LEAN
MARKETING



12 Marketing Tools For Small Businesses

Checklist

Marketing Tools For Small Businesses

Checklist

Marketing for small businesses is easy when you have the right tools. I've listed twelve of my favorite small business marketing tools. You don't need to purchase these all at once. Start with the first six.

- [ ] Business Marketing Tools
  - Google Workspace
- [ ] Project Management Tools
  - Asana
- [ ] Content Management System (CMS)
  - WordPress
- [ ] Email Marketing Tools
  - ConvertKit
  - Hubspot
  - ActiveCampaign
- [ ] Social Media Marketing — Design Tools
  - Canva
- [ ] Editing & Grammar Tools
  - Grammarly
  - Hemmingway App
- [ ] Social Media Management - Scheduling Tools
  - Loomly
- [ ] Internal Messaging Tool
  - Slack

- [ ] Virtual Conferencing Tool
  - Zoom
- [ ] Calendar Tool
  - Calendly
- [ ] Video Marketing Tools
  - Wistia
- [ ] Data Reporting & Monitoring Tools
  - Search Console