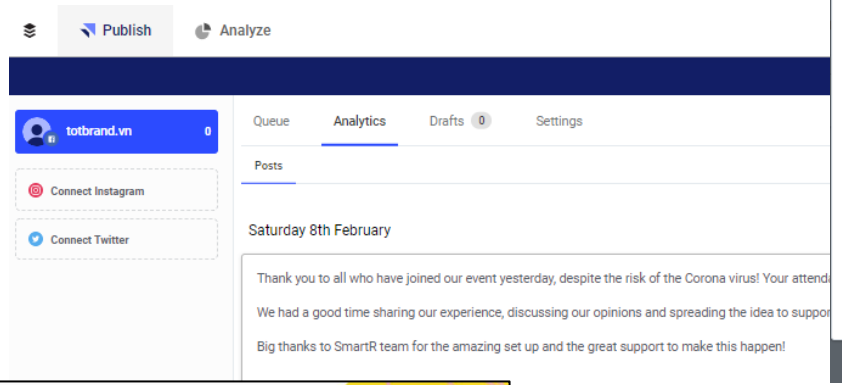
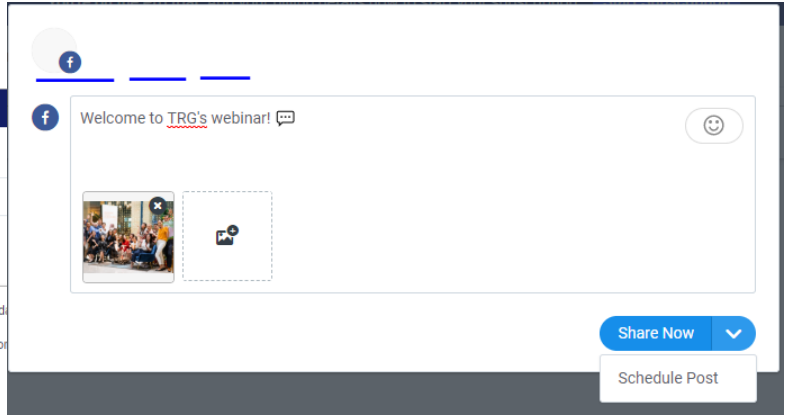
Tools to optimize your Marketing efforts during COVID-19

