



# Increasing Marketing & Sales Productivity Using Online Tools

PRESENTATION



# Tools Listed

---

- There are more than the tools listed in this presentation to help automate and manage Marketing and Sales, but the ones chosen are the ones that are the most robust and affordable for small businesses under 20 employees and most have a free offering.
- To help streamline your business and help you make better business decisions.



# Why to Utilize Tools In Your Business

---

- To help increase productivity in your business by automating many of your manual processes
- To help streamline your business and help you make better business decisions.

# Why ONLINE Tools

---

- Many of the ONLINE TOOLS offer a FREE or a LOW cost option for small businesses
- Most Online Tools are provided in SaaS pricing model which allows you to pay monthly to help your cash flow or provide a discount for paying it all up front.
- With Online Tools – many of them have integration or hooks between different tools/applications
- You are able to access and use them anywhere with an internet connection



# What to Do Before Selecting Online Tools

---

- Define and develop processes for your business
  - Tools automate processes and help you manage them, they do not develop them
- Understand your requirements for using the tool and what features you want
  - Buying before understanding can be costly
- Most online tools/apps have online demos and trials – Take advantage of this to determine which best fits your needs





# CONTENT MARKETING

Photos



## Marketing

GENERATING CONTENT

# Content Marketing : Generate Content

---

- **Tools to help you create and develop good content**
  - Before choosing what tools to use to find content that you do not develop:
    - ✓ Determine the types of content you plan to generate
      - ♦ Graphics, Blogs, Video, Case Studies, Surveys, Newsletters, Multimedia, Infographics
    - ✓ Determine where you plan to utilize the content
      - ♦ Social Media, Website, Blog, Printed



# Content Marketing : Develop Graphics

- Canva <https://www.canva.com>
  - Develop graphics for web, social media, print
  - Drag/Drop and does not require you to be a graphic designer
  - Templates to provide ideas
  - Free version and pro version ~ \$12.95 a month



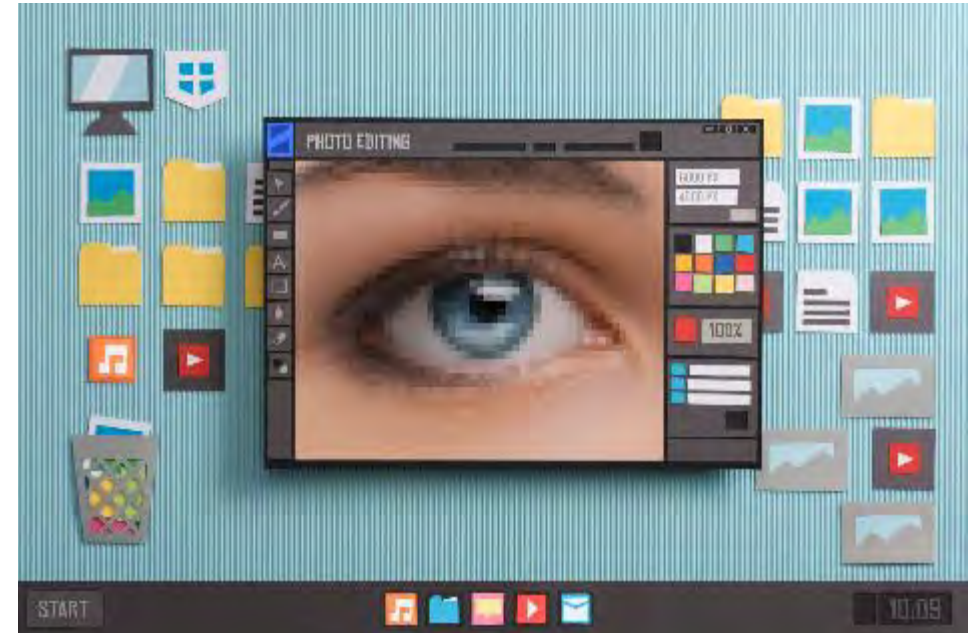


# Content Marketing : Photo Editing

- Pic Monkey

<https://www.picmonkey.com/>

- Photo Editing Package which allows you to edit photos for use in marketing
- Can also use templates to create designs as well.
  - ✓ Ease of use – Do Not Have to Be Professional to Use
  - ✓ Free Version allows for basic photo editing
  - ✓ Premium Package ~\$72.00



# Content Marketing : Develop Video

---

## ■ Animated and Business Videos

- Go Animate <https://www.vyond.com>
  - ✓ Supports Text to Speech
  - ✓ Subscription starts at ~\$299.00 annually
- Powtoon <http://www.powtoon.com/>
  - ✓ Has Slideshow Video Creator as well
  - ✓ Free, Subscription,
  - ✓ Subscription - ~\$228.00 annually (5 videos a month)
- Rawshorts <https://www.rawshorts.com>
  - ✓ Has pay as you go and subscriptions
  - ✓ Free, Subscription, Pay as You Go
  - ✓ Subscription - ~ \$39.00 a month



# Content Marketing : Well Written Content

---

- Grammarly <https://www.grammarly.com/>
  - Helps you to write properly online and offline
    - ✓ Provides grammar, spelling, sentence structure, style, punctuation – based on type : Business, Academic, Technical, Medical, Creative, Casual
    - ✓ Runs on web pages and other products and tools where text is written but supports Word (offline)
    - ✓ Less that \$200.00 annually



# Content Marketing : Blog Ideas

---

- Hub Spot <http://www.hubspot.com/blog-topic-generator>
  - Free Tool from HubSpot
    - ✓ Lets you type in 3 keywords and will generate topic ideas



The screenshot shows the HubSpot Blog Topic Generator interface. At the top, the HubSpot logo is visible. Below it, a large orange banner reads "HUBSPOT'S BLOG TOPIC GENERATOR" with the subtitle "DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU!". Below the banner, there is a section with text explaining the tool's purpose: "If you're stuck with blog topic ideas, we'll generate some for you. Just enter 3 keywords and we'll generate 10 blog topics for you." To the right of this text is a form with three input fields labeled "Keyword 1", "Keyword 2", and "Keyword 3". Below the form is a button labeled "GIVE ME BLOG TOPICS!".

