

MARKETING RESOURCE GUIDE

There are lots of great resources out there for marketing but how do you know what the best ones are?

Below you'll find a list of:

... all the most commonly asked for resources from my clients and listeners

... and the high impact, all awesome resources I've vetted and often share!

Consider this your hit list of marketing resources!

Warmest, Jaime

GETTING MORE TRAFFIC:

- [How to Increase Your Website's Traffic Without Any Marketing](#) via Quicksprout
- [Free Tools From SumoMe](#) to grow your website traffic
- [Want More Traffic That Actually Converts? Follow These 4 Steps...](#) via Backlinko
- [The Complete Guide to Building Your Blog Audience](#) by Neil Patel

EMAIL LIST BUILDING:

- [How to get your first 100 email subscribers](#) via Noah Kagan
- [THE 80/20 RULE FOR BUILDING A BLOG AUDIENCE](#) via Derek Halpern
- [19 Strategies For Growing Your Email List](#)

GUEST POSTING:

- [How to write an effective guest post for high traffic bloggers](#) via Ramit Seti
- [The Ultimate Guide to Guest Blogging](#) via Kissmetrics
- [7 Crucial Tactics for Writing a Wildly Successful Guest Post](#) via Copyblogger
- [The Ultimate List of Blog Post Ideas](#) via Digital Marketer

MARKETING:

- [The Beginner's Guide to Online Marketing](#) by Neil Patel
- [The Advanced Guide to Content Marketing](#) by Neil Patel
- [A 30-Day Master Plan to Marketing your Brick and Mortar Business](#) by Neil Patel
- [Webinar on Evergreen Funnels](#) from Leadpages

Tools: For building out marketing funnels — [Leadpages](#) or [ClickFunnels](#).

TESTING:

- [The Definitive Guide To Growth Hacking](#)

- [The Definitive Guide to Conversion Optimization](#)
- [A/B Testing For Beginners](#) (70 Resources To Get You Started)
- [AB Testing Your Content Marketing Strategy](#)

FACEBOOK: ORGANIC:

- [5 Ways to Improve Your Facebook Organic Reach](#) via Social Media Examiner
- [How to Improve Your Facebook's Organic Reach](#) via Neil Patel
- [5 Smart Ways to Increase Your Facebook Page's Organic Reach](#) via Hubspot

PAID ADS:

- [The Ultimate FB Ads Swipe File](#) from Ads Espresso (idea generator)
- [The Ultimate Guide To Facebook Advertising Book](#) by Keith Krance
- [The 4 Step Approach to Effective Facebook Ad Targeting](#) via Jon Loomer
- [This is the formula for cheap, high converting traffic from Facebook...](#) via Digital Marketer
- [Facebook for \\$1 a Day](#) by Blitz Metrics
- [A Beginner's Guide to Facebook Advertising](#) by SproutSocial

INSTAGRAM:

- [29 Tips on How to Succeed With Your Instagram Marketing](#) via Jeff Bullas
- [The Ultimate Starter Guide to Marketing Your Business on Instagram](#) via LKR Social Media

TWITTER:

- [The Biggest Social Media Science Study: What 4.8 Million Tweets Say About The Best Time To Tweet](#) by Buffer App
- [How to Use Twitter Lists For Business](#) by Social Media Examiner
- [4 Ways to Use Twitter Video for Your Business](#) via Social Media Examiner

YOUTUBE:

- [YouTube marketing strategy a top priority for social media marketers](#) via Convince and Convert
- [How to Partner With YouTube Influencers: 6 Tips for Success](#)

LINKEDIN PROSPECTING:

- [The 14Point Checklist to Creating a LinkedIn Profile that Generates Sales](#) by LinkedUniversity
- [5Steps to Turn Profile Views into Hot Leads...](#)[on LinkedIn]
- [LinkedIn Prospecting: 8 Things to Look for in a Prospect's Profile](#) by LinkedSelling
- [How to Become a LinkedIn Connection With Anyone You Want](#) by LinkedSelling
- [5 NextLevel Search Tactics to Find Awesome Prospects](#) on LinkedIn

COPYWRITING:

- Dane Maxwell's [Copywriting Checklist](#)
- [Copywriting Checklist: Write Copy That Sells Better](#) via Neville Medhora
- [The Definitive Guide to Copywriting](#) by Neil Patel

PRICING COLD CALLING REFERRALS:

- [The Three Pronged Pricing Technique](#) by Neville Medhora
- [10 Introvert-Friendly Offline Marketing Ideas For Your Blog + Business](#) via Olyvia
- Sample [Cold Calling Scripts](#)
- [How To Get More Referrals](#) via Duct Tape Marketing
- [Here's how to cold email like a boss](#) via Neville Medhora

LEVERAGE ONLINE COMMUNITIES:

- [How to Build and Manage a Private Facebook Group](#) via Digital Marketer
- [Contactually](#) Relationship management and tracking system

SEO:

- [The Advanced Guide to SEO](#) via QuickSprout

PRESS:

- Eventual Millionaire [Press Resources](#)
- [HARO-Help A Reporter Out](#) Source for securing valuable media coverage
- [The Reporter Connection](#) Free journalist queries
- [ProfNet](#) Paid journalist queries
- [Daily OpEd](#) Read and search major opinion and editorial pieces
- [PR Log](#) Free press releases
- [PR Web](#) Paid resource-good for backlinks
- [Inc. Article](#) How to write a Press Release

USEFULL SOFTWARES:

- [If This Then That](#) Create recipes for your social media accounts across 319 services and automate your business to be more productive
- [Zapier](#) With over 500 different account types, create links and triggers to automate your social media and business.
- [CrowdCast](#) Connect with your audience over live video, simple and powerful Q&A, webinars, live courses, and online summits with your audience.

ONLINE TEACHING PLATFORMS:

- [Udemy](#) Online platform for publishing or taking courses
- [SkillShare](#) Online platform for publishing or taking courses
- [Zippy Courses](#) WordPress Plugin for creating online courses

HIRING PLATFORMS/TEAM MANAGEMENT SOFTWARE:

- [Zirtual](#) US based virtual assistants
- [HireMyMom](#) Talented virtual team members and freelancers
- [UpWork](#) Freelance hiring platform
- [HubStaff](#) Time tracking software for virtual teams

- [Asana](#) Virtual team project management software
- [MeisterTask](#) Project and task management tool
- [I Done This](#) Stay connected with your virtual team.

GRAPHIC DESIGN/RECORDING SOFTWARE:

- [99 Designs](#) Outsourcing for graphic design work
- [Design Pickle](#) Flat rate design service
- [Pug Shop Design](#) Flat rate design service
- [Jing](#) Computer service that lets you capture basic video, animation, and still images, and share them on the web
- [Canva](#) Photo editing software
- [Camtasia](#) Screen recording software
- [Pic Monkey](#) Photo editing software
- [Bomb Bomb](#) Record, send and track video emails
- [A Complete List of Equipment to Create an Awesome Live Video Studio](#) by Divorce the Workforce

MINDMAPPING/BRAINDUMP SOFTWARE:

- [MindMeister](#) Collaborative mindmapping software
- [LucidChart](#) Create flowcharts and diagrams

REPORTING/RECORDING SOFTWARE:

- [Graphly.io](#) Analytics for InfusionSoft
- [KISSMetrics](#) Track and analyze your customers to better segment them