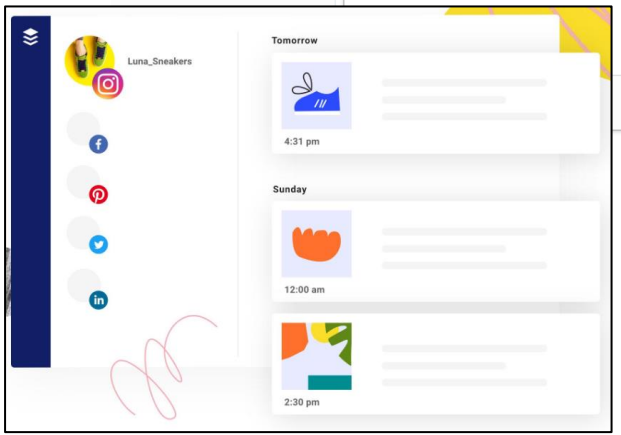
A discussion

Social Media

Buffer



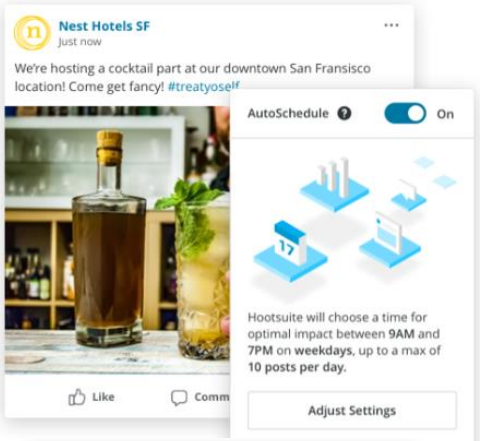


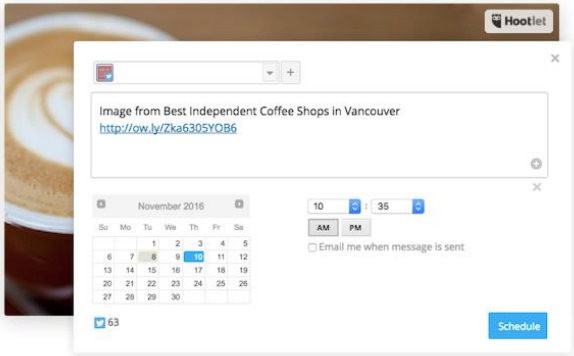


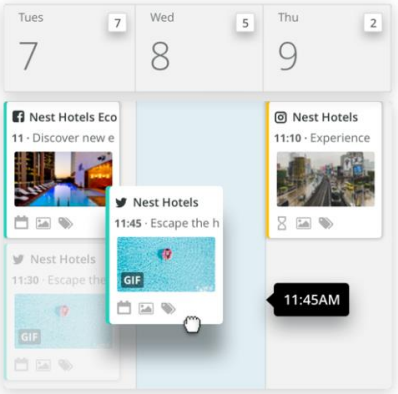
	14 Likes	96 Clicks

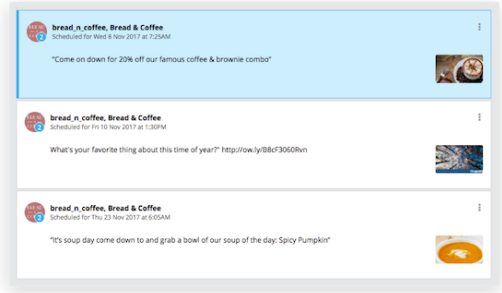
COVID-19 response

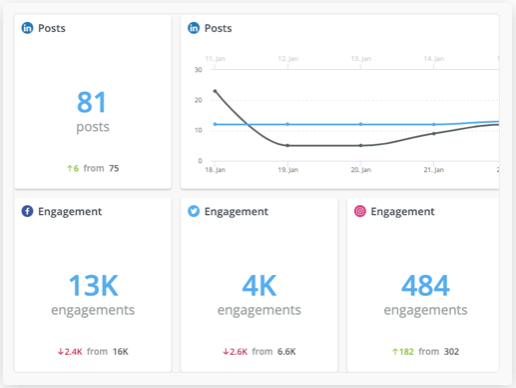
HootSuite





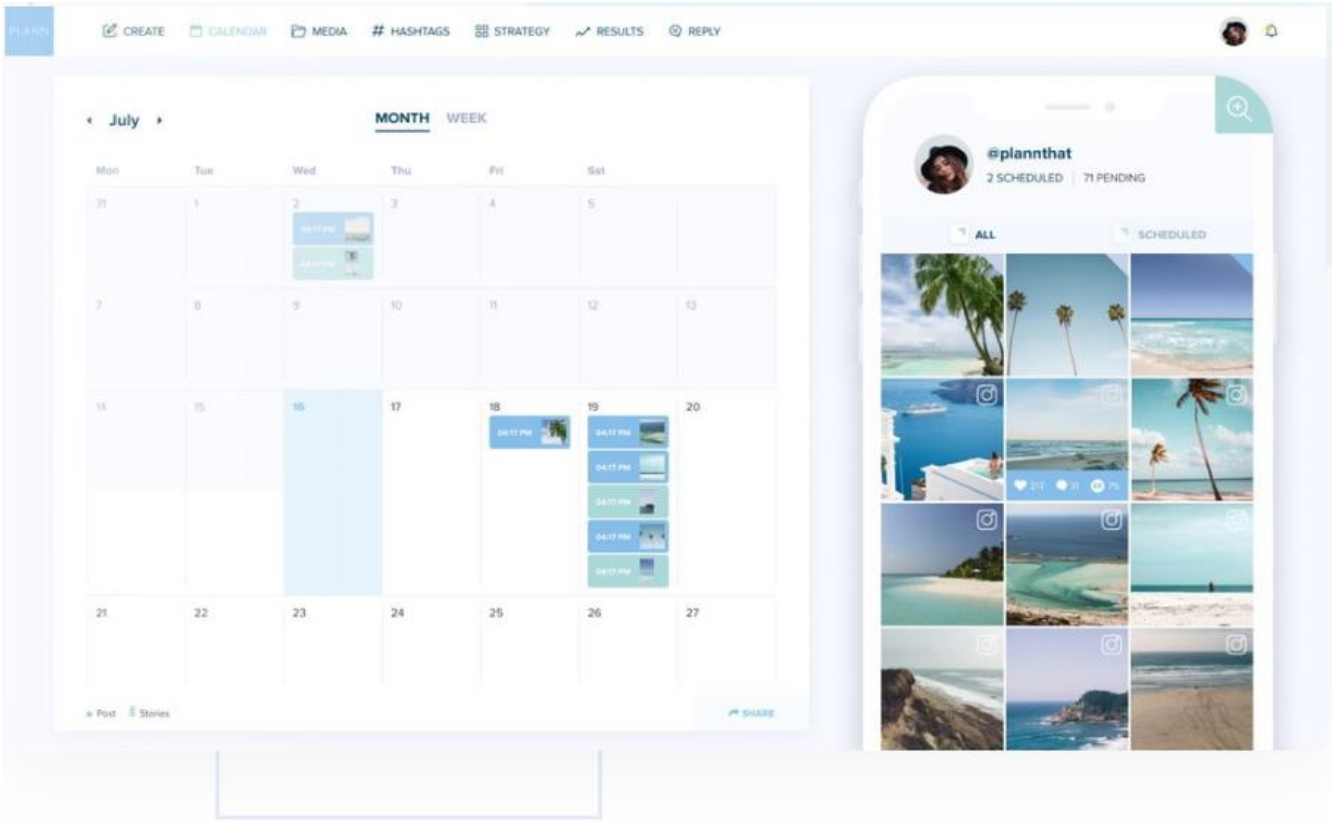






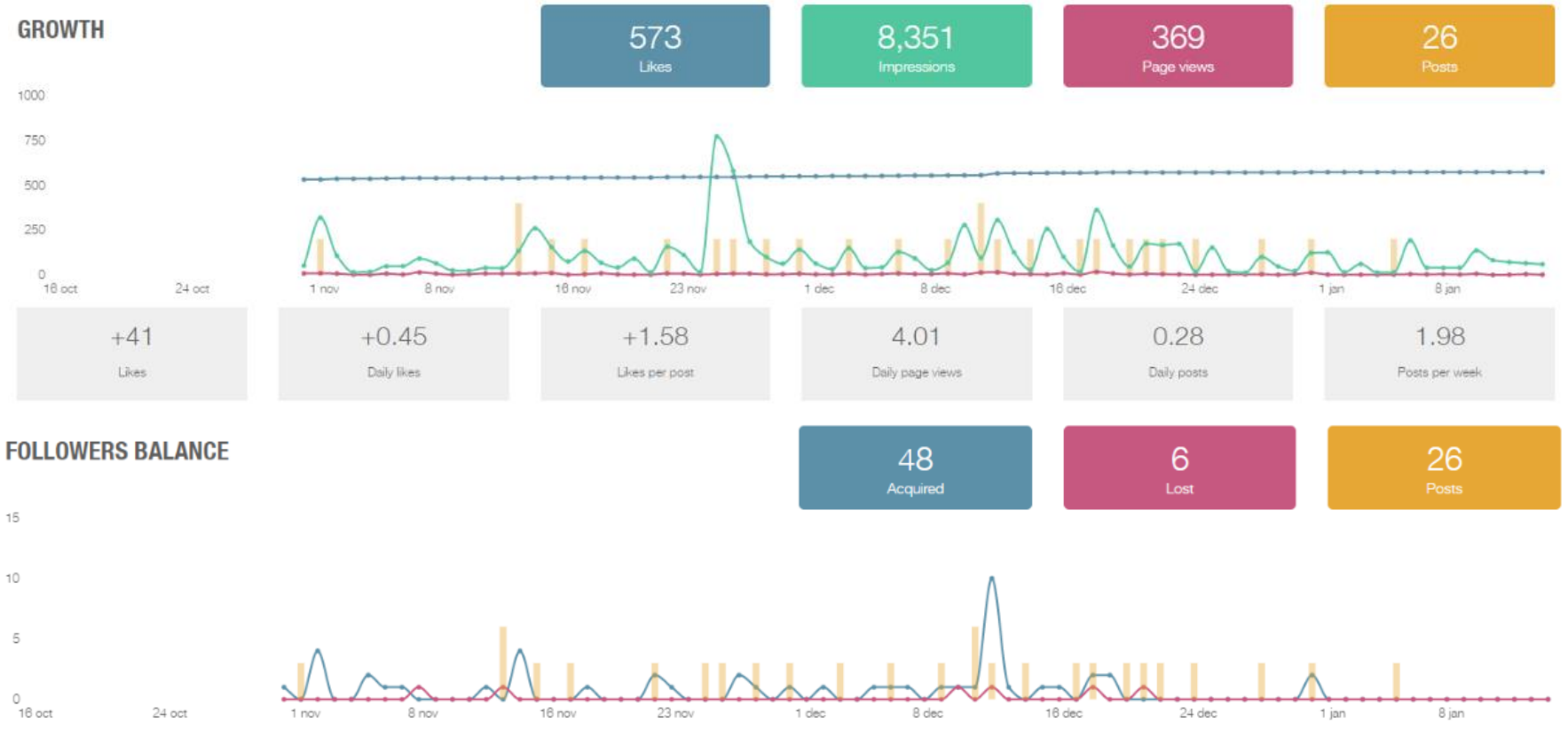
COVID-19 Response

Plann



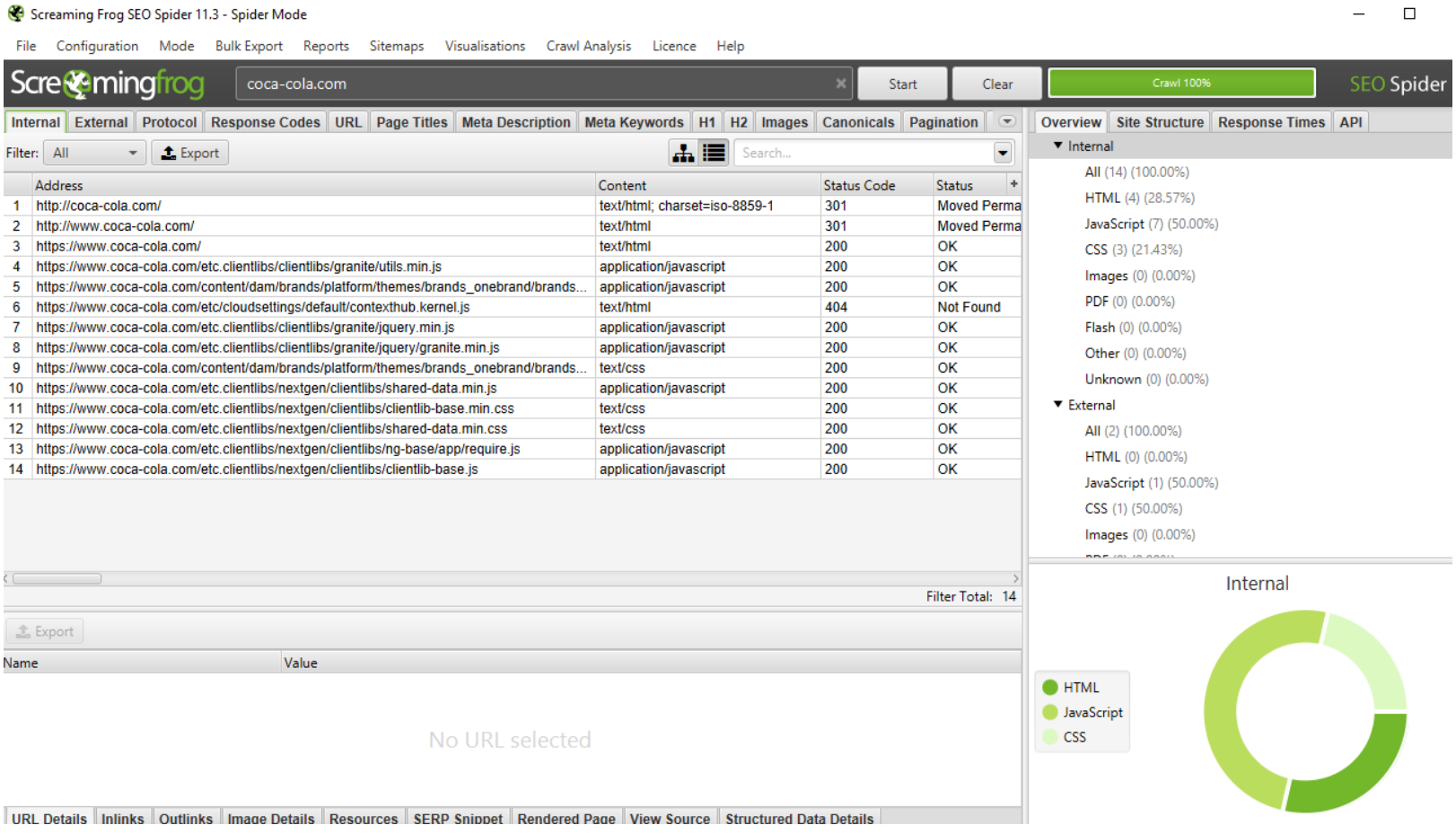
COVID-19 Tips

Metricool


GROWTH
573
Likes
8,351
Impressions
369
Page views
26
Posts
1000
750
500
250
0
18 oct
24 oct
1 nov
8 nov
16 nov
23 nov
1 dec
8 dec
16 dec
24 dec
1 jan
8 jan
+41
Likes
+0.45
Daily likes
+1.58
Likes per post
4.01
Daily page views
0.28
Daily posts
1.98
Posts per week
FOLLOWERS BALANCE
48
Acquired
6
Lost
26
Posts
15
10
5
0
18 oct
24 oct
1 nov
8 nov
16 nov
23 nov
1 dec
8 dec
16 dec
24 dec
1 jan
8 jan

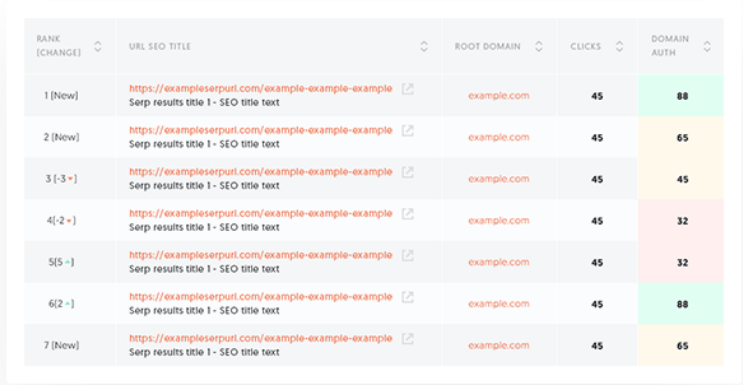
Content & SEO

Screaming Frog



Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.
Just type in a domain or a keyword to get started.



RANK (CHANGE)	URL SEO TITLE	ROOT DOMAIN	CLICKS	DOMAIN AUTH
1 (New)	https://exampleserpurl.com/example-example-example Serp results title 1 - SEO title text	example.com	45	88
2 (New)	https://exampleserpurl.com/example-example-example Serp results title 1 - SEO title text	example.com	45	65
3 (-3)	https://exampleserpurl.com/example-example-example Serp results title 1 - SEO title text	example.com	45	45
4 (-2)	https://exampleserpurl.com/example-example-example Serp results title 1 - SEO title text	example.com	45	32
5 (5)	https://exampleserpurl.com/example-example-example Serp results title 1 - SEO title text	example.com	45	32
6 (2)	https://exampleserpurl.com/example-example-example Serp results title 1 - SEO title text	example.com	45	88
7 (New)	https://exampleserpurl.com/example-example-example Serp results title 1 - SEO title text	example.com	45	65

Content Ideas

Do you want to find out the content pieces that are getting the most social shares and backlinks in your niche?