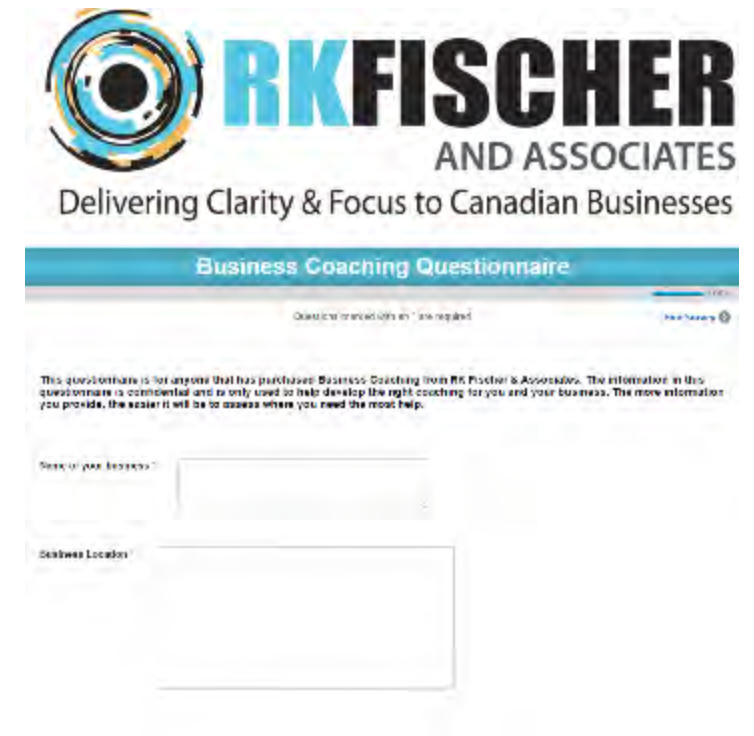


# Content Marketing : Surveys, Questionnaires, Polls

- EmailMeForm <https://www.emailmeform.com>
  - Create HTML forms and surveys with branching and multi-page
  - Data stored in database online (export)
  - Integrates Payments and SSL security
  - Responsive – so runs on Mobile as well
  - Free version and subscription as low as \$100.00 annually
- Cognito Forms <https://www.cognitoforms.com/>
  - Create HTML forms and surveys with lookup fields, calculations, and conditional logic.
  - Data stored in database online (export)
  - Integrates with Payments and SSL Security
  - Responsive
  - Free version and subscription as low as \$120.00 annually

# Content Marketing : Surveys, Questionnaires, Polls

- QuestionPro <https://www.questionpro.com>
  - Create online questionnaires/surveys (desktop/mobile)
  - Collect responses online (export) and print
  - Can brand
  - Analyze results
  - Free account – subscription ~\$175.00 CDN annually



The image shows a screenshot of a web form titled "Business Coaching Questionnaire" by RK Fischer and Associates. The form includes a logo for RK Fischer and Associates, which features a stylized circular graphic with the text "RK FISCHER AND ASSOCIATES" and the tagline "Delivering Clarity & Focus to Canadian Businesses". Below the logo, there is a section for "Business Coaching Questionnaire" with a progress bar. The form contains several text input fields, including "Name of your business" and "Business Location". A disclaimer at the top of the form states: "This questionnaire is for anyone that has purchased Business Coaching from RK Fischer & Associates. The information in this questionnaire is confidential and is only used to help develop the right coaching for you and your business. The more information you provide, the easier it will be to assess where you need the most help."

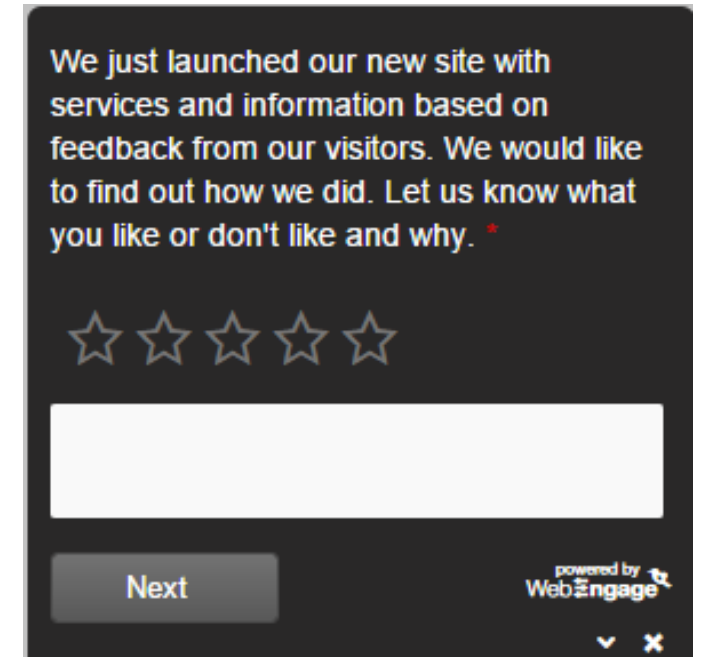
# Content Marketing : Surveys, Questionnaires, Polls

- Feedback Daddy <http://www.feedbackdaddy.com>
  - Create polls, surveys, questions for your website
  - Collect responses online (export)
  - Must add snippet of code to website
  - Analyze results
  - Free account – subscription ~\$135.00 CDN annually

# Content Marketing : Surveys, Questionnaires, Polls

---

- Web Engage <http://webengage.com/>
  - Create surveys, notifications, and feedback form
  - Collect responses online (export)
  - Must add snippet of code to website
  - Analyze results
  - Free account – subscription ~\$650 CDN annually



We just launched our new site with services and information based on feedback from our visitors. We would like to find out how we did. Let us know what you like or don't like and why. \*

☆☆☆☆☆

Next

powered by WebEngage

⌵ ✕



# Content Marketing : Generate Content Tool Value

- Most of these tools have a free version of the product and an entry level subscription of under \$300.00 annually
- Will help you generate different types of content and ways to interact with prospects and client which is key in marketing today





# Social Media

FINDING OTHER'S CONTENT

# Social Media: Other's Content

---

## ■ Tools to help provide third party content

- Before choosing what tools to use to find content that you do not develop:
  - ✓ You must have chosen the platforms you plan to use
  - ✓ Developed your content strategy (type of content for each platform or persona)
  - ✓ Determine what type of content will be shared on each platform
  - ✓ Select the keywords for finding that content



# Social Media: Other's Content Tools

---

- Content Gems <https://contentgems.com>
- Drum Up <http://drumup.io/>
- Feedly <http://feedly.com>
- Right Relevance <http://www.rightrelevance.com>





# Social Media: Other's Content Tool Value

---

- All of these tools have a free version of the product and are adequate for most businesses
- Most you can hook your social media sites to and share directly
- Easy to use / understand
  - Go in and select categories/keywords of topics
  - Will bring content into folders (of topic name)
  - Click on article and share from article or other tool or share directly in the tool




