

Digital Marketing Toolkit



IMPROVE YOUR ONLINE PRESENCE

Make sure you are putting
out the best content
possible

EASILY CREATE CONTENT

Have the tools to craft
your own custom pieces of
content whenever you
need

ATTRACT NEW CUSTOMERS

Put your business in front
of new eyes to make sure
you grow

Content Creation Tools

Ensure that you have the ability to make top of the line engaging content for your audience, if you missed it [check out our blog on this!](#)



Create professional infographics with Visme. Especially useful if you have a large amount of information that you want to communicate to your audience all at once.



Canva offers a wide array of pre-built templates in any format you can think of from postcards to Instagram posts. Use this as your all in one graphic design tool.



Buffer is the all-in-one digital tool kit for small businesses. It is the most intuitive, affordable, and authentic way to reach more people on social media.



Create stunning intros & outros for your videos. Placeit is a template-based video editor allowing even those who are new to video editing to create fantastic content.



Miro is the all in one planning tool for your content and social media. Use Miro to visually map out your workflows to better understand how everything fits together.



SEO Tools

Tools that you can use to make sure your well-designed content is targeted to the right audience.



Ahrefs is a fantastic SEO tool for your website. **Improve your rankings**, drive traffic, and increase awareness in search engines.



SEM rush is a more advanced tool than ahrefs, offering a broad range of services from **SEO audits to trending topic lists in your category**.



Grammarly is a **fantastic spellcheck tool**. Integrated into your chrome browser. Feel confident when you are writing anything from a blog post to a social media caption.



Gain a deeper understanding of who is looking at your business through Google Analytics. With in-depth reporting on everything from **demographics to interest-based customer insights**.



Always be in the know with Google trends. Search any term and find out its popularity, search locally or internationally.



Copyright Free Images/ Video

Make sure that all of the content you put out is copyright free and of the highest quality possible!



Pexels

Pexels is a provider of **stock photography and stock footage**. It was founded in Germany in 2014 and maintains a library with over 3.2 million free stock photos and videos.

Bēhance

Another fantastic copyright-free platform run by adobe Behance is a fantastic place to showcase your work. **Find new inspiration, hand-picked just for you.**



Unsplash

Similar to Pexels Unsplash is a **great tool to get copyright-free images**. Describing themselves as 'The internet's source of freely-usable images. Powered by creators everywhere.'



Pixabay.com is a **free stock photography** and royalty-free stock media website. It is used for **sharing photos, illustrations, vector graphics, film footage, and music**, exclusively under the custom Pixabay license.

shutterstock

Shutterstock is a global provider of stock **photography, stock footage and stock music**, headquartered in New York



Email Marketing Tools

Tools that you can use to make sure you make the most out of your email marketing.



Mailchimp is a great option if you want to start in the world of email marketing. It's very user-friendly and opens new possibilities and ways to **communicate with your customers.**



Another fantastic email marketing platform that is based on a template model with the tagline '**Drag and drop your way to a beautiful email.**'



Easily create beautiful **email newsletters.** Sender allows you to build the bridge between your email lists and **revenue through email marketing.**



HubSpot's email marketing platform is a **more advanced option** both in terms of price and capability but definitely one to look to if you are looking to take the next step with your email marketing.



Temp mail is a platform that allows you to create **temporary email accounts.** Useful if you need an email to sign up for a trial account but don't want to use your official email.



Education Resources

Looking to improve your skillset? Here are some of the best resources we have found to help you do exactly that!



Google offers a wide range of courses on everything from **analytics to SEO and much more**. A fantastic place to start your learning journey online.



Udemy is particularly useful if you are trying to **learn new specific skills as** a lot of the courses are focused on teaching you specific skills as opposed to a general overview.



The Hubspot Academy is a great learning resource for someone looking to **gain a better understanding of how digital marketing works**.



Coursera is another good option similar to Udemy with a focus on specifics and more targeted to **newer and intermediate skill levels**.



Skillshare is a more **premium** option but offers **comprehensive courses** to bring you from a novice to an expert in a number of different areas.



Other Useful Tools

A collection of random but useful resources.



Mintel is a knowledge hub of **academic articles** similar to Google scholar. This is a fantastic place to learn about the industry and research.



Similar to Mintel WARC is another academic style resource that you can use to research specific topics and **gain insights into your industry.**



HubSpot persona maker is a quick and easy way to visualise exactly who your ideal persona is. This can then guide all other aspects of your business.



Mention is a great way to **track specific words all over the internet.** Competitors, brands, trends track anything on mention.com.



Fiverr offers a **wide variety of freelancers** who can aid you by filling in the gaps in your team's skillset without having to take on a new full-time staff member.



One last thing...

We hope that you found this workbook useful in helping you on the journey to grow your business. If you did, and you're one of our customers, please feel free to [leave us a review](#) 😊

If you like what you saw and want to learn more about how we help businesses all over the world, click [right here](#).

Thanks for taking the time to read this, we hope it helps.

-The LegitFit Team

Thank
you!