

1. Content marketing

CONTENT EDITORIAL CALENDAR:

Monday.com >

KEYWORD RESEARCH:

Google Keyword Planner >
Moz Keyword Explorer >

BLOG POSTS HEADINGS:

100+ Blog Post Title Templates That Grab Attention >

SPELL CHECK:

Grammarly >

MEDIA MONITORING:

Liana@Cloud PR & Media >

2. Websites & landing pages

CMS:

Liana@Cloud Website & Mobile >

HEATMAPS:

Hotjar >

A/B TESTING:

VWO >

3. SEO

ON-PAGE SEO:

Moz Open Site Explorer >
SEMRush >
Ahrefs >
Google Search Console >

OFF-PAGE SEO:

Link building guide by Backlinko >
Outreach templates for any situation by SEMRush >

6. Google Ads

AD COPY:

18 Tips on How to Write Effective Text Ads [+Infographic] >

GOOGLE ADS SET UP:

How to set up Google Ads: Checklist from Google >

GOOGLE ADS TRAINING:

Google Adwords Youtube channel >
Google Skillshop >

5. Social Media Ads

SOCIAL MEDIA ADS SPECS:

Facebook Ads Guide >
Instagram Ads Guide >
Twitter Ads Guide >
LinkedIn Ads Guide >
Pinterest Ads Guide >
YouTube Ads Guide >

URL BUILDER:

Google Analytics URL Builder >
UTM Tracking Code Builder by Effin Amazing >

4. Social Media

SOCIAL MEDIA IMAGES SIZES:

2020 Social Media Image Sizes Guide >

SOCIAL MEDIA CALENDAR:

Co-Schedule >
Buffer >
Hootsuite >

SOCIAL MEDIA CARD VALIDATOR:

For Facebook >
For Twitter >

EMOJI:

Chrome extension >

7. Analytics

Google Analytics >
Google Data Studio >
Google Trends >
Think with Google >

8. Lead generation

EMAIL MARKETING TOOL:

Liana@Cloud Email Marketing >

MARKETING AUTOMATION:

Liana@Cloud Marketing Automation >

CRM TOOL:

Pipedrive >

9. Productivity

Notion >
Save to pocket >
StayFocusd >

12. Video marketing

CAMERA:

Smartphone >
DSLR Camera >

VIDEO EDITING TOOLS:

Adobe Premiere Pro >
Final Cut Pro >
iMovie >
Vegas Pro >
VivaVideo >
Splice >
Wyzowl >

STOCK VIDEOS:

Artgrid.io >
Pexels videos >
Pixabay >
Shutterstock >

11. PR

PR AND MEDIA MONITORING:

Liana@Cloud PR & Media >

SURVEYS:

Survey Monkey >
Survey Planet >
Surveyypal >

10. Webinars

PRESENTATIONS:

Prezi >
Haiku Deck >
Apple's Keynote >
Google Slides >

EVENT & WEBINAR MANAGEMENT TOOL:

Eventilla >
GoToWebinar >

EQUIPMENT:

Camera: Sony A6400 >
Microphone: Rode PodMic >

13. Graphics

IMAGE EDITING TOOLS:

Crello >
Canva >
Snappa >
Adobe Creative Cloud >

STOCK IMAGES:

Unsplash >
Pexels >
Pixabay >
Pikwizard >
Shutterstock >

14. Marketing reading

BLOGS:

Econsultancy >
GlobalWebIndex >
Ad Age >
Marketing Land >
Business 2 Community >
Social Media Today >
Liana's marketing blog >

SMART NEWS READER:

Feedly >