# Social Media: Other's Content Tool Example

Right 100%  
Relevance

TOP STORIES FROM YOUR SAVED FEEDS

SEARCH for any topic, eg. "Big Data", "Content Marketing", "Venture"

**RK Fischer & Assoc.**  
@rkfischer

SAVED TOPICS 10

Content Marketing

Digital Marketing

Entrepreneurship

Lead Generation

Personal Branding

Sales

Search Engine Optimization

Small Business Accounting

Small Business Canada

Small Business Financing

Small Business Marketing

Small Business Sales

Small Businesses

Social Media

Social Media Marketing

Startups

SOCIAL MEDIA

### Taking a Break From Social Media, Nicki Minaj Is Asked to Dump Boyfriend Meek Mill. Las Vegas Blog


lasvegastribune.com · an hour ago

Share


Save

View Original

1 Influencers shared



Nicki's fans worry about her condition and begin to speculate the her absence from social media is 'cause she's trying to ignore criticism regarding her boyfriend who has a beef with Drake. Nicki Minaj's fans worry about her condition and wonder where the rapper is as she's absent from social media ...

**Social Media Mind** @socialmediamind

88 Taking a Break From Social Media, Nicki Minaj Is Asked to Dump Boyfriend Meek Mill. Las Vegas Blog: Nicki's fa...

Follow

Retweet

Reply

Favorite

ENTREPRENEURSHIP

### Have Young Kids? Here's How You Can Still Be Productive Working From Home.


entrepreneur.com · an hour ago

Share


Save

View Original

35 Influencers shared



Have Young Kids? Here's How You Can Still Be Productive Working From Home. Today's Most Read Founder of Couple Money November 13, 2015 Many American entrepreneurs are launching and running their businesses from home . For some owners, they see this as an opportunity to spend more time with their chil...

**Entrepreneur** @entrepreneur

94 Have Young Kids? Here's How You Can Still Be Productive Working From Home. by @elle\_cm

Following

Retweet

Reply

Favorite

SEARCH ENGINE OPTIMIZATION

### #MarketingNerds: Art of Buying and Selling Websites | SEJ

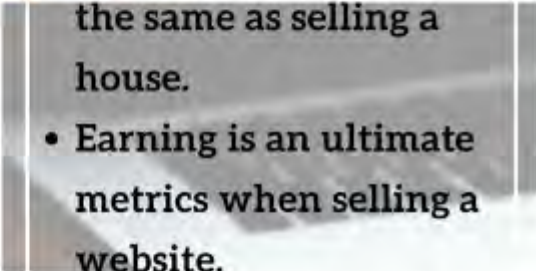
searchenginejournal.com · an hour ago

Share


Save

View Original

22 Influencers shared



Visit our Marketing Nerds archive to listen to other Marketing Nerds podcasts! In this week's episode of the Marketing Nerds podcast, Mark Daoust of Quiet Light Brokerage joins SEJ Executive Editor Kelsey Jones to talk about the process of buying and selling websites. They discuss how to determine t...

**Search Engine Journal** @sejournal

89 New #MarketingNerds Podcast: The Art of Buying and Selling Websites by @AkiLiboon

Follow

Retweet

Reply

Favorite

©COPYRIGHT RK FISCHER & ASSOCIATES, 2010-2019 ALL RIGHTS RESERVED





# AUTOMATION

## Digital Automation Solutions

AUTOMATING YOUR MARKETING

# Social Media Management

---

## ■ Tools to help manage and measure social media

- Before choosing what tools to use :
- You must have chosen the platforms you plan to use as not all social media management tools manage all platforms
  - ✓ Developed your content strategy (type of content for each platform or persona)
  - ✓ Determine what type of content will be shared on each platform
  - ✓ Determine schedule of content (time and days)





# Social Media Management

---

- Hootsuite <https://hootsuite.com>
  - Manages: Facebook, LinkedIn, Twitter, Google+, and Foursquare + apps for Instagram, YouTube, Flickr
  - Canadian company
  
- Buffer <http://www.bufferapp.com>
  - Manages: Facebook, LinkedIn, Twitter, Google+, Pinterest
  
- Zoho Social <https://www.zoho.com/social>
  - Manages: Facebook, LinkedIn, Twitter, Google+



