



Digital Marketing Toolkit

Essential tools for the Marketing Manager

Issue #1



iC Digital Assets Ltd



<http://lexicon.ft.com/Term?term=digital-marketing>

According to the Financial Times Click Link to go there

Definition of digital marketing

The marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media.

Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media.

Most experts believe that 'digital' is not just yet another channel for marketing. It requires a new approach to marketing and a new understanding of customer behaviour. For example, it requires companies to analyse and quantify the value of downloads of apps on mobile devices, tweets on Twitter, likes on Facebook and so on.

FINANCIAL TIMES

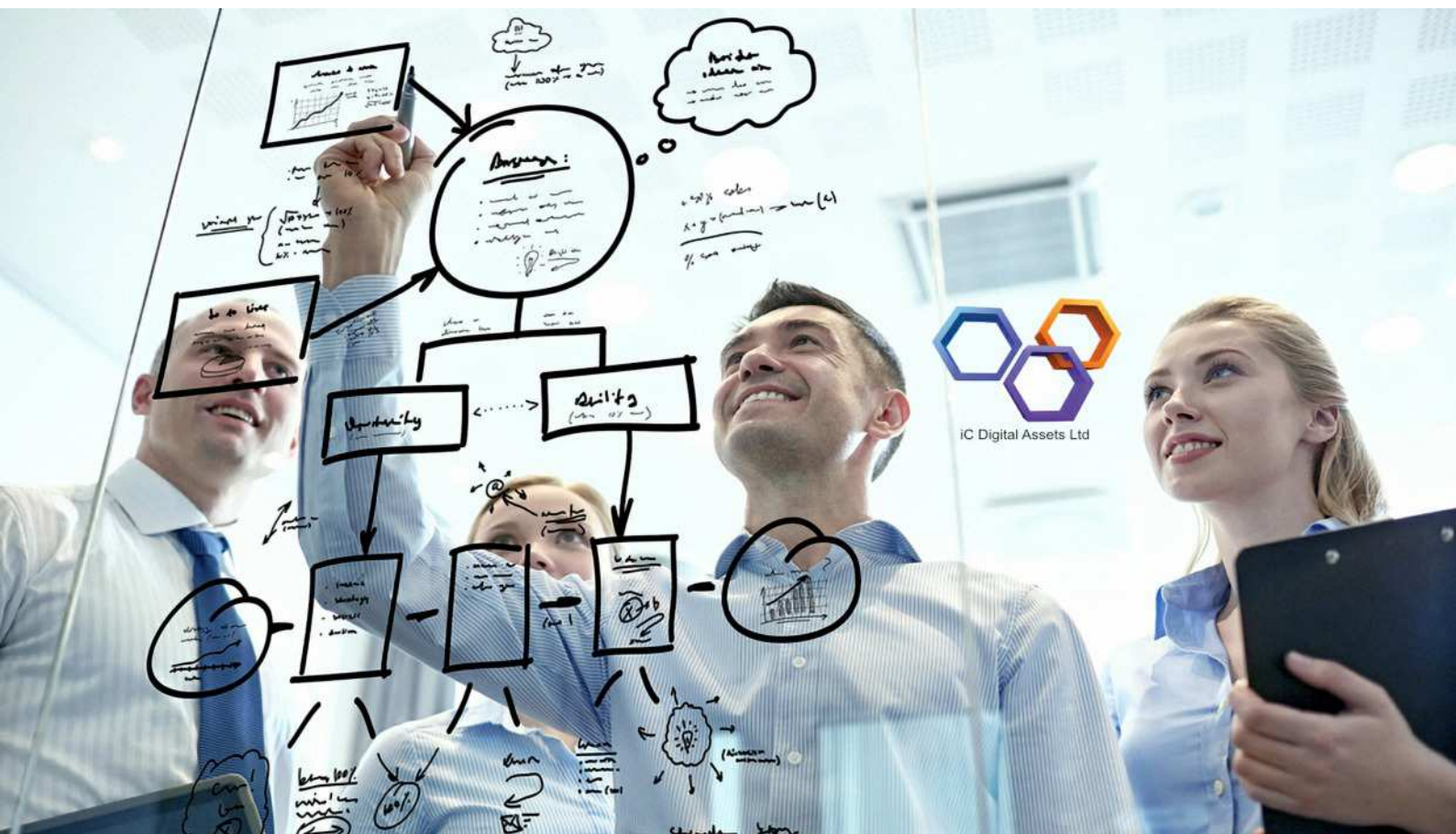
ft.com/lexicon

Example

One successful digital media campaign was by Pizza Hut, which created an app that allowed customers to create their own pizza by dragging their chosen toppings onto a graphical pizza base. The iPhone would then determine which of the chain's thousands of locations the customer happened to be nearest. The company advertised the new app online, in print, and on television - even winning a placement in Apple's own iPhone commercial.

