

The Ultimate Almanac of Free Marketing Tools, Apps, Plugins, Tutorials, and Videos



**Marketing: Ultimate Almanac of Free Marketing Tools
Apps Plugins Tutorials Videos Conferences Books
Events Blogs News Sources and Every Other Resource
... Could Ever Need (2024 Online Marketing)**

by Jason McDonald

★★★★☆ 4.6 out of 5

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File size : 1418 KB
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Enhanced typesetting : Enabled
X-Ray : Enabled
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Welcome to the ultimate resource for marketers! This almanac is your go-to guide for all things marketing, with a comprehensive collection of free tools, apps, plugins, tutorials, and videos to help you achieve your marketing goals.

Tools

- **Google Analytics:** A must-have tool for tracking website traffic and performance.

- **Google Search Console:** A free service that provides insights into your website's visibility and performance in Google search results.
- **Hootsuite:** A social media management platform that allows you to schedule posts, track engagement, and monitor your social media presence.
- **Buffer:** Another popular social media management tool with a focus on simplicity and ease of use.
- **MailChimp:** An email marketing service that offers a variety of features for creating, sending, and tracking email campaigns.

Apps

- **Canva:** A user-friendly graphic design app that makes it easy to create stunning visuals for your marketing campaigns.
- **Buffer for Instagram:** A mobile app that lets you schedule and post Instagram photos and videos.
- **Hootsuite Insights:** A mobile app that provides real-time social media analytics.
- **MailChimp for iPhone/iPad:** A mobile app that lets you manage your email campaigns on the go.
- **Google My Business:** A mobile app that helps you manage your business's online presence on Google.

Plugins

- **Yoast SEO:** A WordPress plugin that helps you optimize your website for search engines.

- **W3 Total Cache:** A WordPress plugin that improves your website's performance by caching pages.
- **Google Analytics for WordPress:** A WordPress plugin that integrates Google Analytics with your website.
- **OptinMonster:** A WordPress plugin that helps you create high-converting opt-in forms.
- **SumoMe:** A WordPress plugin that includes a variety of tools for growing your email list and social media following.

Tutorials

- **HubSpot Academy:** A free online learning platform that offers a variety of marketing courses and certifications.
- **Google Digital Marketing Course:** A free online course from Google that covers the basics of digital marketing.
- **Moz Whiteboard Friday:** A weekly video series that covers a variety of marketing topics.
- **Kissmetrics Blog:** A blog that publishes in-depth articles on marketing analytics and optimization.
- **Neil Patel Blog:** A blog that covers a wide range of marketing topics, including SEO, content marketing, and social media marketing.

Videos

- **TED Talks on Marketing:** A collection of inspiring and thought-provoking TED Talks on a variety of marketing topics.

- **MozCon Videos:** A collection of videos from Moz's annual marketing conference.
- **MarketingSherpa Webinars:** A library of free webinars on a variety of marketing topics.
- **Social Media Examiner Videos:** A collection of videos on social media marketing from Social Media Examiner.
- **Crazy Egg Heatmaps:** A collection of heatmaps that show how users interact with websites.

This almanac is just a starting point for your marketing journey. With so many free resources available, there's no excuse not to start growing your business today.

Bookmark this page and refer to it often as you build your marketing toolkit. And if you have any questions or need help getting started, don't hesitate to reach out to us.

Happy marketing!



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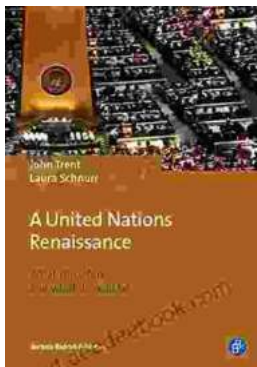
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