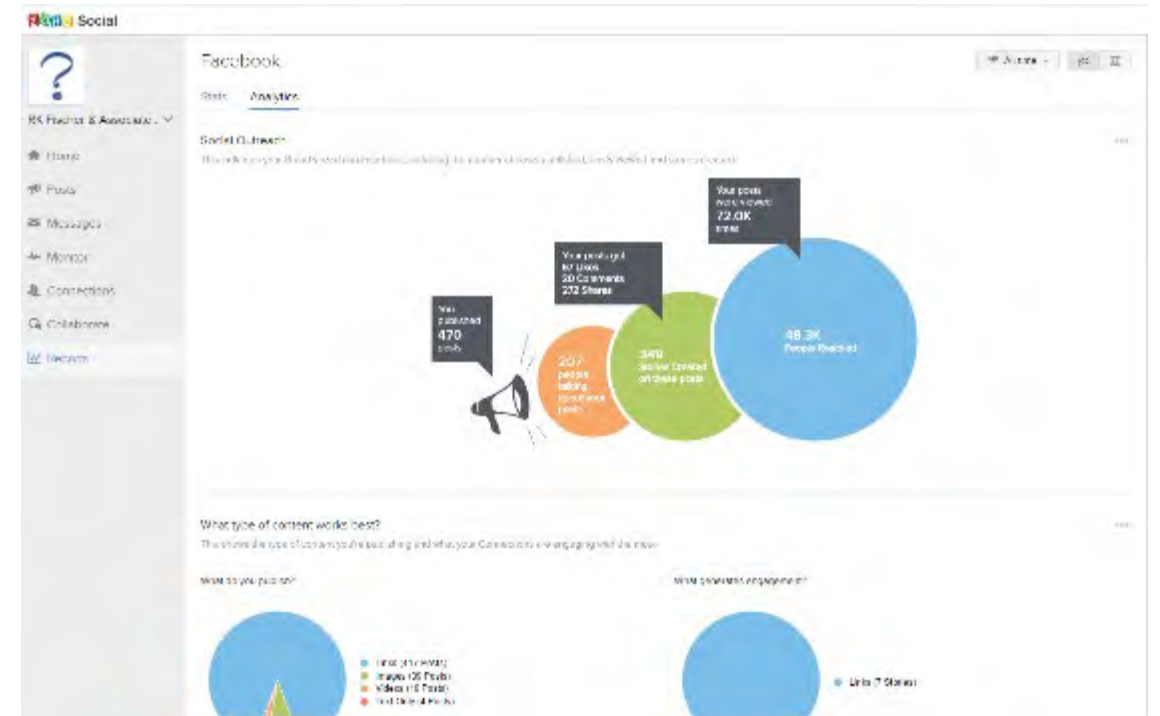
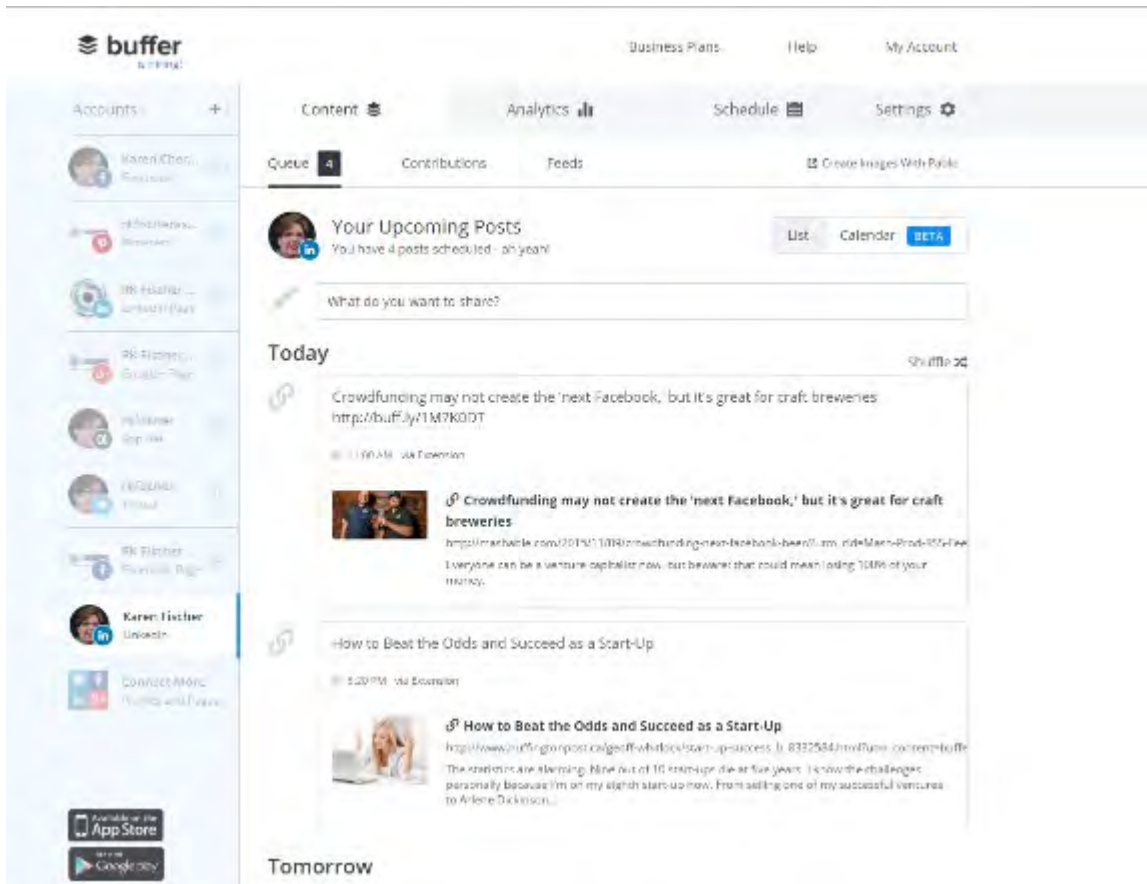
# Social Media Management Tool Value

---

- All of the tools have a free version which will manage one to two platforms
  - Paid version for small businesses start at less than \$15.00 a month
- Manage multiple social media platforms from one location
- Schedule social media for dates/times to run
- Provides analytics and reporting



# Social Media Management Example



# Email Marketing Management

---

- **Tools to help develop and manage email newsletters and other emails**
  - Before choosing what tools to use to manage
    - ✓ Determine what functionality you require and how many subscribers you require.
    - ✓ Set timeframes to send out newsletters:
      - ◆ Weekly, Monthly, Quarterly, Special Occasions
    - ✓ Determine content for your newsletters
    - ✓ Determine consistent branded layout and make sure you choose a product that can be shown on desktops as well as mobile devices (responsive)



# Email Marketing Management

---

- MailChimp <http://mailchimp.com/>
  - Free up to 2000 subscribers and 12,000 emails per month
- Benchmark Mail <https://www.benchmarkemail.com/>
  - Free up to 2000 subscribers and 14,000 emails per month
- Constant Contact <http://www.constantcontact.com/>
  - Free 60 day trial with no credit card
  - Subscription around ~240.00 CDN annually (basic)
- Aweber <http://www.aweber.com/>
  - Free 30 day trial – requires credit card
  - Subscriptions around ~250.00 CDN annually



# Email Marketing Management Tool Value

---

- Many of the tools have a free version of the product
  - Paid version for small businesses start around ~\$240.00 CDN
- Manage Email Lists
- Develop Email Campaigns to (SUBSCRIBED) users
- Provides analytics and reporting



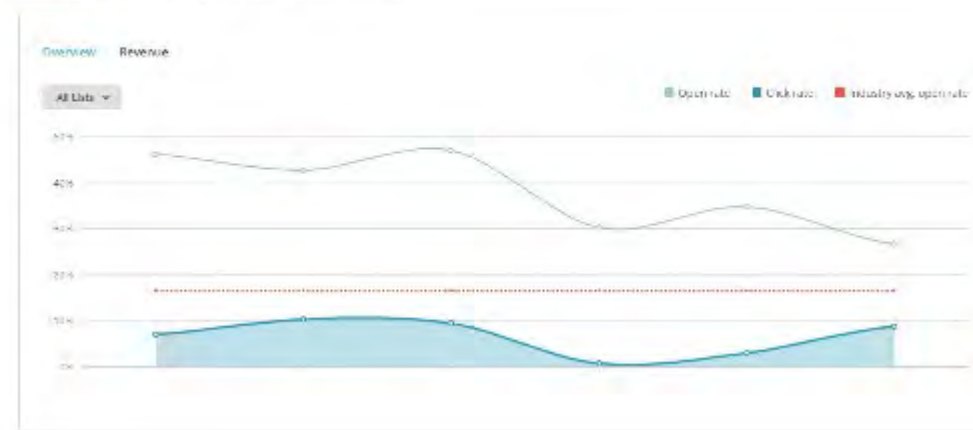


# Email Marketing Management Example



## Reports

Campaigns Comparative Automation Inbox Inspections



# Integrated Marketing Solutions

- **Tools to help manage and measure multiple marketing solutions in one product**
  - Before choosing what tools to use :
  - You must have an understanding of the
    - ✓ The solutions that you want to use within your business for marketing
    - ✓ Have an understanding of what marketing will work for your business and budget