Within two weeks, the Pizza Hut app was downloaded 100,000 times and within three months iPhone users ordered \$1m worth of pizza. The app now has millions of users across the iPhone, iPad, and Android platforms

So now you know.





Introduction



Expand Your Digital Marketing World

When you decide to expand your world into the Digital Marketing Universe you will find yourself on a never ending journey of discovery and learning. Like the crew of the spaceship Covenant, your journey can be full of wonders and disasters and seemingly endless.

As an adventurer into the Digital Universe you will need a set of basic tools to deal with the way your new digital worlds behave and they will change unexpectedly and surprisingly fast.

These few tools will set you on your way, they are not exhaustive and you will keep adding to them almost all the time as your Digital Universe becomes more familiar and more exciting and you become a more experienced explorer.

These tools are used by us on our websites and in our Digital Marketing Systems, some are free and some need to be paid for.

Have a great adventure





Tools



CONTENTS

- Web Host Domain and Site Hosting
- PhotoZoom Image Resizing Tool
- WinSnap Screen Capture Tool
- Pixabay Free Images
- Tineye Reverse search Tool
- Get Pocket Save for Later Tool
- Affinity Photo Editing
- Affinity Designer Graphic Tool
- Instapage Landing Page Design Tool
- Mailchimp Email Automation Tool

These are the basic tools we think you will need to begin your Digital Marketing Journey. There are hundreds of more tools available which we will cover in future publications. Tools for SEO, Analytics, Security and Traffic Generation

Whenever you sit down at your laptop, desktop ,tablet or any of the other devices you immediately begin to use up TIME, and time is important in your business. It's what your Boss pays you for or if you are the Boss, it's what you are paying people for, plus of course their skill and experience.

Digital Marketing can soak up vast swathes of time. It can consume minutes in it's great maw and before you know it, it has eaten in to half of your day and you have little to show for it.

That is why you must use Tools and you must use the best tool for the job just as if you were an engineer. Some Digital Marketing Tools are free and some you pay for. Just as in real life.

Right Tools for the Right Job

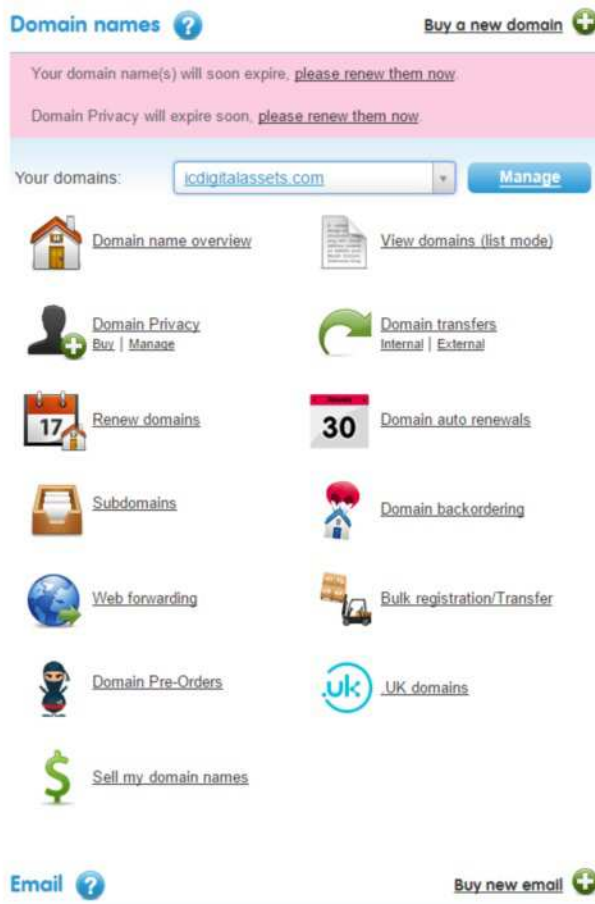




Web Hosting



Web Hosting & Domain Names



The first thing you need is a website name (Domain Name) and somewhere to host your site. We are going to assume that your site is a [Wordpress](#) site .

