



STRATEGIC MARKETING

# 10 Must-Have Marketing Tools

For Small to Medium Businesses

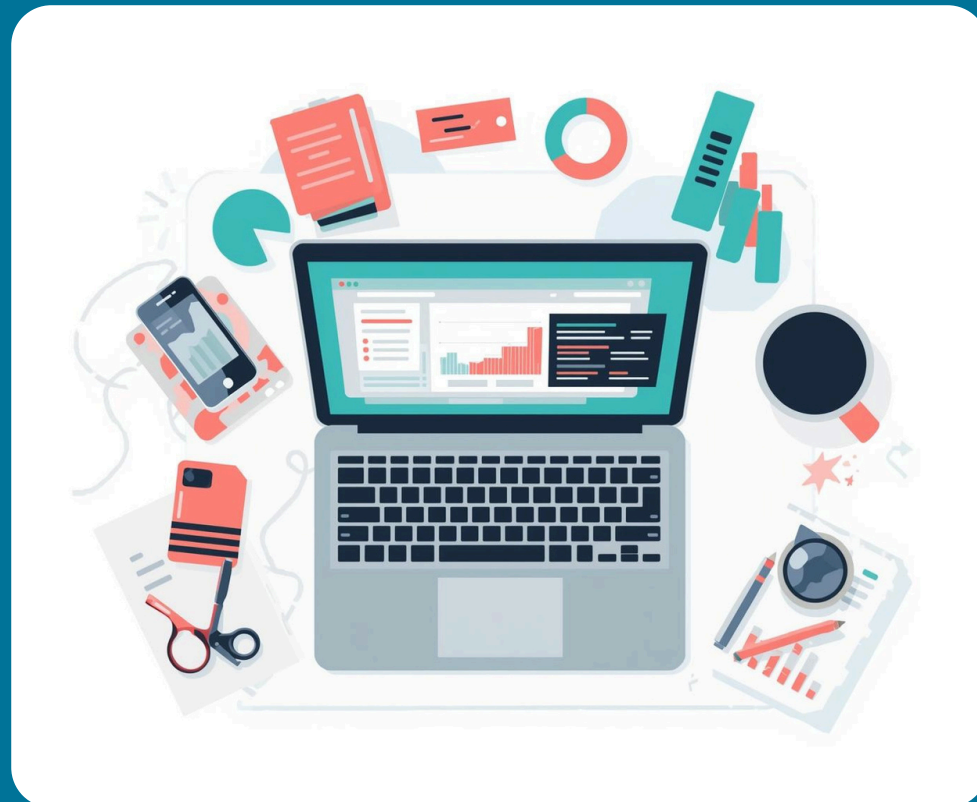


# Build Your Marketing Stack

## One smart tool at a time

Discover essential marketing tools that empower your business to enhance productivity, streamline processes, and achieve significant growth without overwhelming complexity.

Embrace a smarter way to market.



# What's Inside: Essential Marketing Tools

1. **Canva:** Design Made Easy
2. **Grammarly:** Write with Confidence
3. **Later (or Buffer):** Plan Your Social Content
4. **Mailchimp:** Smarter Email Marketing
5. **Google Analytics 4:** Understand What's Working
6. **SEMrush (or Ubersuggest):** SEO Insights
7. **ClickUp (or Trello):** Organise Your Marketing Projects
8. **HubSpot CRM:** Centralise Your Customer Data
9. **Zapier:** Automate the Repetitive Stuff
10. **ChatGPT:** Your 24/7 Marketing Assistant

# Content & Brand Tools for Marketing



## Canva

Design Made Easy.  
Create professional visuals for social media, presentations, and marketing collateral without a designer.

💡 Pro Tip: Create branded templates for posts, flyers, and presentations so anyone on your team can produce on-brand content fast.



## Grammarly

Write with Confidence.  
Ensure every piece of copy, from emails to captions, is clear, polished and on-brand.

💡 Pro Tip: Use Grammarly's tone detector to check if your messaging matches your brand voice (friendly, professional, bold, etc.).

# Social & Email Marketing Tools



## Later (Or Buffer)

Your Social Content.  
Schedule, publish, and analyse  
posts across multiple channels in  
one dashboard.

💡 Pro Tip: Batch-create and  
schedule a month of posts at  
once. Use analytics to refine what  
times and formats perform best.



## Mailchimp

Smarter Email Marketing.  
Send newsletters, automate  
follow-ups, and track  
performance - all from one place.

💡 Pro Tip: Segment your  
contacts into leads, customers,  
and partners to send more  
personalised content that  
converts.

