

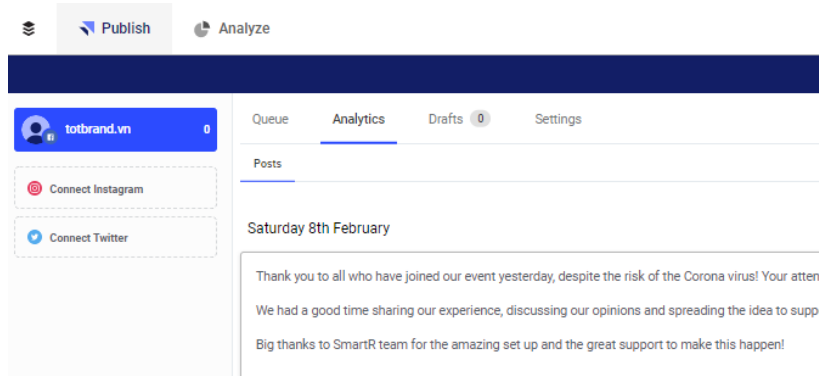


Tools to optimize your
Marketing efforts
during COVID-19

A discussion

Social Media

Buffer



Publish Analyze

totbrand.vn

Connect Instagram

Connect Twitter

Queue Analytics Drafts 0 Settings

Posts

Saturday 8th February

Thank you to all who have joined our event yesterday, despite the risk of the Corona virus! Your attend

We had a good time sharing our experience, discussing our opinions and spreading the idea to support

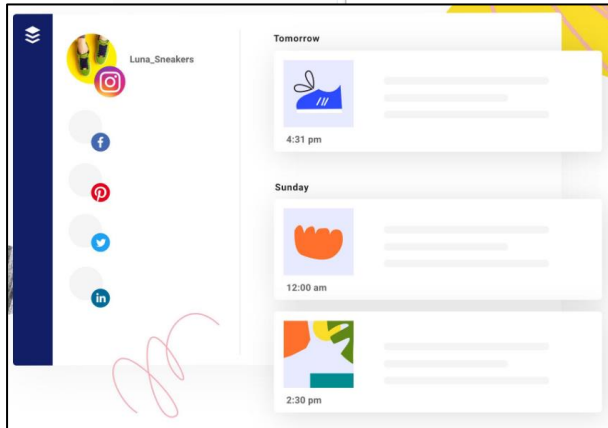
Big thanks to SmartR team for the amazing set up and the great support to make this happen!



Welcome to TRG's webinar!

Share Now

Schedule Post



Luna_Sneakers

Tomorrow

4:31 pm

Sunday

12:00 am

2:30 pm

	14 Likes	96 Clicks
--	-------------	--------------

COVID-19 response

HootSuite

Nest Hotels SF
Just now

We're hosting a cocktail part at our downtown San Francisco location! Come get fancy! #treatyourself

Like Comment

AutoSchedule On

Hootsuite will choose a time for optimal impact between 9AM and 7PM on weekdays, up to a max of 10 posts per day.

Adjust Settings

Alexis Mullins @alexism
Assigned to Adrian Jung (Nest PS) by Briana Cook

Assigned to A

Direct Messa

Alexis Mullins
Hey, I've he

Assigned to B

Private Mess

2m ago

Polly Donalee
Where should we meet the shuttle at LAX?

Assigned to Margaret Doosher (Nest London)

Comment on "Nest London named..." - Nest Hotels 5m

Malcolm Williams Hospitality Director at WAV Hotels
Congratulations! What a beautiful property 🍷

Assigned to Liz Sang (Nest Americas)

Hootlet

Image from Best Independent Coffee Shops in Vancouver
<http://ow.ly/2ka6305YO86>

November 2016

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

10:35 AM

Email me when message is sent

Schedule

Tues 7 Wed 8 Thu 9

Nest Hotels Eco
11: Discover new e

Nest Hotels
11:10 - Experience

Nest Hotels
11:45 - Escape the h

Nest Hotels
11:30 - Escape the h

11:45AM

bread_n_coffee, Bread & Coffee
Scheduled for Wed 8 Nov 2017 at 7:25AM
"Come on down for 20% off our famous coffee & brownie combo"

bread_n_coffee, Bread & Coffee
Scheduled for Fri 10 Nov 2017 at 10:09AM
"What's your favorite thing about this time of year?" <https://ow.ly/BBf3060Rvn>

bread_n_coffee, Bread & Coffee
Scheduled for Thu 23 Nov 2017 at 6:05AM
"It's soup day come down to and grab a bowl of our soup of the day: Spicy Pumpkin"