We have used 123-reg.co.uk for 15 years because we are UK based. There are others such as [Hostgator](#) and it depends on your budget but here we are only interested in quality and service and the service we receive from 123-reg has always been first class.

You can also install Wordpress at the click of a button. Email accounts are easy to set up and there is a lot of tutorial support videos.

[Go to www.123-reg.co.uk](http://www.123-reg.co.uk)

Quality Service





PhotoZoomPro



PhotoZoomPro from BenVista



BenVista PhotoZoom Pro is the world's number one software solution for enlarging and downsizing digital photos and graphics. You will need this almost as soon as you install your Wordpress Theme.

Even if you use image sites and galleries (mentioned later in the book), you will still need to amend size and pixels to suit carousels, banners, favicons and a pile of other image related tasks.

PhotoZoom Pro not only creates larger images than any other software (up to 1 million by 1 million pixels), it also produces higher quality results. PhotoZoom Pro is equipped with S-Spline Max, a unique, award-winning image resize technology which excels at preserving clean edges, sharpness, and fine details.

PhotoZoom Pro is extremely easy to use, and comes with various pre-defined settings. These settings can be manually fine-tuned as well. You can even put together your own resize profiles: compilations of your favourite resize method and size settings, which can be selected with a single click. When you often use the same settings, resize profiles will streamline your workflow.

Large quantities of images can be resized in one go, through batch processing. Multi-processor support, 64-bit support, and the new GPU acceleration included with PhotoZoom Pro ensure reduced processing time.

We have used it for years and rely on it almost every day.

Photo Zoom from Ben Vista

Right Tools for the Right Job





WinSnap



WinSnap 4.5 from NTWind

There are times when you want to capture a section of your website or image or document and re-use it in a blog or document. A lot of people use the Paint and screen capture method but that's a bit basic and long winded.

We use **WinSnap 4.5 from NTWind** This link will take you there, it's \$29.95 for a lifetime licence. We are not affiliates for this product, so the link takes you straight there.

WinSnap is a fast user-friendly utility for taking and editing screen shots. It easily captures windows of non-rectangular form with transparent backgrounds including Aero Glass and instantly enhances screen shots with professional-looking shadows, reflections, highlights, outlines, watermarks and colour effects. Moreover, it allows you to quickly edit and annotate screen shots afterwards.

Packed with a handful of screen capturing and image editing capabilities, WinSnap comes in handy whether you need an occasional screen shot or your job requires professional screen shots for a user manual, presentation, blog or website.

Other screen capture products are :-

- Snag-It
- Jing
- PickPick

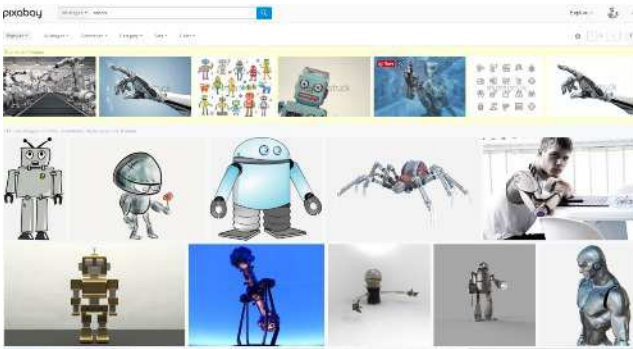
Catch it While You Can

"If you capture website sections you'll need to re-size the pixels if you want to print the image at 300 dpi. Use PhotoZoom Pro to do this"





Pixabay Images



Pixabay Free Images

Building content, blogs, e-books, presentations will require pictures as well as words. We use a selection of sites

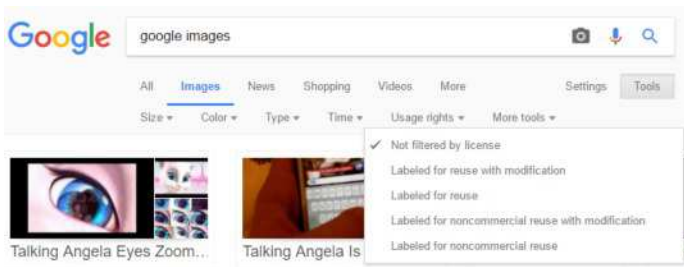
Shutterstock- for high quality images

Depositphotos for good quality and not so expensive

AllFreeDownload- Huge selection

Pixabay We love Pixabay and always donate three or four dollars when we have downloaded some pictures, using the Buy Us A Cup of Coffee button.

