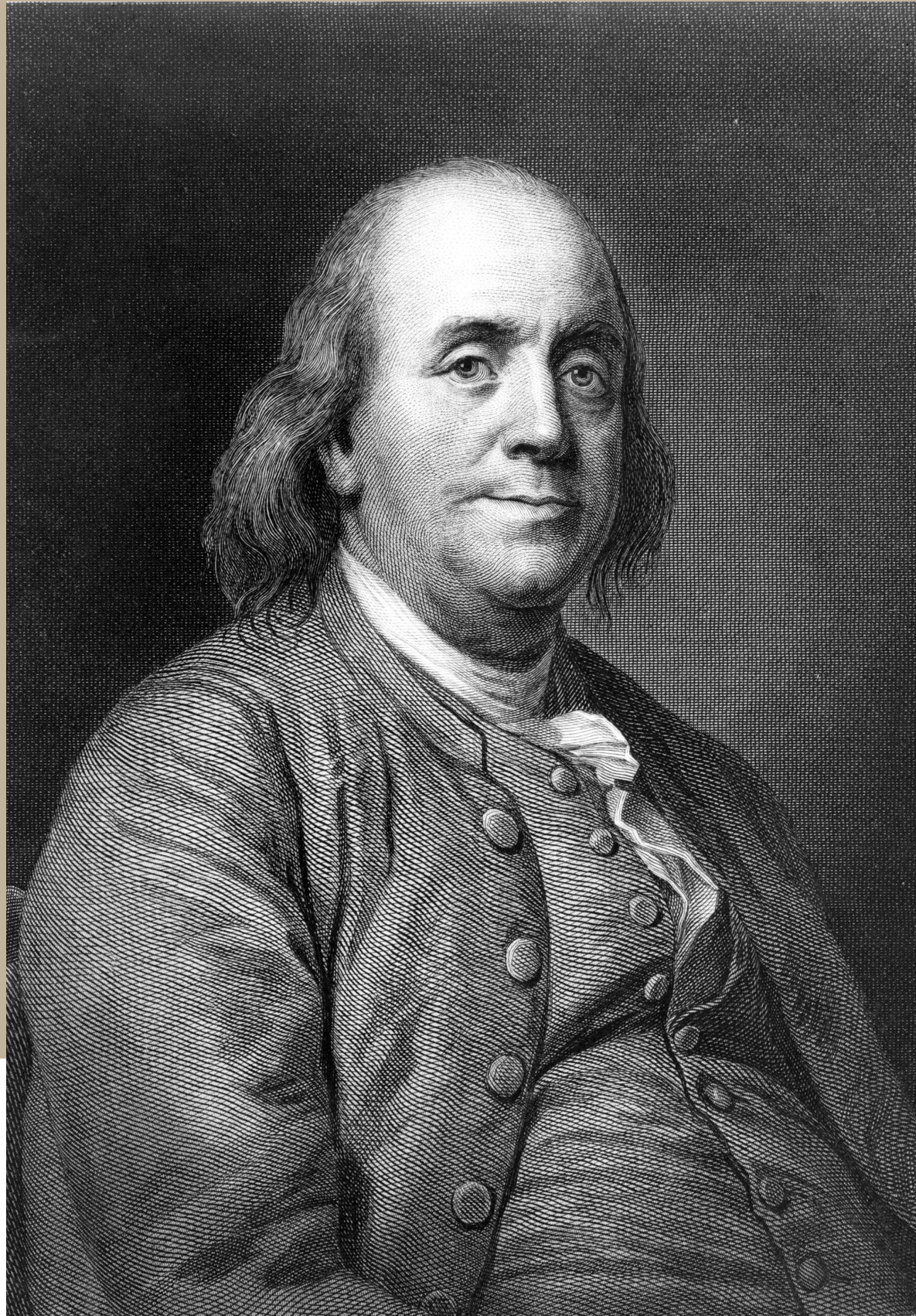




# MY TOP FIVE 'DIY' MARKETING TOOLS





*“Tell me and I forget.  
Teach me and I remember.  
**Involve me and I learn”***

- BENJAMIN FRANKLIN

From the beginning, a large part of my vision for Wren and Windsor has been ‘self service’.

I believe, that if I have done my job right, I become irrelevant, because all the training, strategy and implementation we provide, equips you to pick it all up and keep running - SOLO!

So here are my top five tools to get YOU managing your own digital marketing like the boss you are!





