



ROBIN SAMORA
MARKETING & PR EXPERT

2023 Small Business Marketing Checklist

Whether you're a small business marketing expert or a one-person marketing team, test-drive these digital marketing tools to grow your business, get visibility, and meet your marketing goals.



Super Charge Your Blogs

- Write better headlines with [CoSchedule's headline analyzer](#)
- The [Advanced Marketing Institute Headline Analyzer](#) looks at the emotional value of headlines
- Try [Grammarly](#) for mistake-free blogs, articles, and white papers
- [The Writer](#) checks content for audience readability
- Generate better blog and title ideas with [Question DB](#)



Elevate Your Text

- Find the right emojis to help content stand out on [Emojipedia](#)
- Add bold text to social media posts with [Lingojam](#)
- Check out [Copy.ai](#) to improve messaging across all platforms
- Shorten URLs and maximize space on [Bitly](#)
- Use [Linktree](#) to condense the links on social profiles



Ignite Interest with Better Visuals

- Find free images for social media at [Pixabay](#), [Unsplash](#), [Pexels](#), [Burst](#), [StockSnap.io](#)
- Use [PicMonkey](#) to add text, clip art, frames, and more to photos
- Create designs on social media, brochures, and images with the free design tool [Canva](#)
- Manipulate and edit photos quickly with [Gimp](#)
- Test-drive [BeFunky's](#) templates for ad banners, infographics, and collages



Make Your Videos Dazzle

- Record with [Loom](#) to create instantly shareable videos
- Take advantage of free video templates at [Mixkit](#)
- Work with [bombbomb](#) to integrate video and customer communication
- Find inexpensive music for videos projects at [Audio Jungle](#)
- Edit videos with drag and drop software at [OpenShot](#)



Leverage Audio Content

- Create and edit audio files and podcasts with [Audacity](#)
- Test-drive [Otter.ai](#) to transcribe audio and repurpose content
- Create and distribute podcasts on [Anchor.FM](#)
- Use [Repurpose.io](#) to maximize content and cross-channel promotion
- Search top podcast directories at [Buzzsprout](#)



Get Inspired

- See what's trending and research influencers at [BuzzSumo](#)
- [Feedly](#) lets you follow topics, share links, and integrate automation tools
- Check out news aggregators like [Alltop](#) for shareable real-time information
- Put all writing pieces in one place to create content faster with [Airstory](#)
- Search keywords and content ideas at [Answer the Public](#)



Skyrocket to the Top of Search

- Use [Ahrefs](#), a SEO tool to find keywords relevant in your industry
- Optimize YouTube content with [TubeBuddy](#)
- Look at keywords in multiple languages with [Keyword Tool](#)
- [All-Hashtag](#) helps find the best hashtags for select social media platforms
- [ShareThis](#) provides buttons for social media engagement



Simplify Social

- [Buffer](#) helps schedule and track content across most social media networks
- Manage, schedule, and track social media posts with [Hootsuite](#)
- Check out [Tailwind](#) to create and manage content on Pinterest
- Look at [Pallyy](#) for social media scheduling with a focus on visual content
- [TikTok Scheduler](#) is a free tool to manage TikTok content



Save Time with Automation

- [Missinglettr](#) uses RSS feeds to automate content creation for social platforms
- Create content buckets with [Social Bee](#) to manage posting and repurposing content
- [MeetEdgar](#) is an automation tool that helps repurpose content when time is limited
- Find topics of interest, articles, and images to post to social media with [Crowdfire](#)
- Build successful drip email campaigns with [MailChimp](#)



Improve your Workflow & Productivity

- Set up editorial and social media calendars with [Asana](#)
- Use [ContentCal](#) to integrate content marketing activities into one management program
- Track progress and manage team projects with [Trello](#)
- Look at [ClickUp](#) and its robust features for collaboration
- [Quire](#) helps prioritize team tasks and create timelines



Know Your Competition & Competitors

- Know what's going on at competitors' websites with [SimilarWeb](#)
- Check out [SocialBlade](#), an analytic tool for YouTube to see competitors stats
- Get insight and a visual understanding of website users with [HotJar](#)
- Pull data from multiple sources, get dynamic reporting, plus tutorials at [Google Data Studio](#)
- Use the [Google Keyword Planner Tool](#) to analyze competitors' keywords

Meet Robin Samora | ROBINSAMORA.COM

Robin Samora helps small and mid-size businesses increase sales, connect with customers, and gain visibility. Whether it's writing customized marketing plans for clients or working 1-2-1 to meet their goals, her focus is clear - to get results. Using a variety of marketing strategies, Robin advises business owners on how to stand out, gain credibility, and bring in the business they deserve.

Find out how Robin can help you. Schedule a no-cost call [here](#).

