

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 products I created myself, and there are **FREE resources included too!**

Included:

- Social Media Marketing (all platforms)
- DIY graphics resources
- Separate sections for Pinterest, Instagram and Facebook-specific help
- Build-your-business tools

Social Media Marketing Strategy, Ideas & Planning

Blog post and FREE email series: Content Ideas Fans LOVE! Sign up there for the free mini-course by email.

Blog post and FREE monthly inspiration: Indispensable Social Media Holidays. Join as a free member there to get a content inspiration calendar monthly!

Product: 2019 Social Media Content Planner. Get over 150 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.

Mini-product: Social Media Strategy Workbook. This 32-page guide is included FREE with the Planner. Not ready for the whole Planner? Buy the Workbook alone for a sweet low price.

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](#).

For these niches ONLY: Accessories, Apparel, Beauty Salon, Café & Bar, Dental, Etsy Shop, Fast Food, Fitness Studio, Gym, Real Estate, Restaurant, Spa Salon, Yoga Studio.

DIY Graphics Resources

Online Graphics Creation & Photo Editing

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](#).

PicMonkey is a fun and easy option for photo editing and graphics creation. Read my blog post about [How to Use PicMonkey](#) or [click here to try it](#) (free trial).

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

DON'T KNOW WHICH? [Read the blog post](#) or get the [quickie comparison chart](#).

Social Media Graphics Templates

Find thousands of [social media image templates](#) on Creative Market. Add your own text in any easy design program like Canva!

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](#).

Pinterest Resources

These are my fave tips and tools to keep on top of Pinterest, quickly & easily!

Blog posts and FREE email series: [Ultimate Guide to Pinterest for Business](#). Sign up there for the free mini-course by email!

Automate your [Pinning with Tailwind](#): Approved Pinterest partner.

Read my [blog post about Tailwind](#) for Pinterest.

Or click here for a free trial of [Tailwind for Pinterest](#).

Course: [Pinning Perfect](#) is the best course offered, and it's updated twice yearly to keep up with changes. [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](#).

Course: [Tailwind SmartLoop Simplified](#) will save you time setting up your Pin loops, and maximize your results. [Click here to check it out](#).

Instagram Resources

These are my fave resources to keep on top of Instagram, quickly & easily!

Blog post and FREE email series: [How to Use Hashtags on Instagram](#). Sign up there for the free report and mini-course by email!

Direct post to [Instagram with Tailwind](#) and their super-helpful Hashtag Finder tool.

Read my blog posts about:

[Tailwind's Instagram hashtag finder](#).

[Instagram-approved auto-posting](#).

Click here for a free trial of [Tailwind for Instagram](#).

Course: [Instagram to Influential](#) taught by Alex Tooby. I've taken this and loved it!

Course: [Hashtag Hero](#), another great course from Alex Tooby, this one's a deep dive into Instagram hashtags.

Facebook on the next page...

Facebook Resources

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

Blog post and FREE templates: Facebook Cover Photos are confusing, since they display differently on desktop and mobile. Use my free templates on the blog post, or **Snappa's easy design tool** with built-in safe zones!

Blog post about Facebook's FREE scheduler.

Viral content finder and scheduler: Post Planner. Rock your Facebook Page and Twitter by finding proven content you can share, or use to inspire your own viral posts. Get started for as little as \$36 for a YEAR! **Click here to try Post Planner.**

Schedule social shares of your blog posts: MissingLettr. Automate your blog post sharing to Facebook, Twitter, and LinkedIn. Creates quote images for you!. **Read my blog post** about MissingLettr social media marketing for bloggers or **click here for a free trial.**

Business Tools

How to Start a Creative Business

Blog post: How To Build A Creative Online Business You'll Love. Get tips and ideas here!

Free webinar: Make Your First Dollar Online. This on-demand workshop will show you how to turn your passion into an online business.

Course: Creator Pass. From the creative business pros at ConvertKit. Exactly the training you need to build a thriving online business.

Email Marketing

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

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Thanks for reading!*