Tech We Love

This list was created by and made for our PRSA FLX members during a member session. Attendees shared the tools they use. In some instances, a few comments about the tools were provided while at other times tools were only listed. The list is not exhaustive and should be used as a starting place to find tools that may help ease in the completion of typical MarCom tasks. Many tools listed are either free or have a free version, but not all. We did not evaluate on the basis of cost nor did we explore the benefits between the different levels of service.

Writing Aids

www.grammarly.com
- o Free and Premium versions
- o Goes beyond Word's spell check
- o Indicates tone
- o Weekly email gives you stats and information to help you improve

- www.readable.com
  - o Score
  - o Highlight sentences,
  - o Get a readable score

SEO

- www.moz.com
  - o Keyword research
  - O Free version and paid version

Metrics & Analytics

- Google Analytics (https://analytics.google.com/analytics/web/)
  - o Member recommendation
    - ▪ Have a question when you are going in.
    - ▪ Look for audience affinities, end market – what do the people really look for
    - ▪ Content reports
    - ▪ Content site queries (what they put in the search bar to find) – good for search terms)
    - ▪ Behavioral flow – see their journey on the website.
- www.hotjar.com
  - o Provides site heat mapping to visualize

Video/Graphics/Imagery Aids

- www.canva.com
  - Good for simple graphics for social media and/or web
- www.beautiful.ai
  - better PowerPoint
  - Great layouts
  - Faster and more professional
- Powerpoint
  - the tool grows and is still a standard
- Adobe Creative Cloud Express (formerly Adobe Spark)
- www.pixabay.com
  - no attribution requirement
- www.unsplash.com
  - Free stock imagery
- www.biteable.com
  - video / graphics-based explainer and stock
  - reasonable price
- www.lumatouch.com / Luma Fusion
  - Video editing for mobile
  - iPad friendly/ios create good video
- www.otter.ai
  - Transcriptions – can be used for video captioning
- Adobe Premier Pro
  - Video editing
  - Speech to text feature for transcriptions
- www.uppbeat.io
  - Free background music for downloading
  - Free account = 6 songs/month
- www.invideo.io
  - Video creation
- www.frame.io
  - Collaborative space for giving comments/reviews of videos
- www.freesound.com
  - For sounds like traffic sounds
  - Good for various videos/informative trainings
- www.remove.bg
  - Get rid of the background on images

Social Media

- www.sproutsocial.com
  - o Image resizing
- www.planoly.com
  - o Schedule Social Media / planning
- Buffer.com
  - o The Free version allows you to manage up to 3 social platforms, and schedule 10 messages per channel.
  - o https://buffer.com/pricing#compare

Project Planning/Work Collaboration

- www.miro.com
  - o Virtual whiteboard
  - o Post-its
  - o See work in real time
- www.lucidchart.com
  - o Online flow chart maker good for developing user journeys

Training/Learning

- www.lynda.com
  - o You can use a Library account to gain free access

Miscellaneous

- www.appsumo.com
  - o Aggregator for new types of software
  - o As the companies are trying to get traction the apps are lower cost
  - o A way to get in on apps/software across the spectrum while companies try to get traction and the apps are lower cost
  - o Also good for window shopping

Have a question about one of the tools or want to keep the conversation going? Try posting the question to the PRSA FLX Group page on LinkedIn where members can chime in with their experiences.