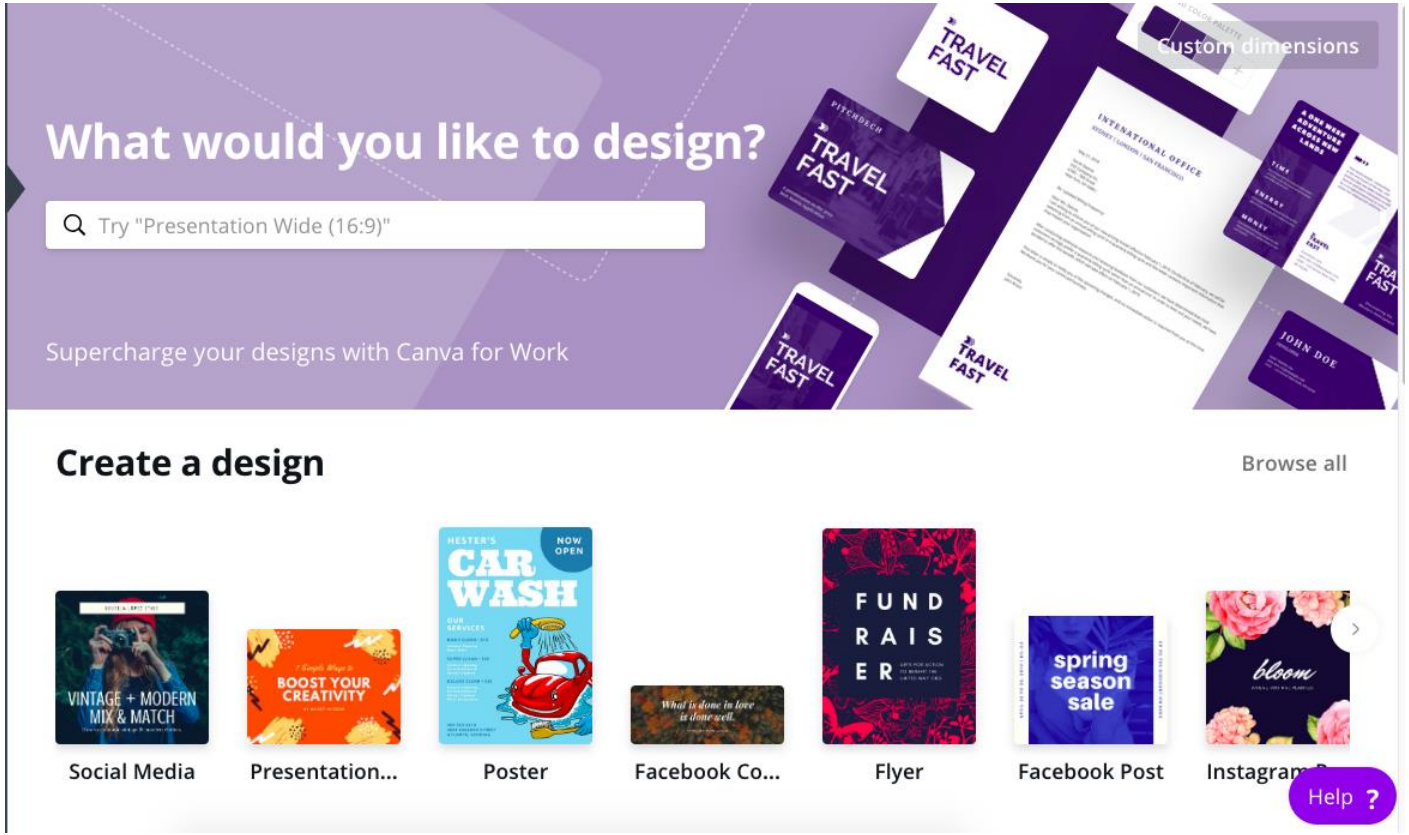
Knowing what to write about can make or break your content strategy. Dive deep into the top-performing content pieces for any given keyword so you can write about topics that people are actually interested in.

Co-schedule

The #1 Free Headline Analyzer
Write Headlines That Drive Traffic, Shares, And Search Results
ENTER YOUR TEXT TO BEGIN HEADLINE ANALYSIS:
Type your headline here...
Analyze Now

Graphic design & video

Canva.com



COVID-19 response

Venngage

What would you like to create?