# Integrated Marketing Solutions

---

- Get Response - <https://www.getresponse.com/>
  - Integrates email, workflow, landing pages, forms, webinar marketing, ads, ecommerce, says they have CRM, but is more just list management
  - Different subscriptions include different products
  - Subscriptions around ~300.00 US annually for most products
- HubSpot - <https://www.hubspot.com/>
  - Not only integrates marketing but also sales and service
  - Their Marketing Starter Hub includes Ad management, live chat, forms, pop-up forms, email marketing, and ad retargeting
  - Have higher end packages as well.
  - Subscriptions start ~ \$600 US annually for the Starter Hub

# Integrated Marketing Solutions

---

- Infusionsoft by Keap - <https://www.getresponse.com/>
  - Also includes sales, appointments and invoice & payments in addition to marketing automation including campaign builders.
  - Different subscriptions include different products
  - Subscriptions around ~\$2400 US annually

# Integrated Marketing Tool Value

- Many of the tools have a free trial
- Develop email campaigns
- Include forms, chat, landing pages and pop-up advertising for websites
- Provides a one-stop shopping for marketing automation tools
- Includes integration to other sales and service tools and have higher end packages with additional functionality
- Provides analytics and reporting





IMAGE  
INTERACTION EVENTS  
CORPORATE OBJECTIVES  
INTERACTION PLANNING  
**EVENT MARKETING**  
PLANNING IMAGE EXPERIENCE  
CORPORATE OBJECTIVES  
EVENTS  
INTERACTION PLANNING  
EXPERIENCE

# Event Marketing

MANAGING YOUR EVENTS



# Event Management

---

## ■ Tools to help manage events

- Before choosing what tools to use to manage
  - ✓ Determine type events you need to manage
    - ◆ Conferences , Tradeshows, Conventions
    - ◆ Webinars, Training, Seminars
    - ◆ Parties....etc
    - ◆ Meetings
  - ✓ Determine what you need managed by an application
    - ◆ Registration and Confirmation
    - ◆ Tickets & Payment
    - ◆ Surveys & Feedback
    - ◆ Badge Management
    - ◆ Lead Management



# Event Management

---

- EventBrite <https://www.eventbrite.ca>
  - No fee for free events
  - Paid Events 3.5% + \$1.00 + 2.5% (if you use payment processing)
  - Payment is a percentage of what you charge
  - Can pass the payment processing fee
- Picatic <https://www.picatic.com>
  - Basic Free for free events and paid (used Stripe for payment)
  - Pro is only 2.5% per ticket and \$1.00 per ticket
  - Canadian company



# Email Marketing Management Tool Value

---

- Manages most aspects of an event
  - Event Page Creation
  - Registration and Confirmation
  - Tickets
  - Social Sharing
- Provides analytics and reporting



# Event Management Example

1

Event Details

EVENT TITLE \*

Give it a unique and brief name

LOCATION

Specify where it's held

Online event

Enter Address

STARTS

ENDS

23/12/2015

07:00pm

23/12/2015

10:00pm

Schedule multiple events

Timezone & date settings (EST)

EVENT IMAGE

ADD AN EVENT IMAGE

Choose an image that perfectly captures your event

Learn more about adding great event images

EVENT DESCRIPTION

HTML Editor

Remove Events

Karen Fischer

Port Perry, Ontario, Canada

EDIT PROFILE

TICKETS

SAVED

TRONSIDE

20 NOVEMBER 2015 - 12:00 PM

Desert or swamp: Alternative funding for early-stage and fast-growth companies

File Link: 2471587007 on 10 November 2015

VR

VIOLET RESEARCH

20 NOVEMBER 2015 - 2:00 PM

Starting your Business with Bootstrap Financing

File Link: 2471507107 on 10 November 2015

10 DECEMBER 2015 - 4:00 PM

Holiday Mentors Mix & Mingle

File Link: 2472187807 on 12 November 2015

28 SEPTEMBER 2015 - 10:00 AM

Durham Region: Data Insights with Python for Beginners on September 26th

File Link: 24452266036 on 19 September 2015

18 JUNE 2015 - 5:30 PM

Cognition LLP 10th Anniversary Celebration

File Link: 2422954403 on 10 May 2015

19 AUGUST 2015 - 6:00 PM

©COPYRIGHT RK FISCHER & ASSOCIATES, 2010-2019 ALL RIGHTS RESERVED



# WEBSITE OPTIMIZATION & MEASUREMENT

MEASURING YOUR SUCCESS

# Website Optimization and Measurement Tools

## ■ Tools to help website optimization

- Before choosing what tools to use to manage
  - ✓ Need to understand the importance of your website being found
  - ✓ Need to have ability/control over content
  - ✓ Need to understand what keywords you are using on your website and on what pages
  - ✓ Need to understand some of the basics of SEO and metrics you need to track





