



Top 5 Digital Marketing Resources

Hubspot Blogs- <http://blog.hubspot.com> Hubspot is one of the best. They are always publishing new content and they cover just about everything you want to know about marketing and sales.

Mashable- <http://mashable.com> This is one of the first stops I make each morning. Great source of content. You get news, entertainment, technology reviews and more all in one place.

Webtrends- <https://www.webtrends.com/blog> Webtrends has articles to help you answer your digital marketing questions before you knew you had them. This is a good site for those that have been doing digital marketing for a while.

Social Media Today- <http://www.socialmediatoday.com> While discussing more than just social media, social media is the primary focus. Very helpful when designing or maintaining your social strategy.

Think With Google- <https://www.thinkwithgoogle.com> Need help with your SEM (Search Engine Marketing)? Think with Google is a great place to start.

Favorite 4 Digital Marketing Tools

Google Keyword Planner- <https://adwords.google.com/KeywordPlanner> Google Keyword Planner is free, easy to use and gives you a good foundation for your keyword strategy.

Canva- <https://www.canva.com> Not an artist? Canva is a free tool that has a lot of great templates, font choices and images to choose from. Many design elements are free to use, but those that are not, only cost \$1.

Hootsuite- <https://hootsuite.com> Hootsuite is a free social media publishing and monitoring tool, paid versions with more options are available. If you have more than one social network, this is an awesome way to manage them from one dashboard.

Hubspot Website Grader- <https://website.grader.com> Formally called Marketing Grader, this site searches your site and based on what it finds, make recommendations to help your site perform better. It is also free!

If you would like help with your digital marketing strategy, Nex-Tech has a Marketing and Media team that is ready to help you achieve your goals. Visit nex-tech.com/advertising to find out more.