*“ Use Google Images Search,
Click on Tools then click on usage
rights and you’ll never fall into
the copyright problem and you’ll
be a good web person*

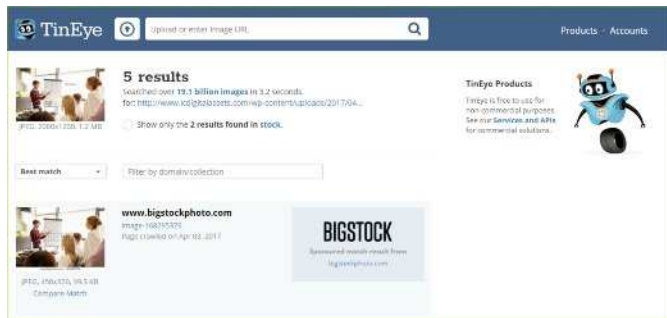


Be a Good Person Don't
Infringe Copyright





Tin Eye



Tin Eye Reverse Image search

This is a free service and very clever. If you want to use unique pictures and not sure if the Daily Mail, Huffington Post or The Times has used them on their website then use Tin Eye.

In our example we copied the image URL from our website media library to get the URL and searched it on Tin Eye. Tin Eye searched 19 billion images and presented us with where it had found our image.

They found it on :-

Shutterstock (where we bought it from)

Bigstock - Photo library

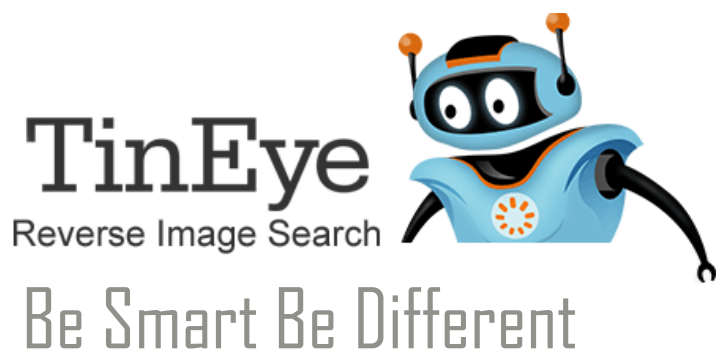
<http://creandoriquenzaweb.com/#> a Spanish financial services website

<http://www.wall-street.ro/> Wall Street Romania (?)

It was also on a strange Chinese website which we are not going to link to.

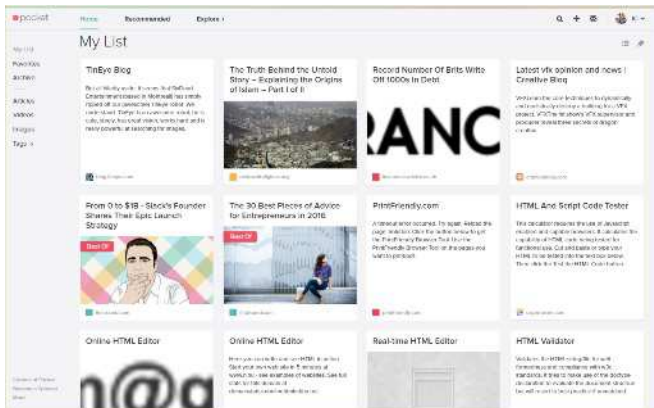
What that means is that the image we chose is fairly unique to the English speaking client base we have.

Very useful.