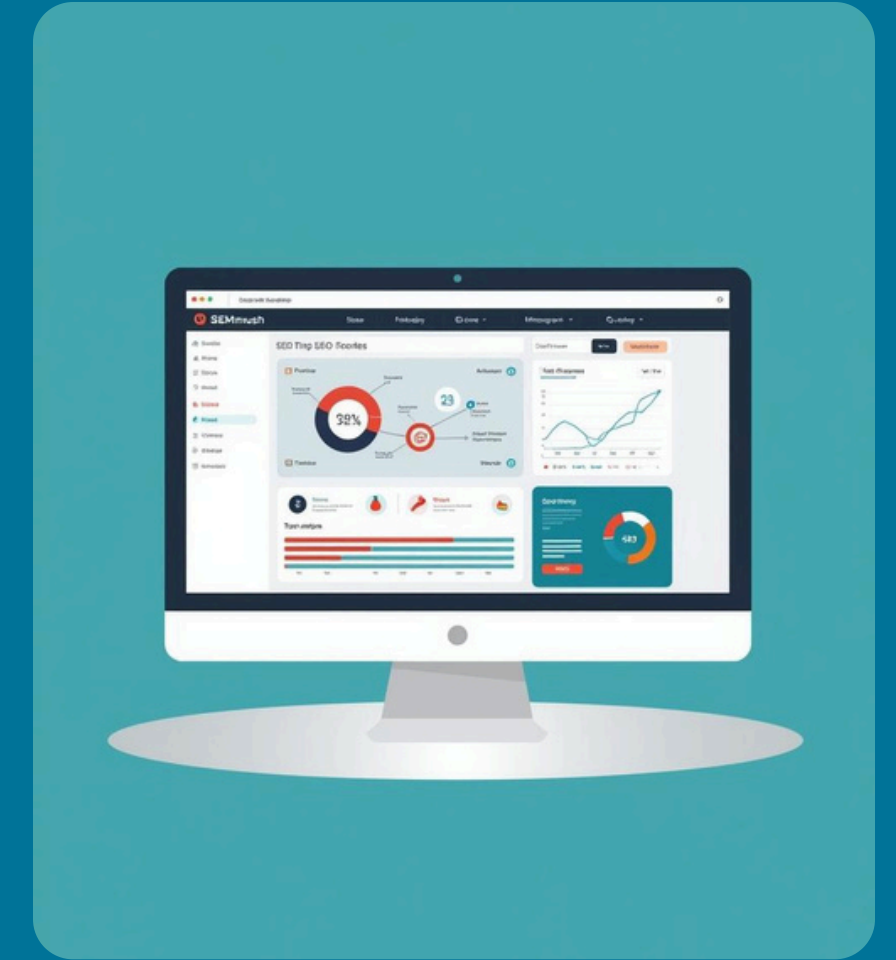
# Analytics & SEO Tools for Growth



## Google Analytics 4

Understand What's Working. Track your traffic sources, engagement, and conversions to make data-driven decisions.

💡 Pro Tip: Focus on “Acquisition” and “Engagement” reports to see where your audience comes from and what keeps them on your site.



## SEMrush (Or Ubersuggest)

SEO Insights. Discover what your audience is searching for and see how your site ranks.

💡 Pro Tip: Start small — track 5 to 10 target keywords monthly to identify trends and content gaps.

# Project Management & CRM Tools



## ClickUp (Or Trello)

Organise Your Marketing Projects. Manage your content calendar, campaigns, and team tasks with ease.

💡 Pro Tip: Set recurring tasks for monthly reports, content reviews, or campaign planning so nothing slips through the cracks.



## HubSpot CRM

Centralise Your Customer Data. Keep track of leads, customer touchpoints, and follow-ups - all in one place.

💡 Pro Tip: Use the free tier to manage contacts and log interactions before upgrading for automation later.

# Automation & AI Tools



## Zapier

Automate the Repetitive Stuff. Connect your apps to automate workflows — like sending new leads from your website straight into your CRM.

💡 Pro Tip: Start with 1–2 simple automations (e.g., form submissions to email lists) before expanding to more complex workflows.

## ChatGPT

Your 24/7 Marketing Assistant. Use AI to brainstorm ideas, write drafts, or summarise reports — saving time while improving output.

💡 Pro Tip: Train ChatGPT by sharing your brand tone, audience, and content examples for more consistent results.

# Quick-Start Checklist

## Choose 3 tools



Select three marketing tools to test, enhancing your efficiency and effectiveness in campaigns.

## Set up templates



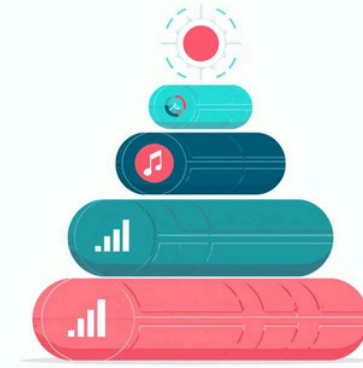
Create branded templates for consistent visuals across all marketing channels, saving time and effort.

## Track results



Monitor marketing performance regularly, allowing for data-driven adjustments and continuous improvement.

# Build Your SMB Marketing Stack



## Tool

Identify the right tools to enhance efficiency.



## Category

Organise tools based on their specific functions.



## Purpose

Clarify the main goal for each tool used.



## Cost

Consider budget implications for each marketing tool.



# Grow Smarter

Your marketing journey starts here

**Need Help with Your Marketing?**

If you need support with any of your marketing needs, from strategy to setup, I'm here to help you build a foundation that drives results.

Visit [TracElement.com](https://TracElement.com) to get started, or email [Tracy@TracElement.com](mailto:Tracy@TracElement.com)



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