

Social Media & Visual Marketing Resources & Tools

Tools to Market Your Small Business

... without losing your mind, or spending a fortune!

These are the tools I use to make my business run smoothly, look great, and make money! I invest a little in these resources because the time they save me more than covers the small cost. However, most of them do offer a free version, or a free trial.

Some products may pay me a commission if you purchase via my links, but you won't pay more. I only recommend products I use and love! I believe if they work for me, you should know about them too. You can read my full disclosure [here](#).

Some resources I created myself, as noted.

Marketing Strategy, Social Media Ideas & Planning

These are my own course and eBooks. For Pinterest training, turn the page.

Content Marketing Basics for Small Businesses: If you're using blogging and social media to promote your business and it's not working – or you don't know where to start – set the right strategy with this video & PDF course. [Click here to learn more.](#)

Social Media Strategy Guide: Post smarter, not harder! Set a social media plan to help you grow your business. PDFs & checklists. Good for newbies to one or all social platforms. It gives an overview plus specifics for each network. [Click here to learn more.](#)

2018 Social Media Content Planner: Get over 200 content ideas every month, and a way to keep them organized! Printable PDF. Geared toward those who are up and running on social media, but need ideas and a plan to stay consistent. [Click here to learn more.](#)

Not sure which of the 3 above is right for you? [Read this!](#)

Pinterest Training

Pinterest 101: Business Basics is my inexpensive course in Pinterest marketing for beginners. Includes an eBook with checklists, 6 short videos, Pin templates and a mini-tutorial to add text in Canva. [Click here to check it out.](#)

How to Master Master Tailwind is perfect if you want to save time automating your pinning with Tailwind. From Kate Ahl. [Click here to check out this course.](#)

Social Media Management & Scheduling Tools

These are my fave tools to keep on top of social media, quickly & easily!

TailWind for Pinterest to get more repins and followers! Approved Pinterest partner. [Read my blog post](#) about TailWind for Pinterest or [click here for a free trial.](#)

TailWind for Instagram with amazing new Hashtag Finder tool. Instagram-approved. [Read my blog post](#) about TailWind for Instagram or [click here for a free trial.](#)

PromoRepublic creates & schedules Facebook, Twitter, Instagram & LinkedIn posts with 100,000 ideas and templates right in your dashboard. [Click here for a free trial.](#)

MissingLettr automates your blog post sharing to Facebook, Twitter, LinkedIn, Pinterest, Medium, and Google+. [Read my blog post](#) about MissingLettr social media marketing for bloggers or [click here for a free trial.](#)

Done-for-you Social Media Marketing

From PromoRepublic at the seriously-amazing price of \$97 per month. To get details and try it for a week FREE, [click here.](#)

Offered for these industries ONLY:

Accessories	Apparel	Beauty Salon	Café & Bar
Dental	Etsy Shop	Fast Food	Fitness Studio
Real Estate	Restaurant	Spa Salon	Gym/Yoga Studio

Graphics resources on the next page...

Graphics (DIY or DFY)

Online Photo Editing & Graphics Creation

PicMonkey is a fun and easy option that excels at photo editing and graphic creation. [Read my blog post](#) about how to use PicMonkey or [click here to try it](#).

Stencil is one of the fastest and easiest ways to make images online! Free or Pro version. [Read my blog post](#) about Quote Images with Stencil or [click here to try it](#).

Snappa is another super-fast online image creation tool with lots of templates – over 250 for Pinterest Pins! Free or Pro upgrade. [Click here to try it](#).

PromoRepublic creates and schedules graphics with 100,000 post ideas and templates. This one's ideal for Facebook and Twitter. [Click here to try it](#).

Adobe Photoshop – my favorite, and more affordable than you think. Choose “Photography” for Photoshop + Lightroom at \$9.99 a month. [Click here to learn more](#).

Don't know which? [Read the blog post](#) or get the quickie [comparison chart](#).

Low Cost Stock Photos

Try these inexpensive resources for more professional options than freebie photos.

Dreamstime: No need to sign up for a subscription – buy credits for as little as \$16 USD. This is the one I use for my business, because I don't need to purchase a lot of photos. [Click here to check it out](#).

Adobe Stock: Get one month free when you choose the 10 or 40 images per month plan. My client has a subscription here because we need lots of top-quality photos for Facebook graphics. [Click here to check it out](#).

Done-for-you Social Media Graphics

Super affordable, and so much faster than making your own! [Read my blog post](#) on how to schedule to Facebook for FREE.

Ready-to-Post Inspirational Quote Graphics: Pack of 20 in 4 different collections.

Ready-Made Holiday Graphics: Pack of 25 will see you through December.

Want more options? Find thousands of social media graphics on [CreativeMarket](#).

Website Hosting

HostGator: I use for all my satellite websites. Inexpensive hosting for beginners, or anyone on a tight budget!

Read my blog post about How to Set Up Your Website with HostGator, or **click here to learn more.**

Email Marketing

ConvertKit is the easy way to automate email marketing for bloggers and online businesses. **Click here to learn more.**

WordPress Themes

StudioPress: The best themes for WordPress! LouiseM.com is built on the Genesis framework, currently using the *Beautiful* theme. My theme is subject to change at any moment – and it's easy with StudioPress. **Click here to learn more.**

You may share this document with others if you keep it intact – don't edit it. Thanks for reading!

About the Author

Louise Myers is an accomplished freelance graphic designer for medium to large companies. She's taken her 30 years of expertise and applied it to teaching small business owners. Her mission? Helping the entrepreneur create an impactful and cohesive social media presence with great graphics, for more engagement, viral marketing, and leads.

Louise Myers

[LouiseM.com](#) | [Pinterest](#) | [Instagram](#) | [Facebook](#) | [Twitter](#) | [Google+](#)