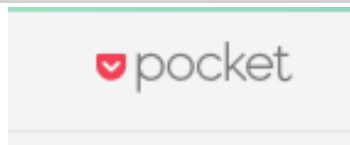
GetPocket



Get Pocket -Save For Later

Pocket was founded in 2007 by Nate Weiner to help people save interesting articles, videos and more from the web for later enjoyment. Once saved to Pocket, the list of content is visible on any device — phone, tablet or computer. It can be viewed while waiting in line, on the couch, during commutes or travel — even offline.

The world's leading save-for-later service currently has more than 22 million registered users and is integrated into more than 1500 apps including Flipboard, Twitter and Zite. It is available for major devices and platforms including iPad, iPhone, Android, Mac, Kindle Fire, Kobo, Google Chrome, Safari, Firefox, Opera and Windows.



“ One of the easiest ways to save stuff for later...critical in Digital Marketing where we go down a lot of rabbit holes”



Bunny courtesy of Pixabay

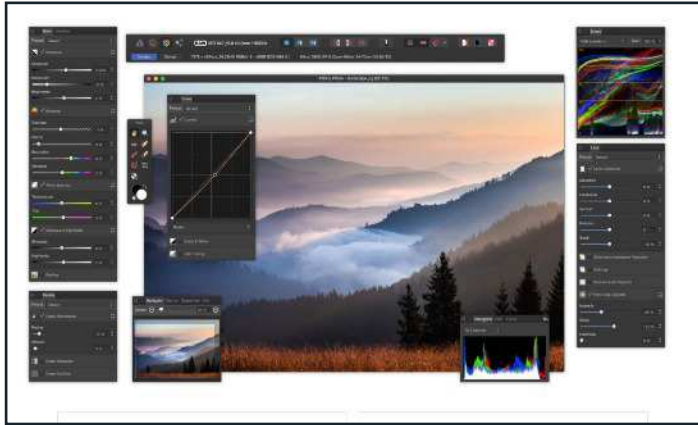


Catch it While You Can





Affinity Photo



Affinity Photo from Serif

"its an absolute delight to Use..easier than Photoshop"



Five years in the making, Affinity Photo redefines the boundaries for professional photo editing software. With a meticulous focus on workflow it offers sophisticated tools for enhancing, editing and retouching your images in an incredibly intuitive interface, with all the power and performance you need.

Engineered for professionals Built on rock solid foundations with principles of performance, stability and lack of bloat, Affinity Photo is a professional photography tool to the very core.

Comprehensive RAW editing

Develop camera RAW files in a dedicated built-in workspace with all the processing adjustments and corrections you need. Unsurpassed file compatibility

Affinity from Serif has got the best PSD support out there, plus all the standards you'd expect including PNG, JPG, TIFF, EPS, PDF, and SVG.

Work in any colour space, RGB, CMYK, LAB, Greyscale. End-to-end CMYK workflow with ICC colour management, and 32-bit per channel editing. It's always live

Cross platform performance, Windows or Mac, the back-end engine of Affinity Photo is the same.

This means 100% perfect file compatibility, including shared undo history..

Photo editing without compromise

Blow Your Mind We Did



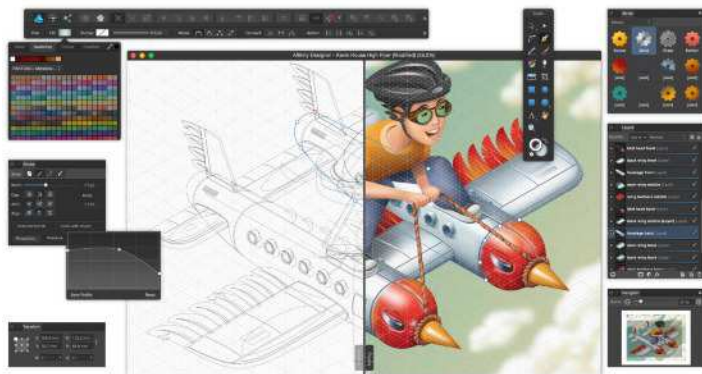


Affinity Designer



Affinity Designer from Serif

"Absolutely mindblowing to use..so much delight on one screen"



This has to be the most inventive design platform to be released. It's not Quark or InDesign it's better. It's been designed by Designers!...Yes can you believe it..people who know what people want. You'll love it from the moment you install it'

Imagined by designers, created for professionals.