# Website Metrics

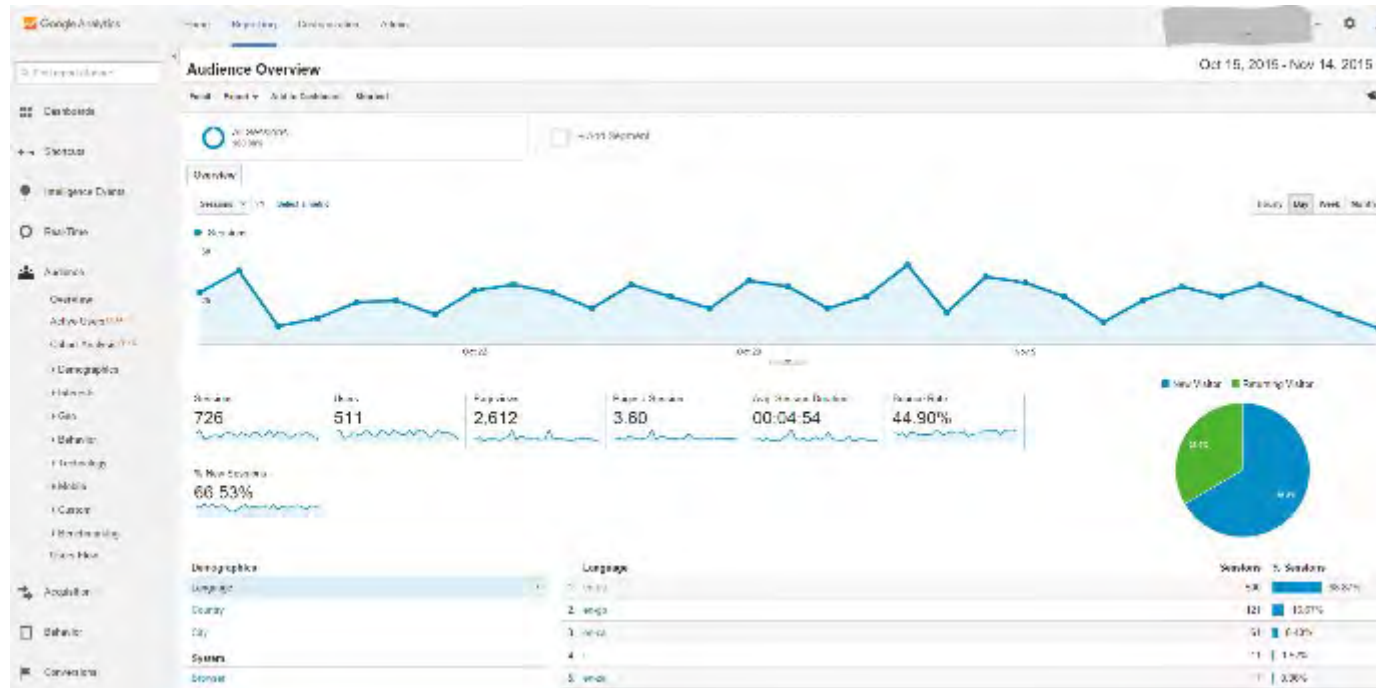
---

- Google Analytics <https://analytics.google.com>
  - Free tool to view metrics by Google
  - Reports/Dashboard to tell you how website is performing
  - To view (you must have Google account/gmail email)
    - ✓ Must be set up prior on your website



# Website Metrics

## ■ Google Analytics



# Optimization Metrics

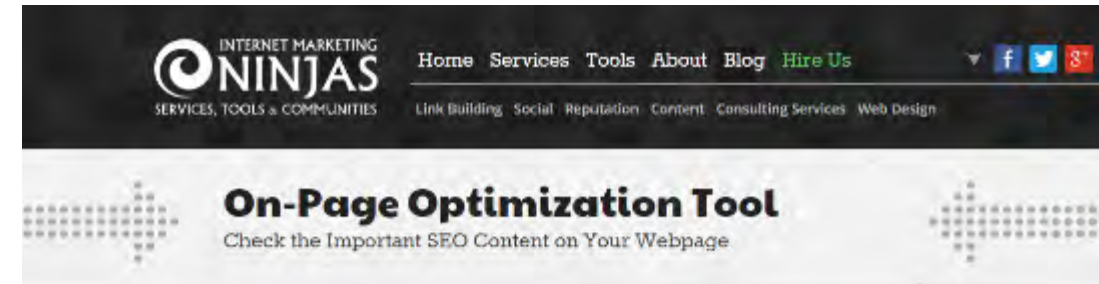
---

- On Page Optimization Tool
  - <http://www.internetmarketingninjas.com/seo-tools/free-optimization/>
  - Free tool to view to measure SEO Page Optimization
  - Summary reports to tell you how your webpage is performing



# Optimization Metrics

## ■ On Page Optimization Tool



Results for <http://asmallbusinessconsultant.ca>

Heading	Value
Title Tag	Business Consultant   Business Coach   Bottom Line Solutions   GTA
Meta Description	RK Fischer is a business consulting and coaching firm whose goal is improving your bottom line. We offer a 30 min free consultation for you and your business.
Meta Keywords	
Total Words on Page	1465
Words that are links on the page	150
Words that are Not Links on the page	1315
Number of External Links	18
Total Distinct Words	540
Number of links on the page	80 (Internal: 71 / Subdomain: 0 / External: 18)

Below is your keyword density. This is based on your 1465 total words on the page.

Word	Count	2 Word phrases	Count	3 Word phrases	Count
business	73	business consulting	8	bottom line solutions	3
services	18	business coaching	8		
consulting	14	bottom line	7		
businesses	13	business businesses	5		
coaching	13	RK Fischer	4		
provide	9	small business	3		
line	8	line solutions	3		
looking	11				
solutions	7				
bottom	7				
SnowHide					

Below is your keyword density, using only your non-linked words on the page (1315 words)

Word	Count	2 Word phrases	Count	3 Word phrases	Count
business	53	business consulting	7	bottom line solutions	3
businesses	13	business businesses	5		

