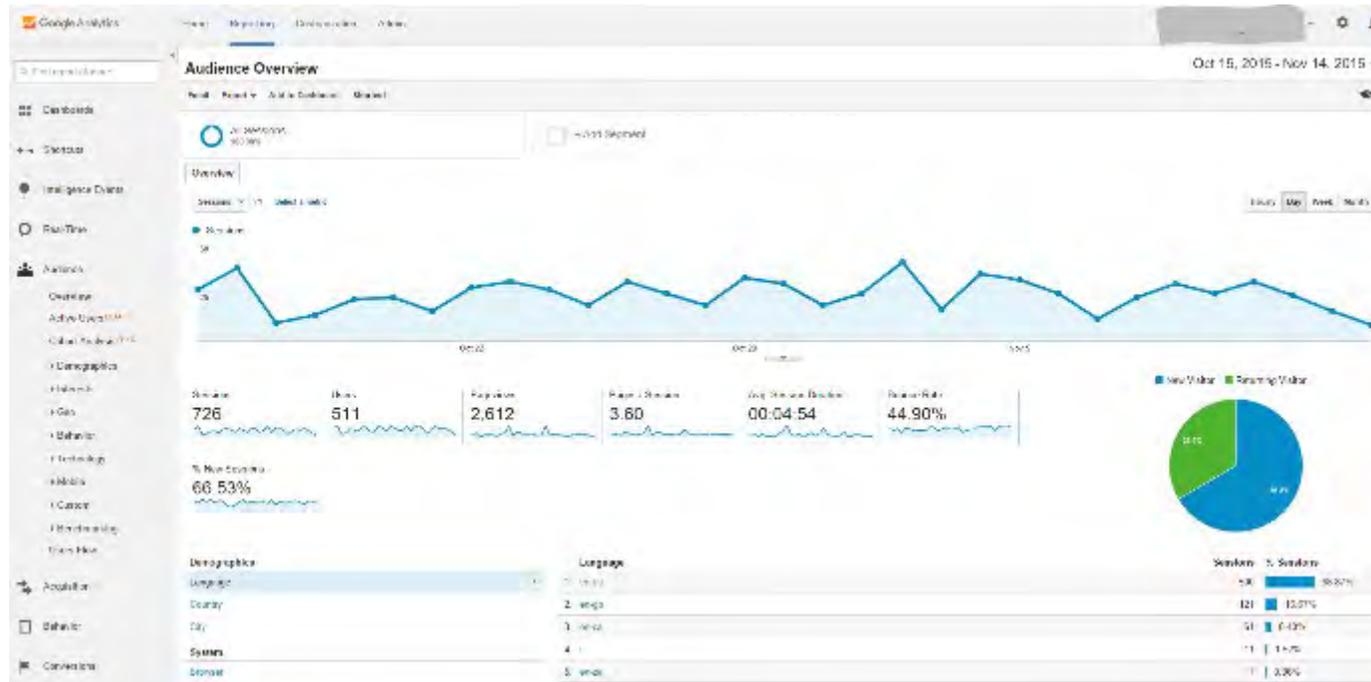
Website Metrics

- Google Analytics <https://analytics.google.com>
 - Free tool to view metrics by Google
 - Reports/Dashboard to tell you how website is performing
 - To view (you must have Google account/gmail email)
 - ✓ Must be set up prior on your website



Website Metrics

- Google Analytics



Optimization Metrics

- On Page Optimization Tool

<http://www.internetmarketingninjas.com/seo-tools/free-optimization/>

- Free tool to view to measure SEO Page Optimization
- Summary reports to tell you how your webpage is performing



Optimization Metrics

- On Page Optimization Tool



Results for <http://asmallbusinessconsultant.ca>

Heading	Value
Title Tag	Business Consultant Business Coach Bottom-Line Solutions GTA
Meta Description	RK Fischer is a business consulting and coaching firm whose goal is improving your bottom line. We offer a 30 min free consultation for you and your business.
Meta Keywords	
Total Words on Page	1465
Words that are links on the page	150
Words that are Not Links on the page	1315
Number of External Links	18
Total Distinct Words	540
Number of links on the page	80 (Internal: 71 / Subdomain: 0 / External: 18)

Below is your keyword density. This is based on your 1465 total words on the page.