# 1. PLANNING AND SCHEDULING APPS



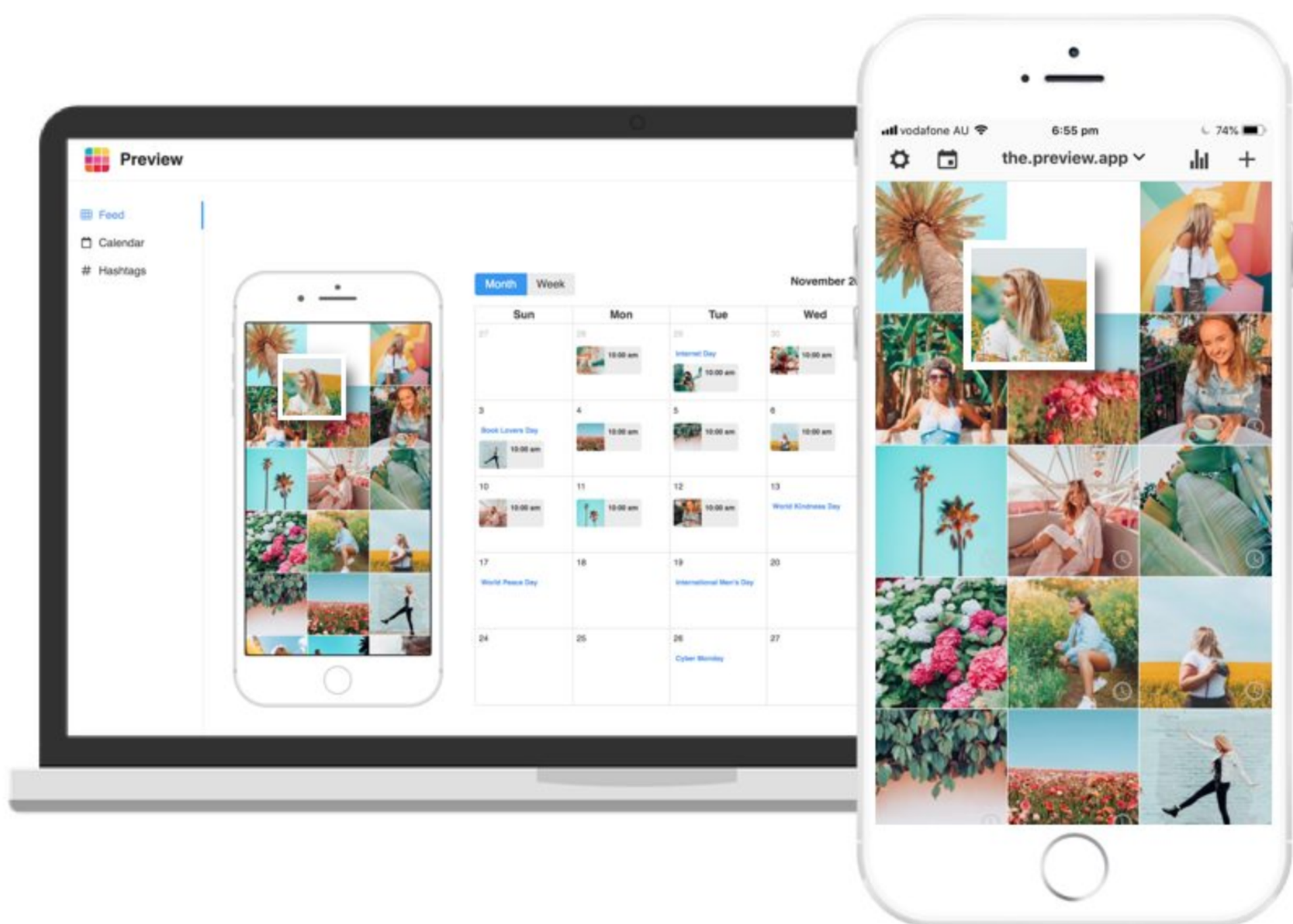
There is the perception that planning social posts happens 10 minutes before it goes live, and it's so wrong! As a business owner you don't have the time to plan content on the fly, so these apps are **ESSENTIAL** to stay consistent!