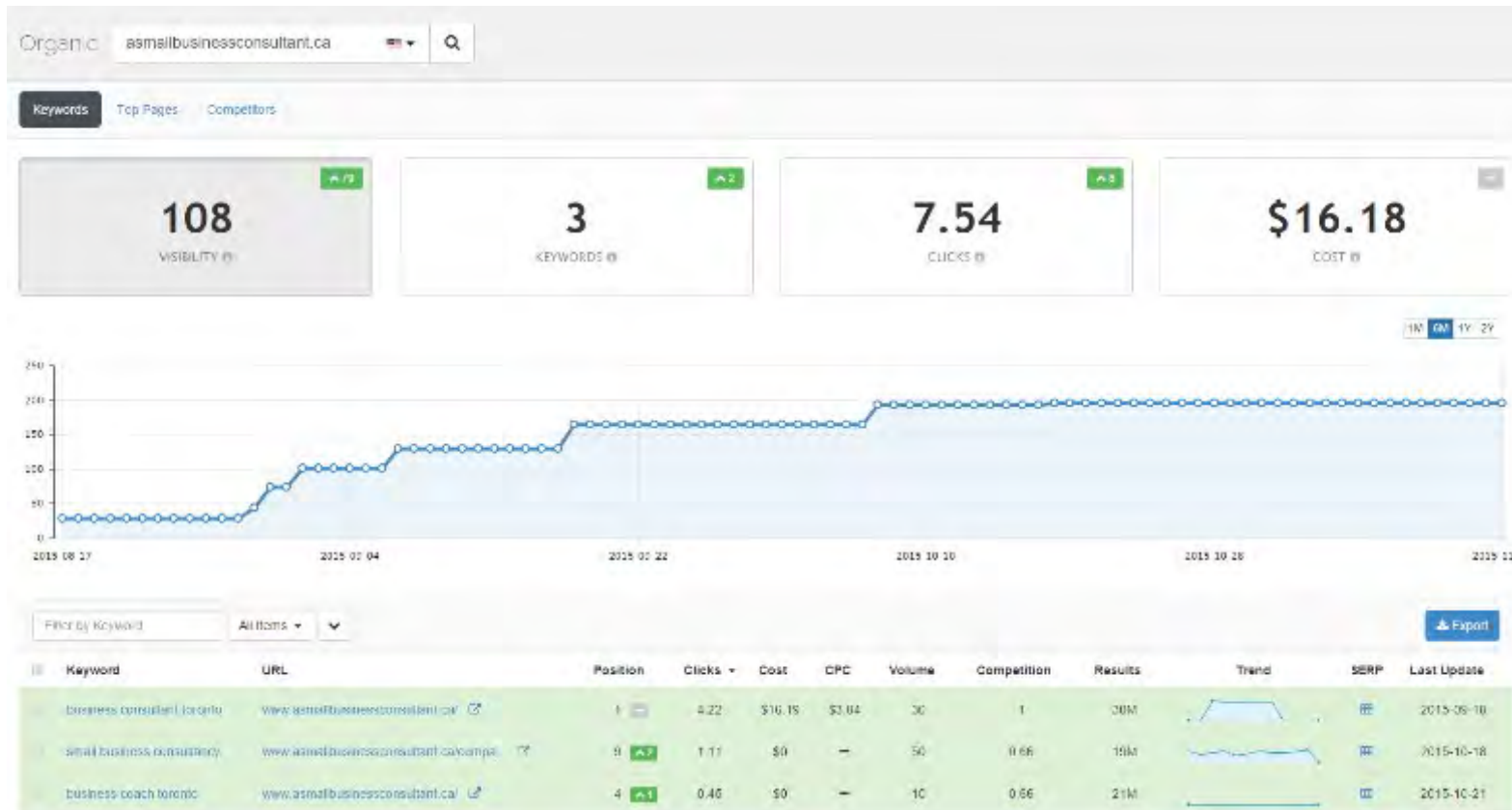
# Website Ranking

---

- Advance Web Ranking <http://www.advancedwebranking.com/>
  - A Website Audit Tool that helps you improve website rankings and performance
    - ✓ Free Trial – 30 Days
    - ✓ \$49.99 US a month
    - ✓ Has functionality of many of the SEO tools that cost 3x as much per month and only allow monitoring of 1 site
      - ♦ Unlimited sites – up to 2000 pages
  
- Semrush <https://www.semrush.com>
  - A Website Audit Tool that helps you improve website rankings and performance
    - ✓ Offers a free version that will provide you all the tools with some limitations
    - ✓ \$99.95 a month
    - ✓ Can monitor up to 5 websites and can crawl 100K pages per month



# Website Metrics



# Website Optimization and Measurement Tools Value

---

- Improve performance and ranking of website
  - Increase visibility in helping be found by prospects
  - Provides metrics and tips to help improve your site over the competition
  - Helps you make changes needed to improve your site which will in turn help increase your changes for increased sales





# MANAGEMENT TOOLS

HELPING YOU MANAGE YOUR BUSINESS

# Collaboration, Tracking and Managing

## ■ Tools to help track and manage

- Before choosing what tools to use :
  - ✓ Decide what processes/tasks to manage – do not purchase more than you need
  - ✓ Decide who you will collaborate with in/out of your business
  - ✓ Define the processes / what you want to track





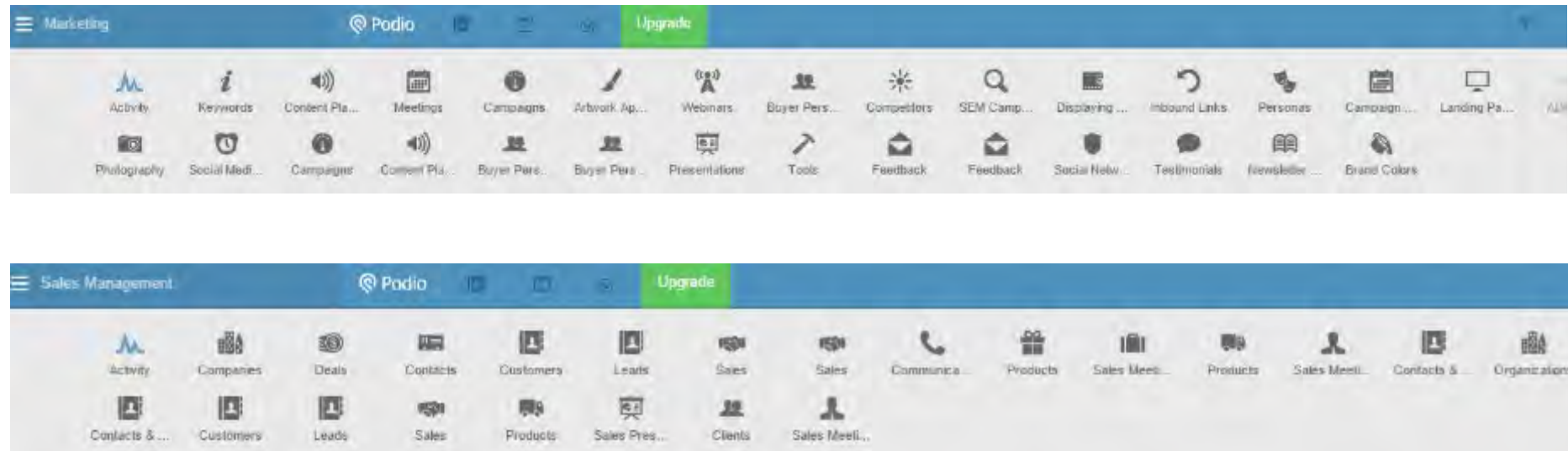
# Collaboration, Tracking and Managing

- Podio <https://podio.com>
  - Tool that allows you to collaborate with those inside and outside your business
  - Different Modules/Apps that you can modify to your business to track different areas:
    - ✓ Marketing
    - ✓ Sales Management
    - ✓ Project Management
    - ✓ Human Resources