Select up to 3 options

Infographic

Presentation

Brochure

Mind Maps

Poster

Report

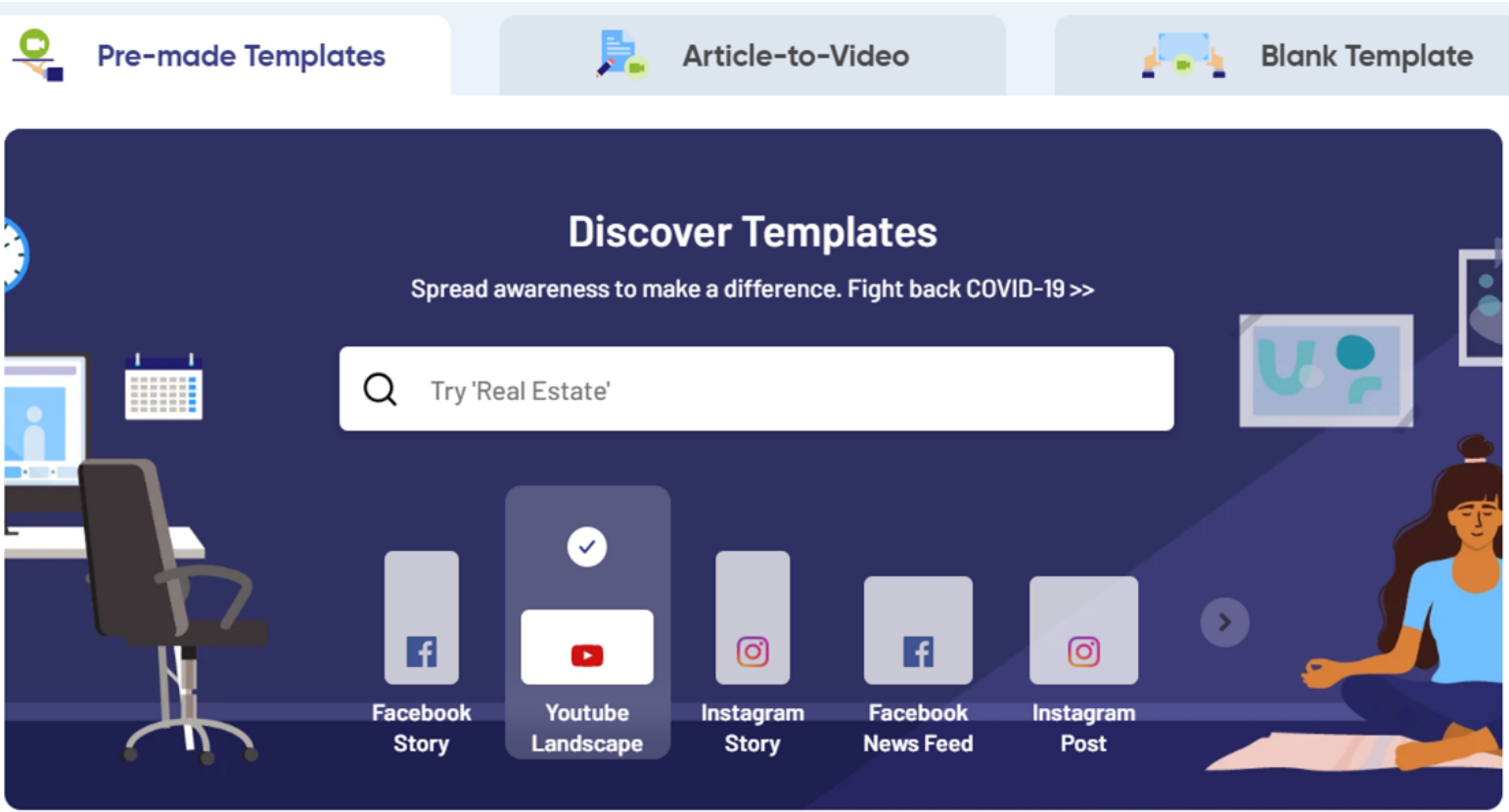
Resume

Social

Flyer

COVID-19 response

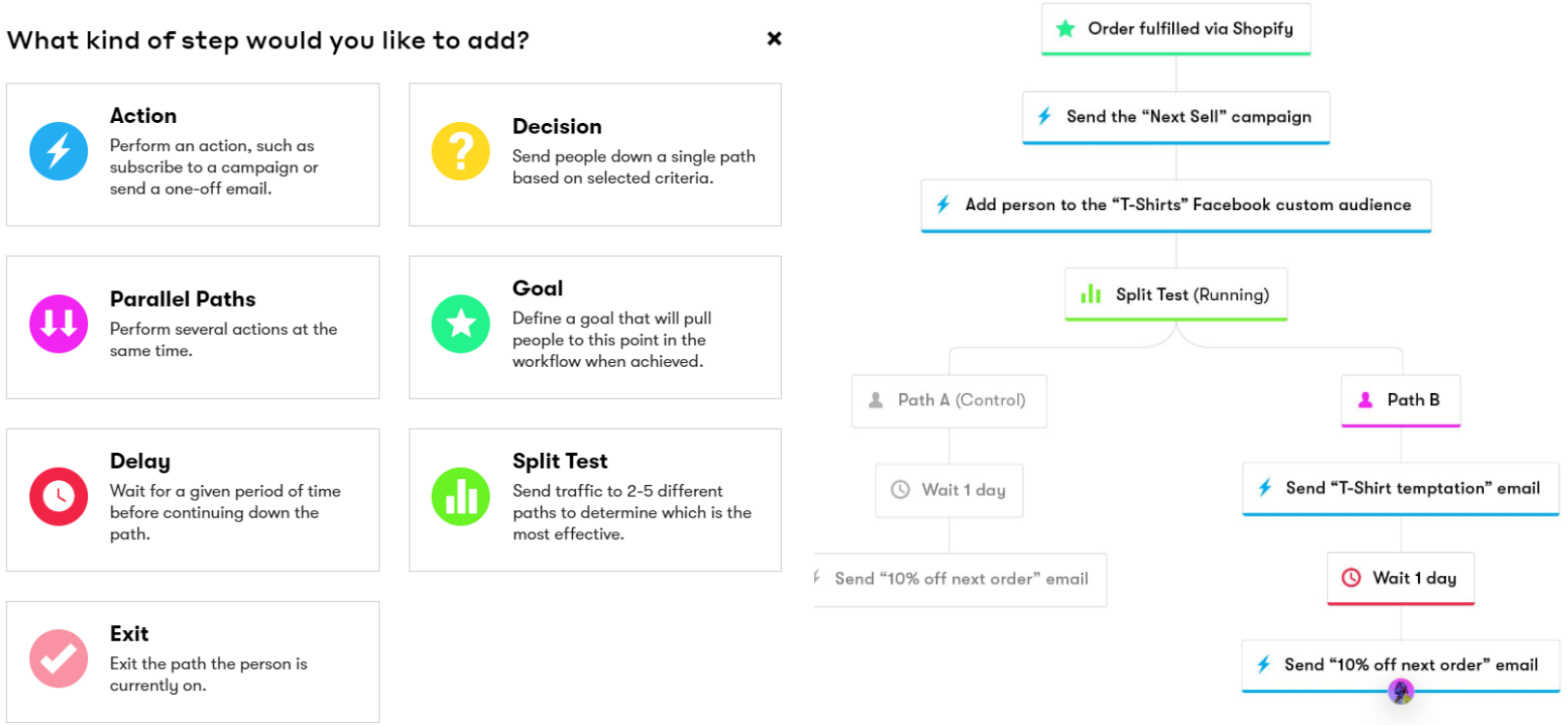
InVideo



COVID-19 templates

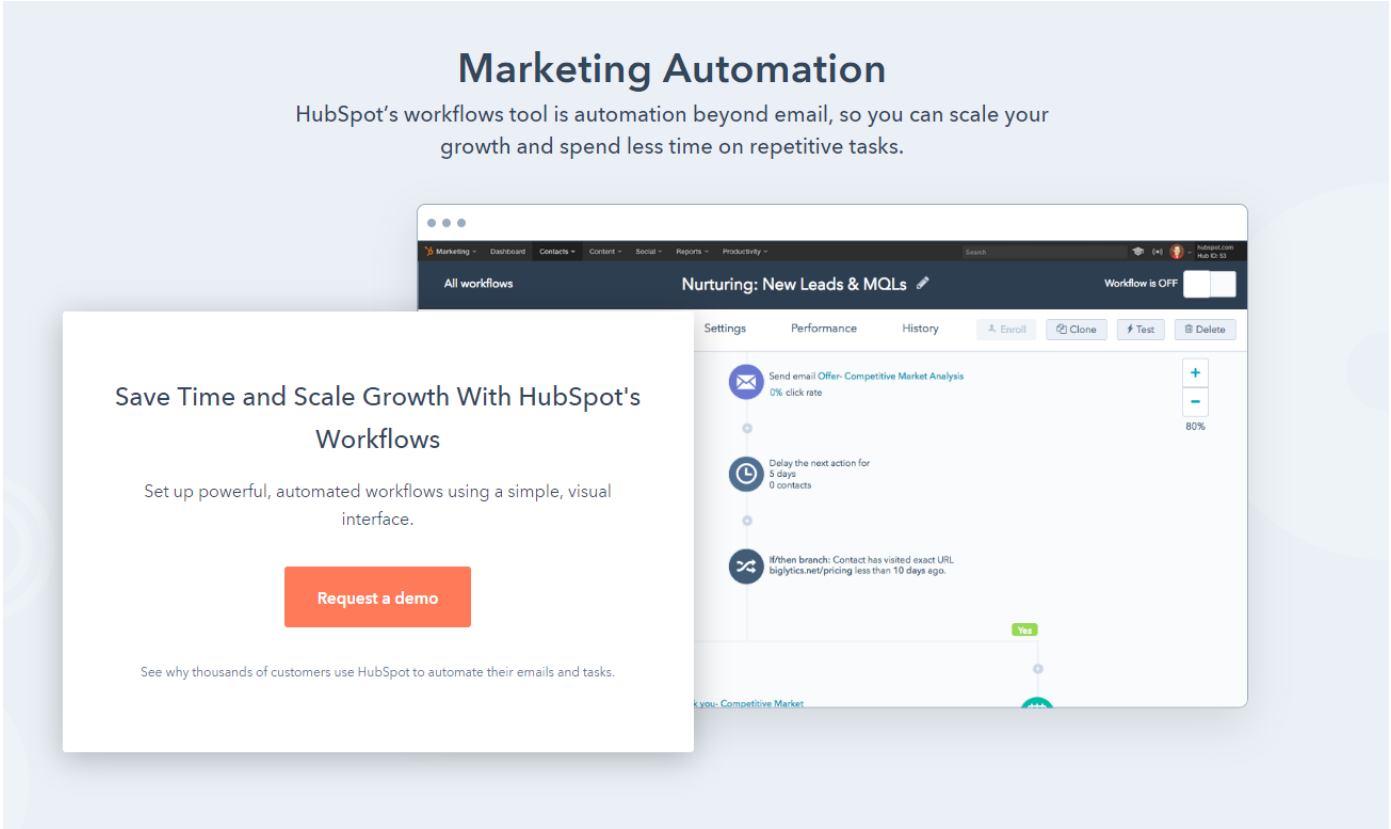
Marketing Automation

Drip



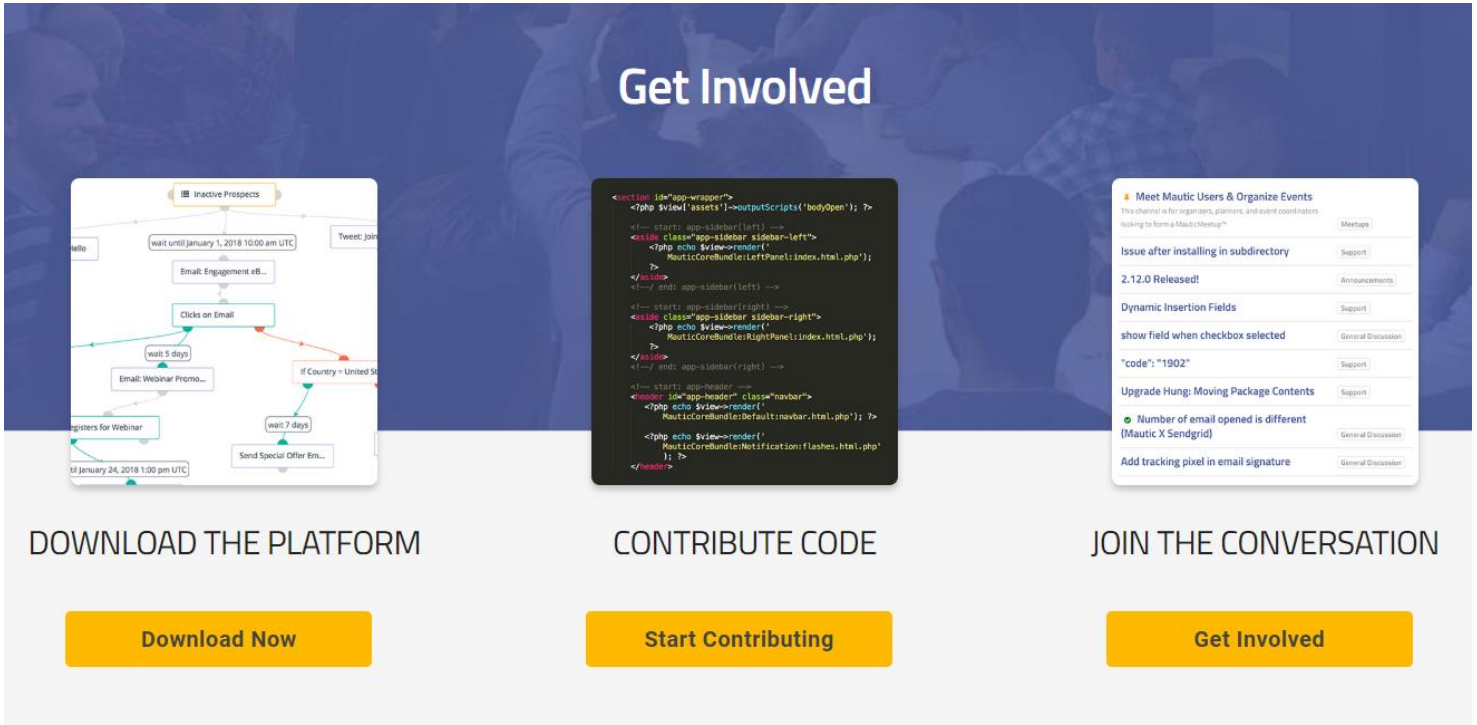
COVID-19 case studies

HubSpot



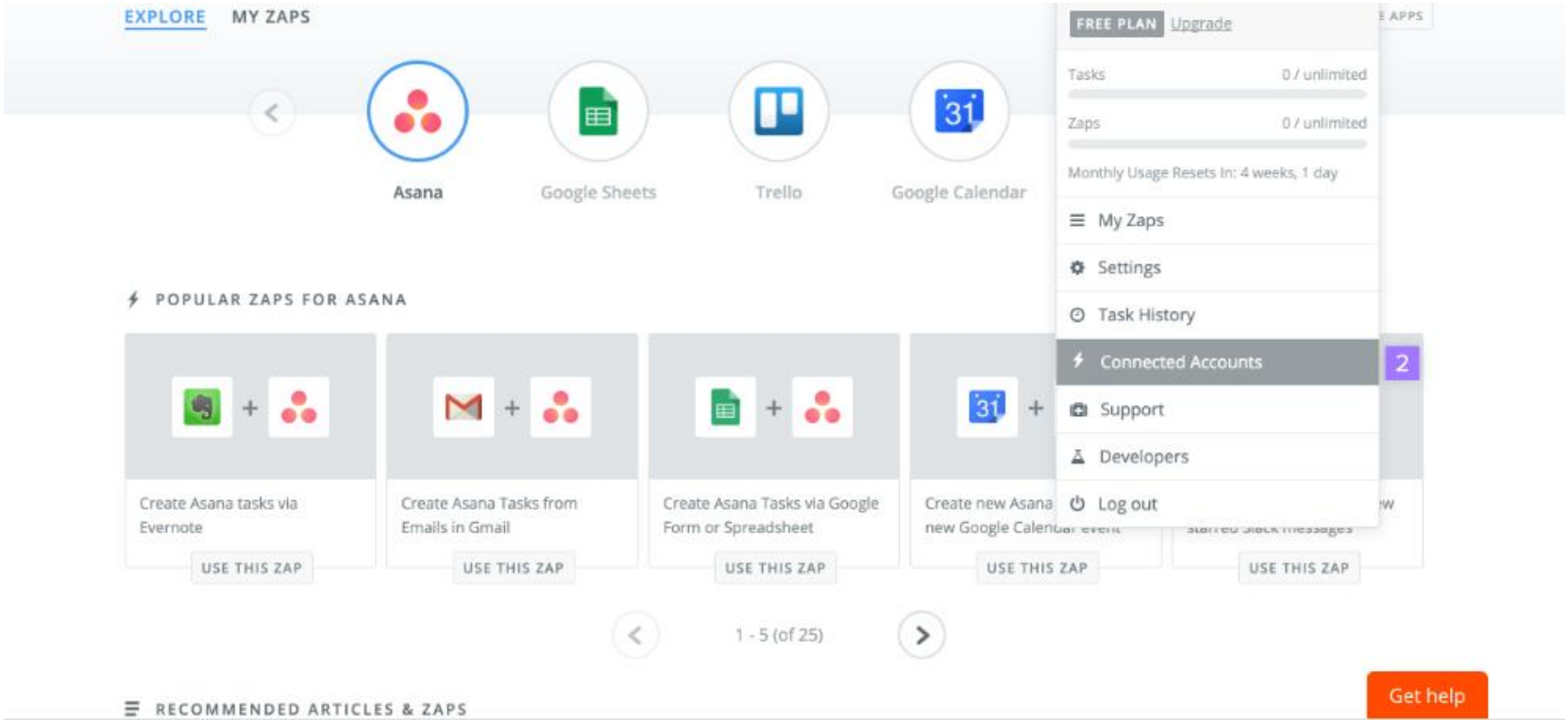
COVID-19 response

Mautic


Get Involved
Inactive Prospects
wait until January 1, 2018 10:00 am UTC