Word	Count	2 Word phrases	Count	3 Word phrases	Count
business	73	business consulting	8	bottom line solutions	3
services	18	business coaching	8		
consulting	14	bottom line	7		
businesses	13	business businesses	5		
coaching	13	RK Fischer	4		
provide	9	small business	3		
line	8	line solutions	3		
linking	11				
solutions	7				
bottom	7				
SnowHide					

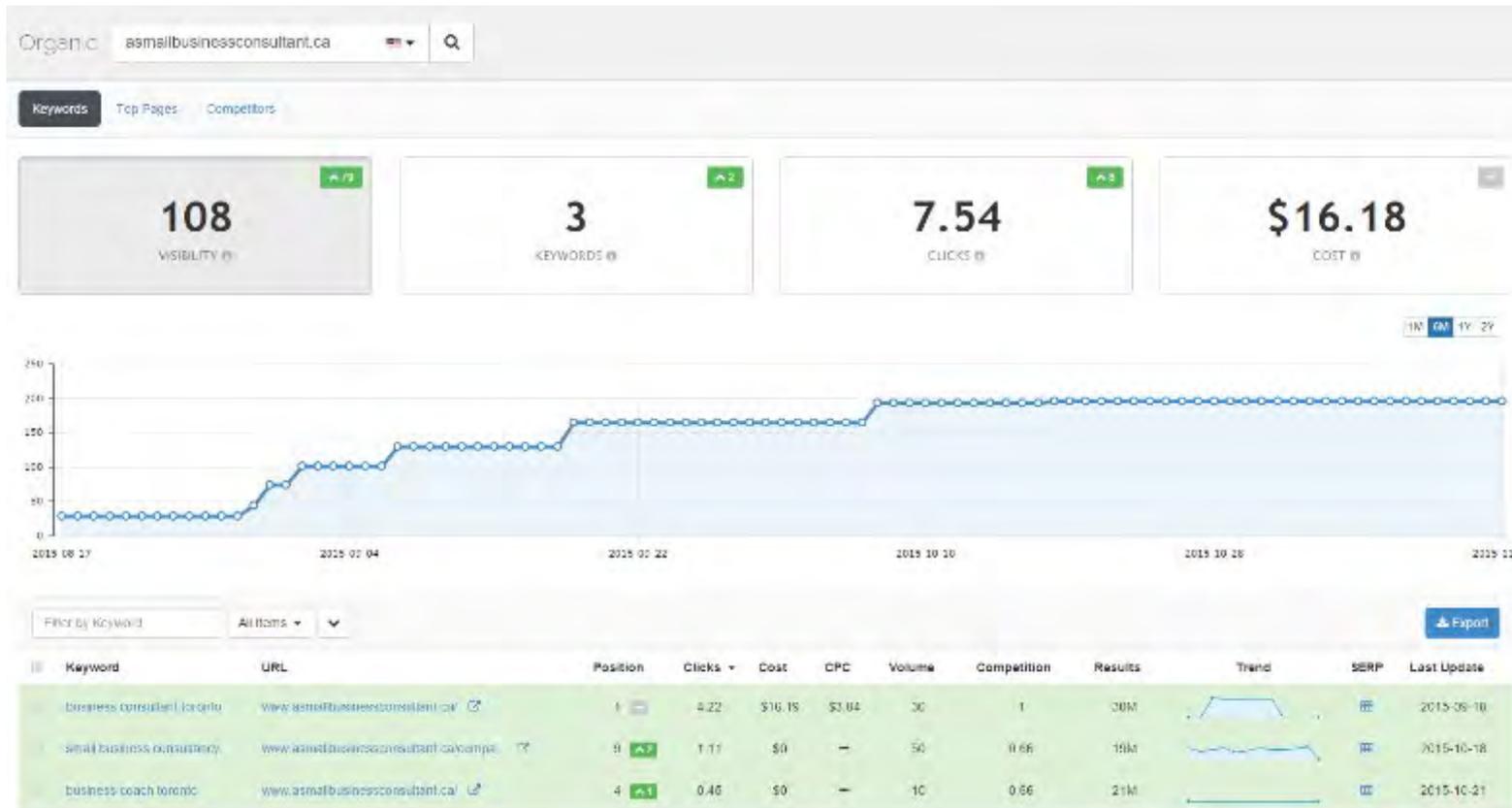
Below is your keyword density, using only your non-linked words on the page (1315 words)

Word	Count	2 Word phrases	Count	3 Word phrases	Count
business	53	business consulting	7	bottom line solutions	3
businesses	13	business coaching	7		

Website Ranking

- Advance Web Ranking <http://www.advancedwebranking.com/>
 - A Website Audit Tool that helps you improve website rankings and performance
 - ✓ Free Trial – 30 Days
 - ✓ \$49.99 US a month
 - ✓ Has functionality of many of the SEO tools that cost 3x as much per month and only allow monitoring of 1 site
 - ◆ Unlimited sites – up to 2000 pages
- Semrush <https://www.semrush.com>
 - A Website Audit Tool that helps you improve website rankings and performance
 - ✓ Offers a free version that will provide you all the tools with some limitations
 - ✓ \$99.95 a month
 - ✓ Can monitor up to 5 websites and can crawl 100K pages per month