Affinity Designer is the fastest, smoothest, most precise vector graphic design software available. Whether you're working on branding, concept art, print projects, icons, UI, UX, or web mock ups, Affinity Designer will revolutionise how you work, on macOS and Windows.

You don't just have to take our word for it. Affinity Designer is averaging 5 stars in more than 10,000 customer reviews worldwide. It was Apple's Editor's Choice from day one, featured as one of the best new apps of 2014, and received the highly coveted Apple Design Award at WWDC in June 2015 for its incredible performance and capabilities.

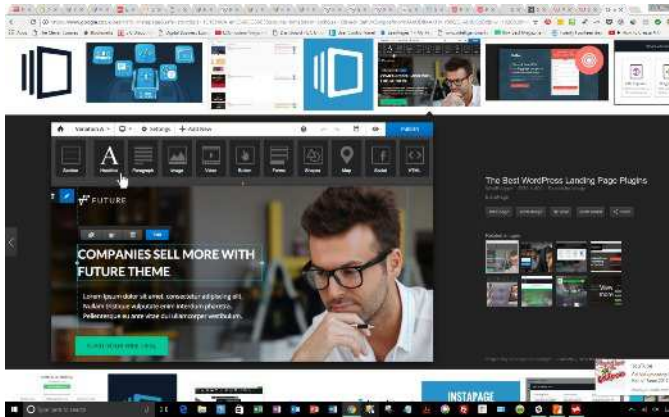


And a REAL Workbook
Yes it's a little cost..but it's a beauty





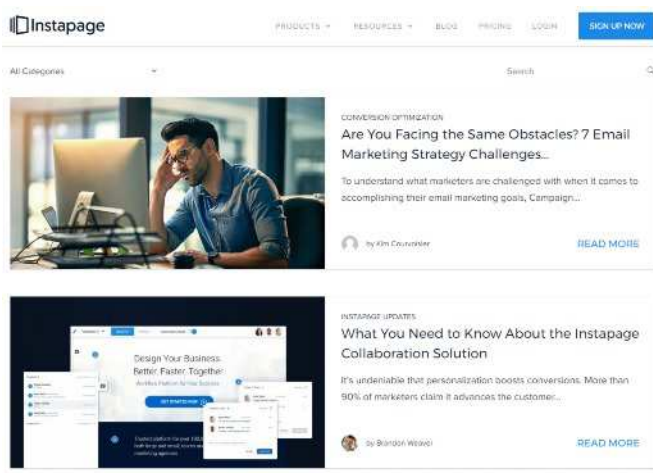
Instapage



Instapage Landing Pages

“Fast and easy to create stunning Landing Pages”

Instapage has a lot of video tutorial and information in their blog section



The Instapage builder has everything designers need to fully express their vision. With features like an inline CSS editor, and alignment, grouping and distribution, Instapage builder takes the pain out of producing on-brand, conversion-friendly landing pages. 100% Design Customisation

Ranked #1 in Customer Support and the top 3rd party review sites G2Crowd, Capterra, and others have ranked Instapage first in customer support. We have used their customer support and it is excellent

Easy A/B Testing Take the guesswork out of landing page conversion by A/B testing. With the industry's most advanced analytics you'll gain the insights you need to optimise your promotions and get more leads.