Email: Engagement eB...
Clicks on Email
wait 5 days
Email: Webinar Promo...
wait 7 days
Send Special Offer Em...
til January 24, 2018 1:00 pm UTC
Meet Mautic Users & Organize Events
Issue after installing in subdirectory
2.12.0 Released!
Dynamic Insertion Fields
show field when checkbox selected
"code": "1902"
Upgrade Hung: Moving Package Contents
Number of email opened is different (Mautic X Sendgrid)
Add tracking pixel in email signature
DOWNLOAD THE PLATFORM
CONTRIBUTE CODE
JOIN THE CONVERSATION
Download Now
Start Contributing
Get Involved

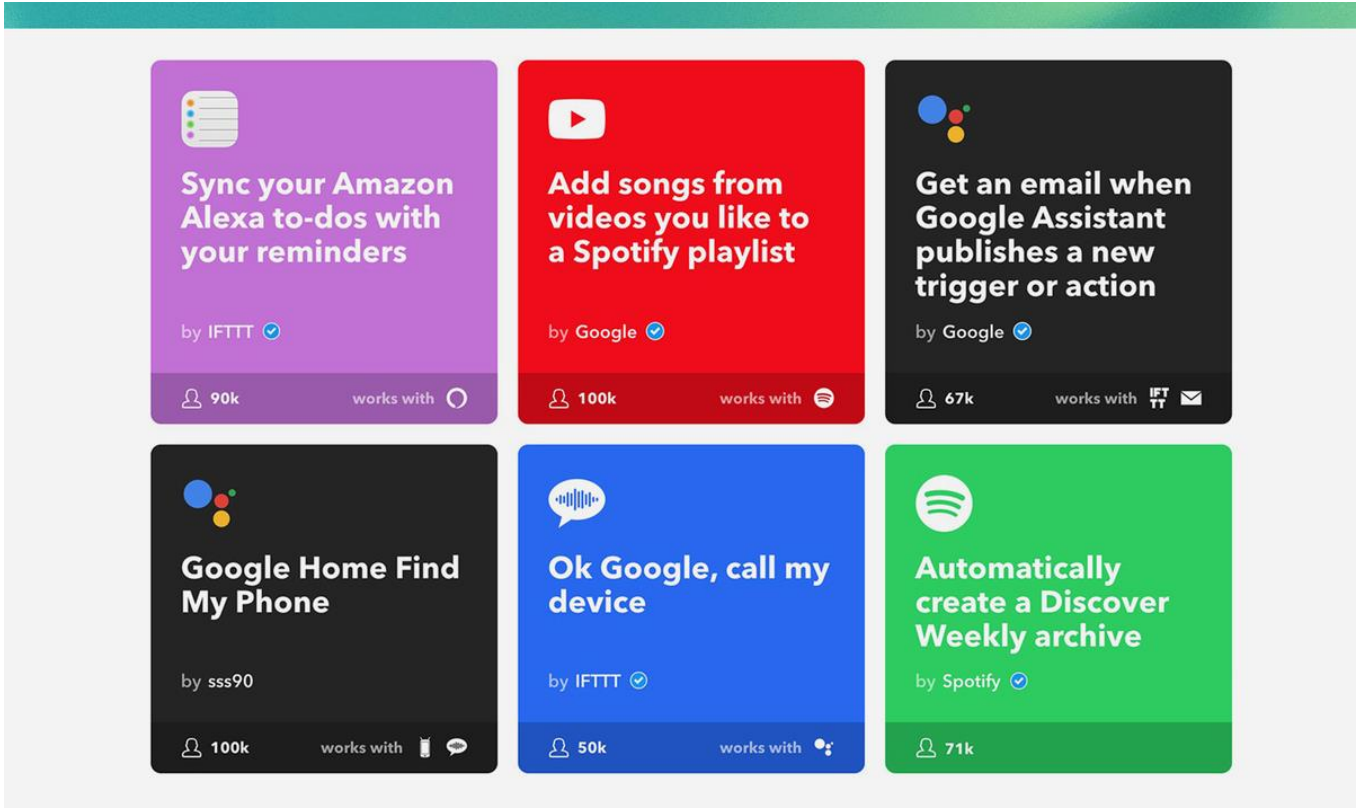
Other Task Automation Software

Zapier



COVID-19 response

IFTTT


Sync your Amazon Alexa to-dos with your reminders
by IFTTT
90k
works with
Add songs from videos you like to a Spotify playlist
by Google
100k
works with
Get an email when Google Assistant publishes a new trigger or action
by Google
67k
works with
Google Home Find My Phone
by sss90
100k
works with
Ok Google, call my device
by IFTTT
50k
works with
Automatically create a Discover Weekly archive
by Spotify
71k