# MY FAVOURITES

## PREVIEW




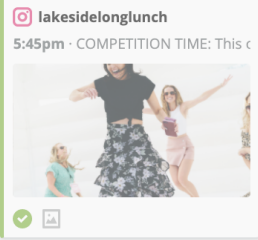
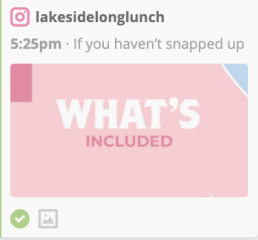

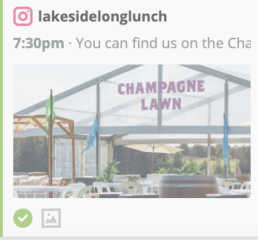
This app is for those who want a simple to use tool that assists in creating a perfectly curated feed. Preview may not have a heap of features but it is perfect for anyone wanting to have a seamless grid that is on brand.





# MY FAVOURITES

## HOOTSUITE

GMT +10:00	Sun 16	Mon 17	Tue 18	Wed 19	Thu 20	Fri 21	Sat 22
							
5 PM							
6 PM							
7 PM							

Hootsuite is perfect for planning and scheduling your posts. With Hootsuite you are able to schedule your content and caption for days in advance, leaving you perfectly prepared and planned for the month's content.





## 2. GOOGLE 'MY BUSINESS' PAGE



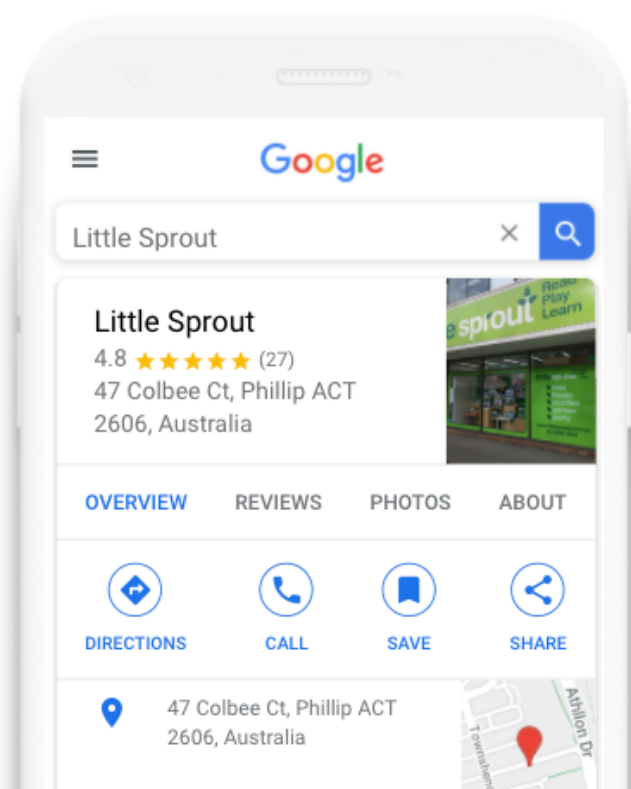
This one is often so overlooked, because it's perceived as a once off, set and forget! But having an updated, active and detailed Google My Business page is the key to nailing your search presence online!





# STEP BY STEP GUIDE

## SET UP YOUR ACCOUNT



Find and manage  
your business



Can't find your business?

[Add your business to Google](#)

Signing up for Google Business is as easy as claiming your business or adding your business to Google if it is not already there. Following the prompts is easy to do but if you get stuck Google have some great tutorials that visually show you how to set up.





# STEP BY STEP GUIDE

## KEEP IT UPDATED



Once your business is set up on Google, making sure that it is updated is very important to keeping your business consistent and relevant. To manage your Google Business account just sign into your Business account, click view profile, then click edit, and update away!