# Collaboration, Tracking and Managing



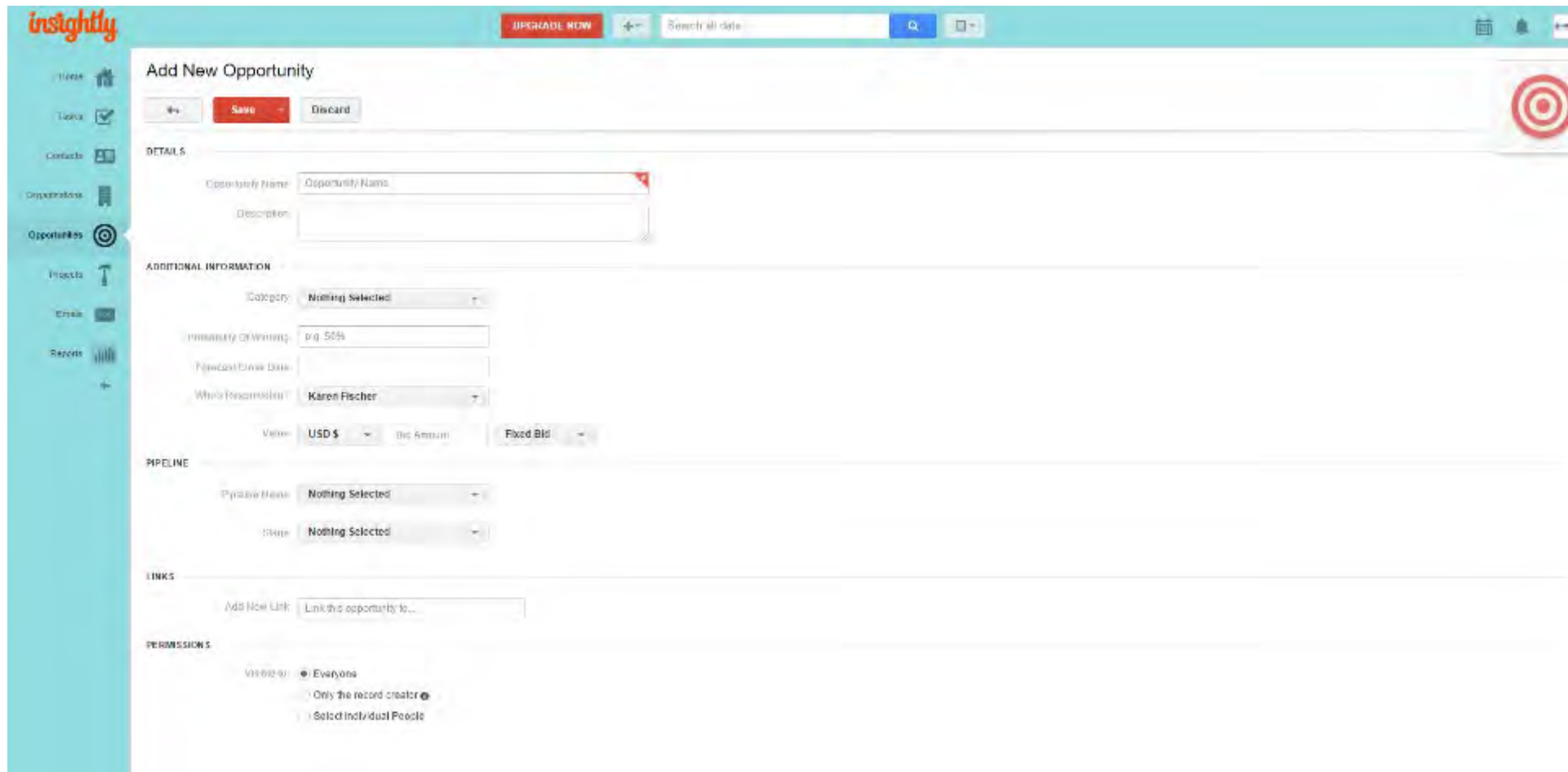
# Sales CRM/ Lead Management

---

- Zoho CRM <https://www.zoho.com/crm/>
  - Great for low end as well as high end requirements
  - Has multiple levels but if you just need Lead tracking it can be free for up to 10 people
  - \$12.00 a month for upgraded version per user
  - Hooks to QuickBooks
- Hubspot CRM <http://www.hubspot.com/products/crm>
  - Free product for those that have low end requirements
- Insightly CRM <http://www.insightly.com>
  - Free version for up to 2 people
  - \$12.00 a month for upgraded version per user
  - Hooks to QuickBooks



# Sales CRM / Lead Management



The screenshot displays the 'insightly' CRM interface for adding a new opportunity. The left sidebar contains navigation icons for Home, Tasks, Contacts, Opportunities (highlighted), Projects, Email, and Reports. The top header includes an 'UPGRADE NOW' button, a search bar, and utility icons. The main form is titled 'Add New Opportunity' and features 'Save' and 'Discard' buttons. It is organized into several sections: 'DETAILS' with fields for 'Opportunity Name' and 'Description'; 'ADDITIONAL INFORMATION' with dropdowns for 'Category', 'Probability of Winning' (with a hint 'e.g. 50%'), 'Forecast/Bid Date', 'Who's Recommended?' (showing 'Karen Fischer'), and a 'Value' section with 'USD \$', 'Bid Amount', and 'Fixed Bid' options; 'PIPELINE' with dropdowns for 'Pipeline Name' and 'Stage'; 'LINKS' with a field to 'Add New Link'; and 'PERMISSIONS' with radio buttons for 'Everyone' (selected), 'Only the record creator', and 'Select individual People'. A target icon is visible in the top right corner of the form area.

**insightly** UPGRADE NOW

### Add New Opportunity

**DETAILS**

Opportunity Name:

Description:

**ADDITIONAL INFORMATION**

Category:

Probability of Winning:

Forecast/Bid Date:

Who's Recommended?:

Value:

**PIPELINE**

Pipeline Name:

Stage:

**LINKS**

Add New Link:

**PERMISSIONS**

Visible to: ☒ Everyone ☐ Only the record creator ☐ Select individual People

# Management Tool Values

---

- All of these tools have a free version of the product and are adequate for most businesses
- Help you track and manage your sales & marketing processes and information
  - In turns helps you manage your business more effectively
  - Control and manage your contacts, opportunities, leads



# Contact Us

---



Business Consultants and Business Coaches

[www.rkfischer.com](http://www.rkfischer.com)

Phone: (877)504-2049

Email: [sales@rkfischer.com](mailto:sales@rkfischer.com)