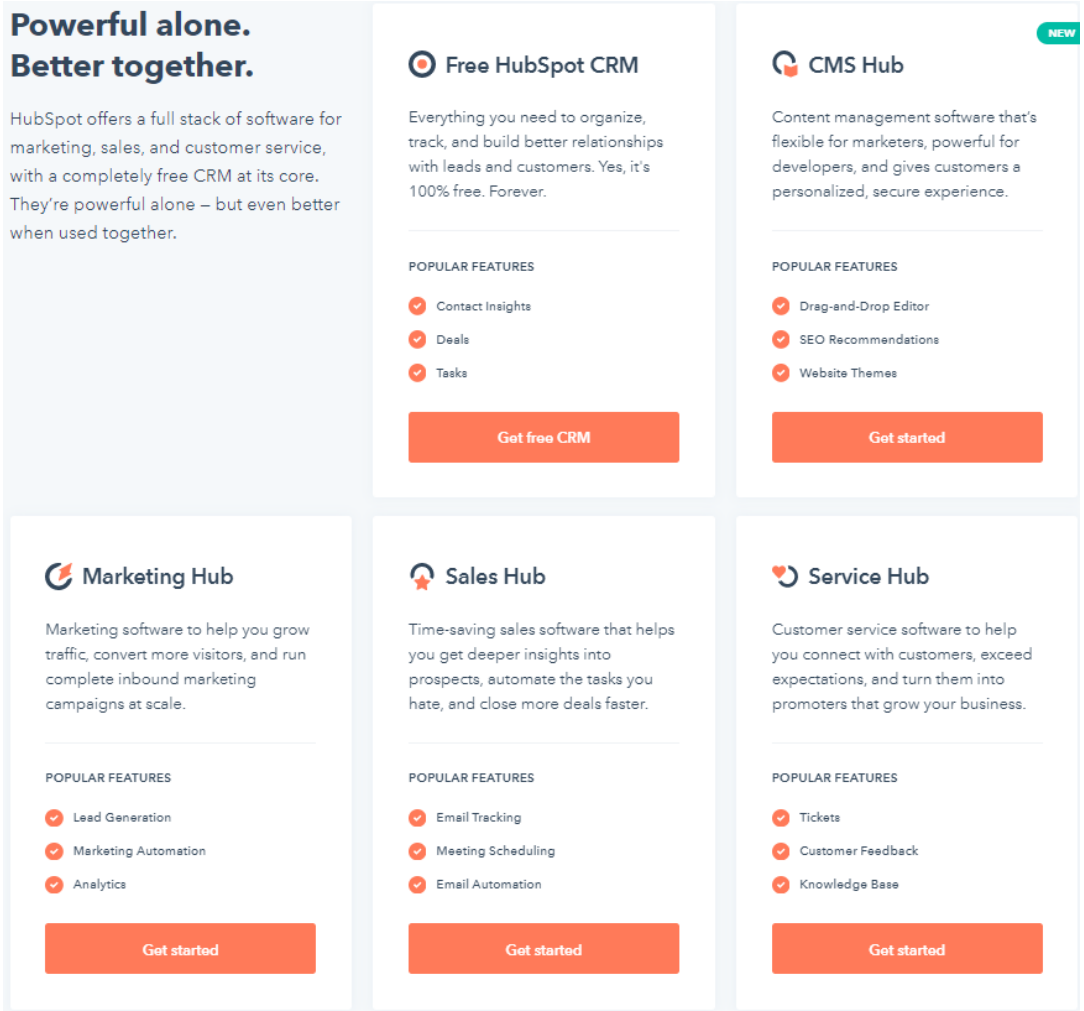
Summary:

- **Social Media:**
  - Buffer
  - Hootsuite
  - Plann
  - Metricool
- **Content & SEO**
  - Screaming Frog
  - Ubersuggest
  - Co-schedule
- **Graphic design + video:**
  - Canva
  - Venngage
  - InVideo
- **Marketing automation:**
  - Drip
  - HubSpot
  - Mautic
- **Other**:
  - Zapier
  - If This Then That
- **All-in-one:**
  - HubSpot

HubSpot

Smarter with Inbound.

All-in-one solution.



trg 2m #StayAtHome

Any questions?

Our digital Advisory services

Starter

Starts at **$1000/mo** billed monthly

Includes 1,000 contacts

Talk to sales

Great for small to medium-sized companies who want to get started with inbound marketing with an affordable monthly investment. focus on slow, steady growth with regular blogging.

- Min. 12 Months commitment
- Bi-monthly 30m Zoom Meeting
- SEO and Keyword Research
- 1 Blog post per month
- 1 Premium Content Offer per Quarter
- 1 E-Mail Marketing Campaign per Quarter

*doesn't include HubSpot fee (if required)

Professional

Starts at **$1500/mo** plus **HubSpot fee**

Includes 1,000 contacts

Talk to sales

Intended for businesses looking for faster lead generation and website traffic- increased blogging and social media activity Additional services that can go a long way.

- Min. 12 Months commitment
- Personal Account Manager
- Weekly Zoom Meeting
- Hubspot Training and Support*
- Social Media Posting 3-5 Times per Week
- SEO and Keyword Research
- 2 Blogs per month
- 1 Premium Content Offer per Quarter
- 1 E-mail Marketing Campaign per Quarter
- 1 Lead Nurturing Campaign per Quarter

*Hubspot fee starts at $800 per Month

Enterprise

Starts at **$2,500/mo** plus **HubSpot fee**

Includes 10,000 contacts

Talk to sales

Designed for larger businesses looking to produce qualified leads quickly. It features frequent blogging and social media postings along with increased marketing campaigns to fulfill your marketing goals.

- Min. 12 Months commitment
- Personal Account Manager
- Bi-Weekly Consultative Meeting
- Hubspot Training and Support*
- Social Media Posting 5-10 Times per Week
- SEO and Keyword Research
- Weekly blogging
- 1 Premium Content Offer per Quarter
- 2 E-mail Marketing Campaigns per Quarter
- 2 Lead Nurturing Campaigns per Quarter
- Landing Page and 1 paid campaign set up
- * Hubspot fee starts at $800 per month

https://www.trginternational.com/digital-advisory/digital-marketing/pricing/

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Thank you for your attention!

Contact me at:

anastasia@trginternational.com

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6/5 - Desktop Alternatives for #WFH (10am)
8/5 - Content Marketing for Beginners (10am)
11/5 - Blog Posts that Drive Traffic (10am)
11/5 - Creative Problem Solving during COVID-19 (3pm)