Posts
81 posts
+6 from 75

Engagement
13K engagements
+2.4K from 16K

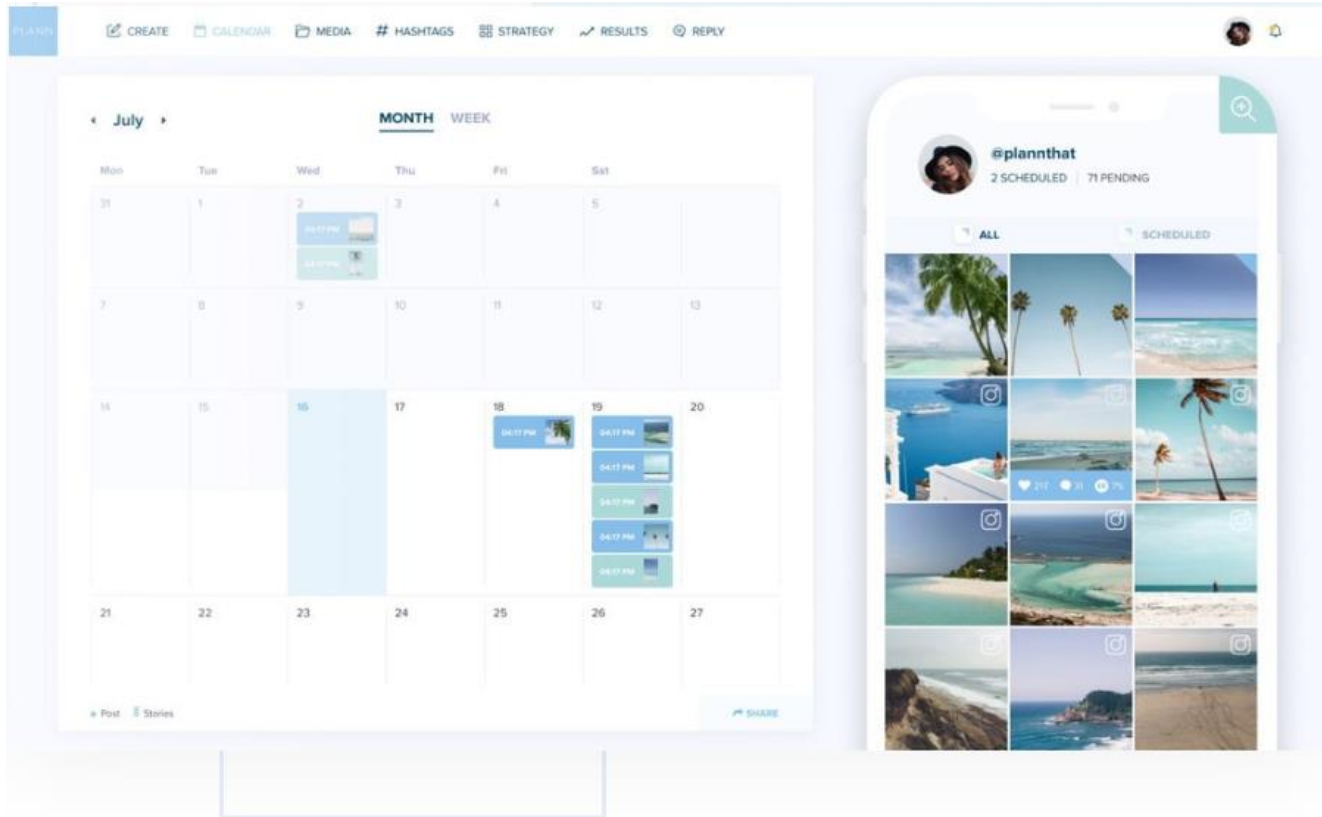
Posts
Line graph showing post performance over time (18 Jan to 21 Jan)

