

Marketing Tools & Resources

CONTACT INFORMATION

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S H I F T
C O L L A B
O R A T I V E

Tools & Resources

RESOURCE

LINK

Business Plan Tool

- www.Strategyzer.com/canvas

Message Framework Worksheet

- Email: sarah@shiftcollaborative.com

Website Tools

- [Hubspot Website Grader](#)
- [MOZ free SEO tools](#)
- [Google Analytics](#)
- [Google Search Console](#)
- [Google Tag Manager](#)

Social Media

- [Canva.com](#)
- [Hootsuite.com](#) (free trial)
- [FollowerWonk.com](#)
- [Buffer.com](#)
- [Woobox.com](#)
- [AdWeek.com/webinars](#)

Email Marketing

- [ReallyGoodEmails.com](#)
- [Mailchimp.com](#)
- [Campaignmonitor.com](#)
- [ConstantContact.com](#)

Paid Advertising Tools

- [Adstudio.spotify.com](#)
- [Wordstream.com/facebook-advertising](#)

Local Publications

Local community papers are good places to consider too.

- [NextPittsburgh.com](#)
- [PittsburghUrbanMedia.com](#)
- [PittsburghCurrent.com](#)
- [The Incline](#)
- [NewPittsburghCourier.com](#)



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