# 3.DIY DESIGN PROGRAMS & APPS



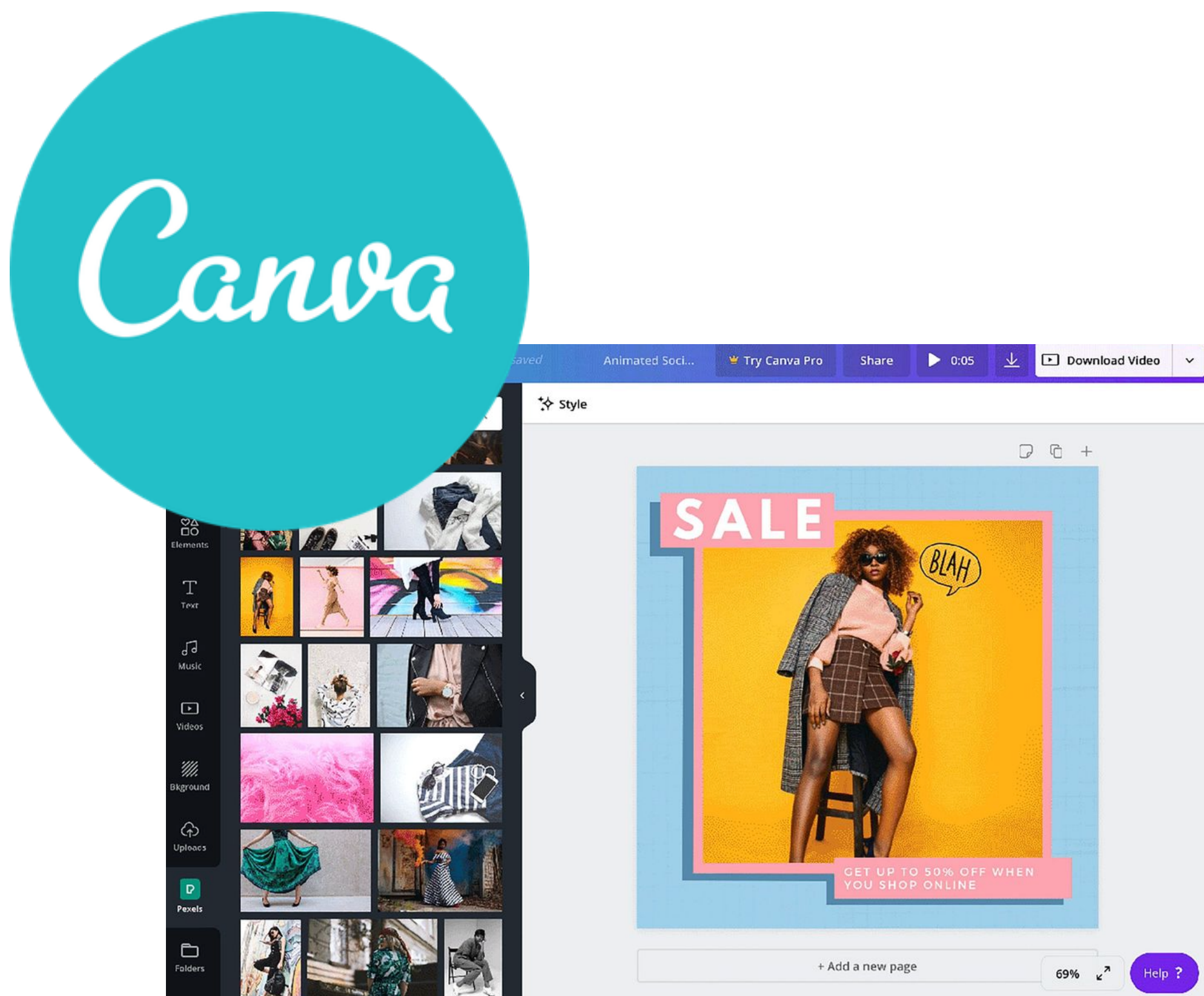
Nailing a quality DIY design tool is not only cost effective, but allows you to create everything from social media tiles, to email banners, flyers, to business cards and even ebooks - just like this.





# MY FAVOURITES

## CANVA



Canva is a graphic design platform that allows you to create amazing designs for social media, websites, and direct email marketing. Let your creativity run wild and make some beautiful content for your business that is on brand and premium.





# MY FAVOURITES

## IN DESIGN



Adobe InDesign is for anyone wanting to master their page design and layout. With InDesign you will be able to create beautiful graphic designs to nail your brand creative. Known for books, posters, and digital magazine creation InDesign offers both print and digital design.





# 4. EDITING APPS



Creating authentic content is everything, but sometimes, the lighting just ISN'T hitting the mark. In these cases, having a quality editing app that creates a consistent look/feel to your imagery is essential!