Engagement
4K engagements
+2.6K from 6.6K

Engagement
484 engagements
+182 from 302

COVID-19 Response

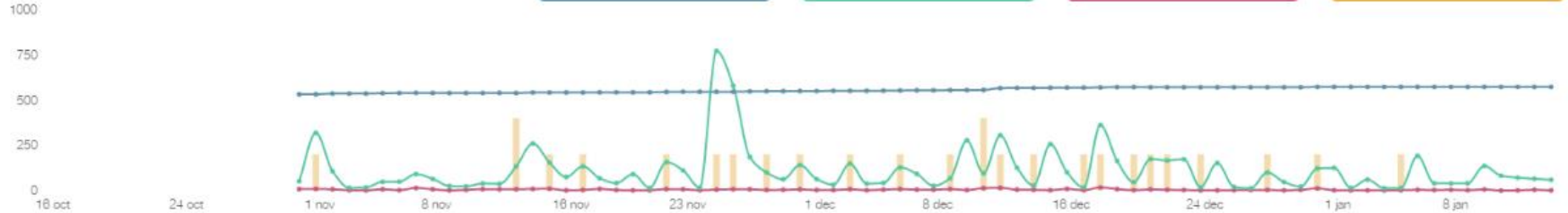
Plann



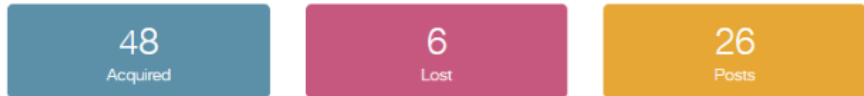
COVID-19 Tips

Metricool

GROWTH



FOLLOWERS BALANCE



Content & SEO

Screaming Frog

Screaming Frog SEO Spider 11.3 - Spider Mode

File Configuration Mode Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

Screamingfrog coca-cola.com Start Clear Crawl 100% SEO Spider

Internal External Protocol Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Images Canonicals Pagination

Filter: All Export Search...

	Address	Content	Status Code	Status
1	http://coca-cola.com/	text/html; charset=iso-8859-1	301	Moved Perma
2	http://www.coca-cola.com/	text/html	301	Moved Perma
3	https://www.coca-cola.com/	text/html	200	OK
4	https://www.coca-cola.com/etc.clientlibs/clientlibs/granite/utlis.min.js	application/javascript	200	OK
5	https://www.coca-cola.com/content/dam/brands/platform/themes/brands_onebrand/brands...	application/javascript	200	OK
6	https://www.coca-cola.com/etc/cloudsettings/default/contexthub.kernel.js	text/html	404	Not Found
7	https://www.coca-cola.com/etc.clientlibs/clientlibs/granite/jquery.min.js	application/javascript	200	OK
8	https://www.coca-cola.com/etc.clientlibs/clientlibs/granite/jquery/granite.min.js	application/javascript	200	OK
9	https://www.coca-cola.com/content/dam/brands/platform/themes/brands_onebrand/brands...	text/css	200	OK
10	https://www.coca-cola.com/etc.clientlibs/nextgen/clientlibs/shared-data.min.js	application/javascript	200	OK
11	https://www.coca-cola.com/etc.clientlibs/nextgen/clientlibs/clientlib-base.min.css	text/css	200	OK
12	https://www.coca-cola.com/etc.clientlibs/nextgen/clientlibs/shared-data.min.css	text/css	200	OK
13	https://www.coca-cola.com/etc.clientlibs/nextgen/clientlibs/ng-base/app/require.js	application/javascript	200	OK
14	https://www.coca-cola.com/etc.clientlibs/nextgen/clientlibs/clientlib-base.js	application/javascript	200	OK

Overview Site Structure Response Times API

Internal

- All (14) (100.00%)
 - HTML (4) (28.57%)
 - JavaScript (7) (50.00%)
 - CSS (3) (21.43%)
 - Images (0) (0.00%)
 - PDF (0) (0.00%)
 - Flash (0) (0.00%)
 - Other (0) (0.00%)
 - Unknown (0) (0.00%)
- External
 - All (2) (100.00%)
 - HTML (0) (0.00%)
 - JavaScript (1) (50.00%)
 - CSS (1) (50.00%)
 - Images (0) (0.00%)

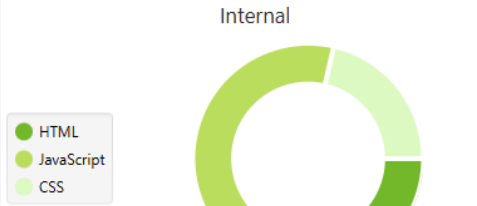
Filter Total: 14

Export

Name Value

No URL selected

URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page View Source Structured Data Details



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.

 English / United States
 ▼

SEARCH

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

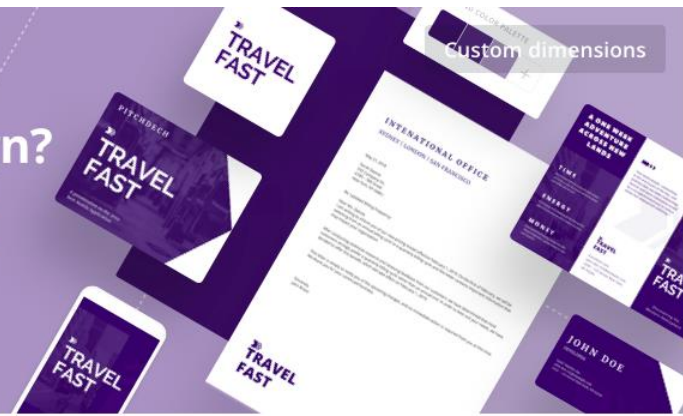
Analyze Now

Graphic design & video

What would you like to design?