Instapage integrates easily with other platforms such as Mailchimp

Other Landing Page platforms include

- Landing Page Monkey
- Leadpages
- Unbounce
- Convertri

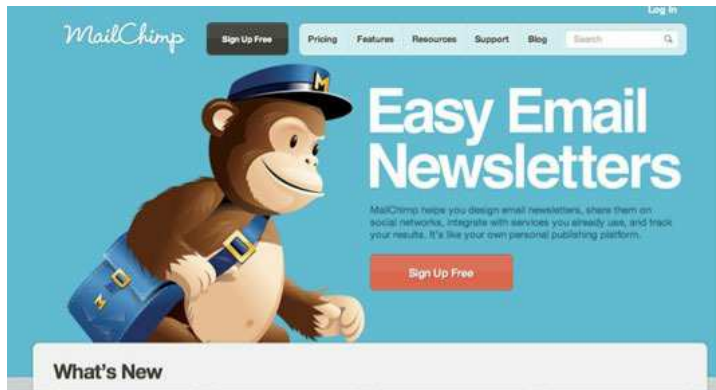
We use Instapage

Landing is Fun





Mailchimp

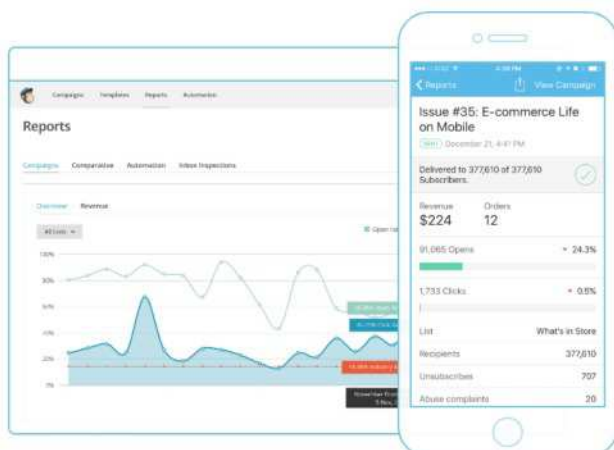


Mailchimp by Rocket Science

“Easy to use and very powerful with lots of templates”

Easy drag and drop designer to create campaigns that match your style. Want to build your own email? Check out our email template reference. MailChimp's collaboration options, like multi-user accounts and comments inside the editor, will speed up the design process and fit right into your workflow.

We use it integrated with Instapage



Everyone starts small. But with the right resources, you can execute big plans.

MailChimp's features are powerful enough for Fortune 500 companies at a price point that works for anyone. You know your business so grow with Mailchimp.

We have found it to be one of the easiest and most flexible and powerful email automation platforms out there. It's free to join.

Connect your store, sell more stuff, WooCommerce, Magento, BigCommerce, Shopify all use Mailchimp.

When you connect your store with one of MailChimp's hundreds of e-commerce integrations, you can create targeted email or ad campaigns, automate helpful product follow-ups, and send back-in-stock messaging.

Other email platforms:

- Aweber
- Constant Contact
- Get Response

MailChimp
Email marketing company



Don't Be A Monkey





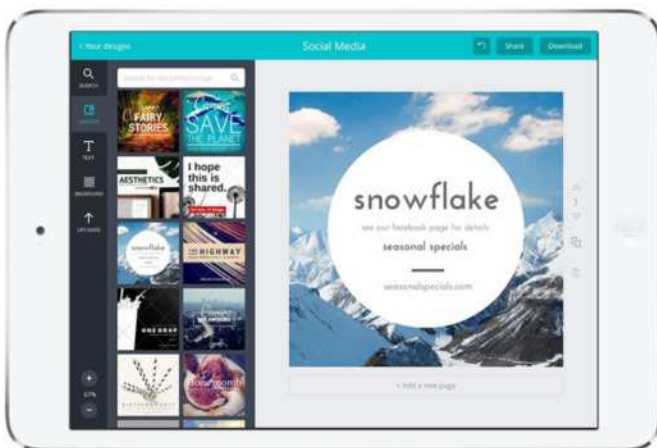
Canva



Canva

The design platform taking the Web by storm is now on iPad. Canva works where you do. Create designs at the office, at home or on the go. Choose from thousands of stunning layouts for social media, blog graphics and print.

Easy drag and drop designer to create campaigns that match your style. We use Canva on iPad



Canva is a free graphic-design tool website, founded in 2012. It has an easy to use drag-and-drop interface and provides access to over a million photographs, graphics, and fonts.

It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics.

Design presentations, social media graphics, and more with thousands of beautiful layouts.

Canva was founded in 2012 by Melanie Perkins, Cliff Obrecht and Cam Adams.

Since then, it has grown significantly to include 90 team members and millions of users across 179 countries. More than 50 million designs have been designed with Canva and two new designs are created every second. In 2015 alone, the Canva userbase grew from 1.8 million to 7 million.

We use Canva for quick mockups, it's fast and flexible and a great tool to have at your fingertips.

Their website has a lot of tutorial tips and suggestions and mostly free icons and images.

Design superb graphics in seconds. Search Canva's library of millions of stock images, illustrations, backgrounds and fonts. Start with beautiful layouts or design from scratch.

It Couldn't Be Easier





Sometimes things can change from DAY 1 when we get involved.



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