Website Metrics



Website Optimization and Measurement Tools Value

- Improve performance and ranking of website
 - Increase visibility in helping be found by prospects
 - Provides metrics and tips to help improve your site over the competition
 - Helps you make changes needed to improve your site which will in turn help increase your changes for increased sales





MANAGEMENT TOOLS

HELPING YOU MANAGE YOUR BUSINESS

Collaboration, Tracking and Managing

■ Tools to help track and manage

- Before choosing what tools to use :
 - ✓ Decide what processes/tasks to manage – do not purchase more than you need
 - ✓ Decide who you will collaborate with in/out of your business
 - ✓ Define the processes / what you want to track

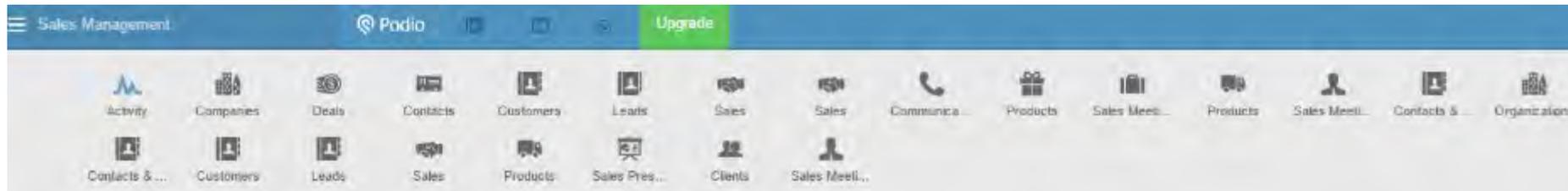
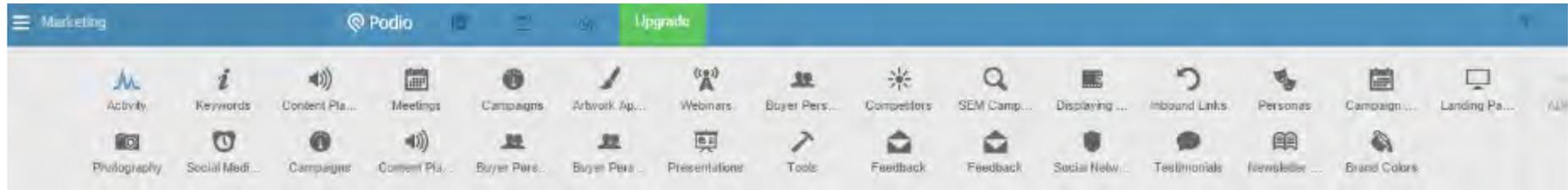


Collaboration, Tracking and Managing

- Podio <https://podio.com>
 - Tool that allows you to collaborate with those inside and outside your business
 - Different Modules/Apps that you can modify to your business to track different areas:
 - ✓ Marketing
 - ✓ Sales Management
 - ✓ Project Management
 - ✓ Human Resources



Collaboration, Tracking and Managing



Sales CRM/ Lead Management

- Zoho CRM <https://www.zoho.com/crm/>
 - Great for low end as well as high end requirements
 - Has multiple levels but if you just need Lead tracking it can be free for up to 10 people
 - \$12.00 a month for upgraded version per user
 - Hooks to QuickBooks
- Hubspot CRM <http://www.hubspot.com/products/crm>
 - Free product for those that have low end requirements
- Insightly CRM <http://www.insightly.com>
 - Free version for up to 2 people
 - \$12.00 a month for upgraded version per user
 - Hooks to QuickBooks



Sales CRM / Lead Management

insightly UPGRADE NOW 🔍 📅 🔔 👤

Add New Opportunity



DETAILS

Opportunity Name:

Description:

ADDITIONAL INFORMATION

Category:

Probability of Winning:

Forecast/Bid Date:

Who's Responsible?:

Value:

PIPELINE

Primary Name:

Owner:

LINKS

Add New Link:

PERMISSIONS

Visible to:

- Everyone
- Only the record creator
- Select individual People

Management Tool Values

- All of these tools have a free version of the product and are adequate for most businesses
- Help you track and manage your sales & marketing processes and information
 - In turns helps you manage your business more effectively
 - Control and manage your contacts, opportunities, leads



Contact Us



Business Consultants and Business Coaches

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