# MY FAVOURITES

## ADOBE LIGHTROOM



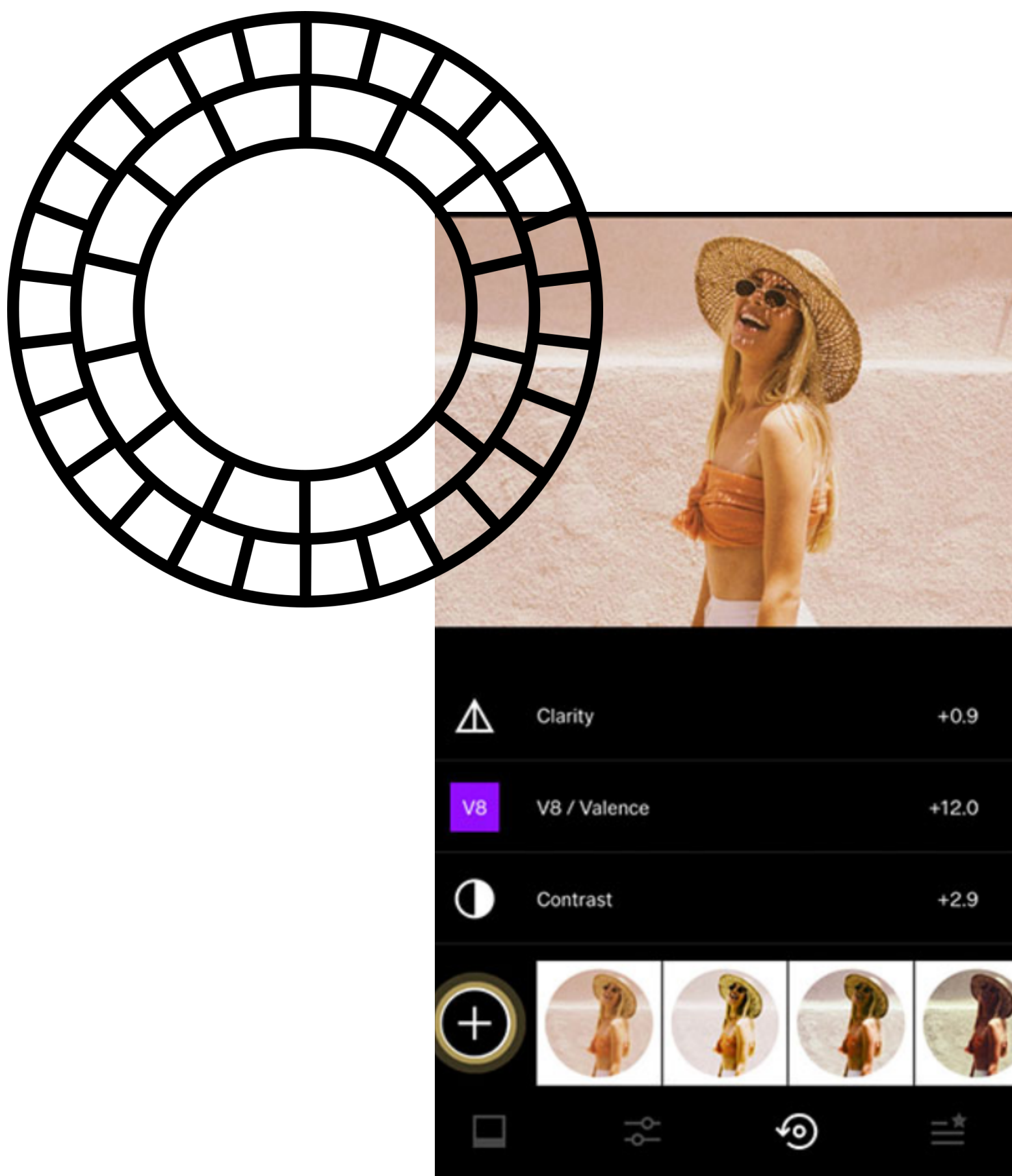
This photo editing app is perfect for on the go or at your desk. This tool has all your editing, organising, and sharing needs. With Adobe Lightroom you are able to create a seamless theme for your brand.





# MY FAVOURITES

VSCO



A popular mobile editing app among the younger population. VSCO allows you to edit your content to create a perfectly curated feed. With preset filters, and editing tools you will be able to find the perfect look for your brand and maintain it.





# 5. QUALITY CONTENT CREATION



If all else fails, nothing goes past good quality content creation! Honestly, if you have the spare funds to sink into creative services then do so, it will be one of the best investments you make.





# DIGITAL MEDIA CONTENT

## PHOTOGRAPHER & GRAPHICS



Creating content with a professional photographer or graphic designer is a true investment in your business. Having the funds to work with a creative is sometimes the takeaway, but you won't be disappointed with the result. Being able to use this content is going to be a god send for keeping your brand and your online presence consistent.





# ADVERTISING CONTENT

## VIDEOGRAPHERS



Creating content with a professional Videographer, similar to a photographer, is an investment. If videography is something that you feel will elevate your brand then go for it! You will definitely see a difference in the content that you have on hand if you invest in this type of content.





W R E N & W I N D S O R