Q Try "Presentation Wide (16:9)"

Supercharge your designs with Canva for Work



Create a design

Browse all



Social Media



Presentation...



Poster



Facebook Co...



Flyer



Facebook Post



Instagram

Help ?

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



Pre-made Templates



Article-to-Video



Blank Template

Discover Templates

Spread awareness to make a difference. Fight back COVID-19 >>

Try 'Real Estate'








- Facebook Story
- Youtube Landscape**
- Instagram Story
- Facebook News Feed
- Instagram Post

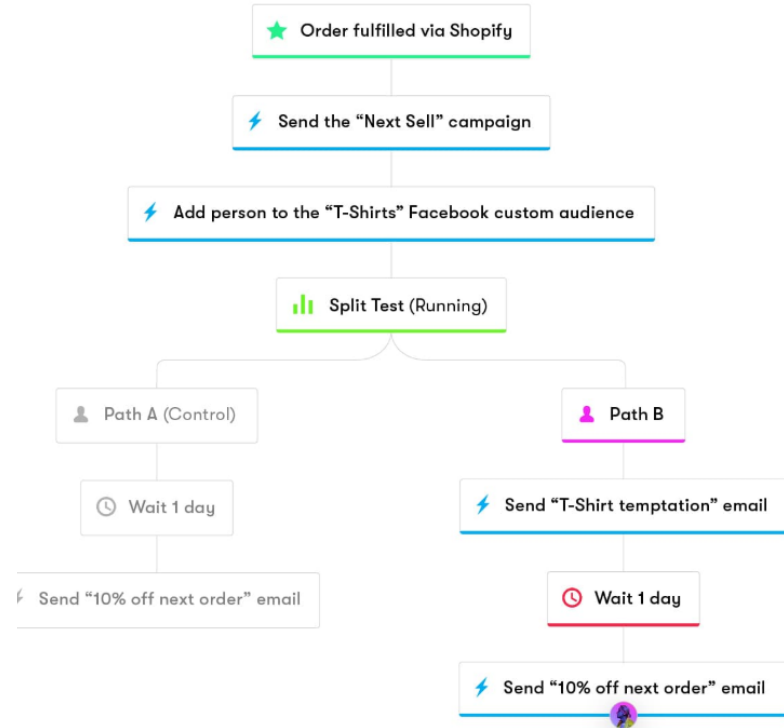
COVID-19 templates

Marketing Automation

Drip

What kind of step would you like to add? ×

 <p>Action Perform an action, such as subscribe to a campaign or send a one-off email.</p>	 <p>Decision Send people down a single path based on selected criteria.</p>
 <p>Parallel Paths Perform several actions at the same time.</p>	 <p>Goal Define a goal that will pull people to this point in the workflow when achieved.</p>
 <p>Delay Wait for a given period of time before continuing down the path.</p>	 <p>Split Test Send traffic to 2-5 different paths to determine which is the most effective.</p>
 <p>Exit Exit the path the person is currently on.</p>	

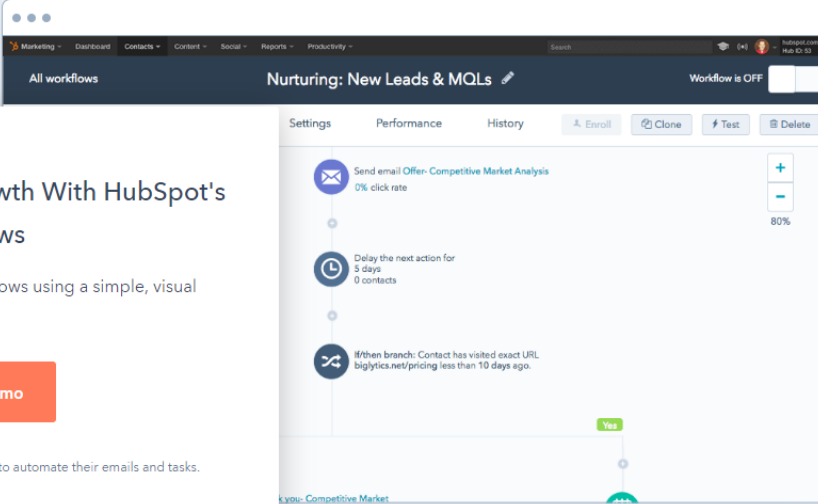


COVID-19 case studies

HubSpot

Marketing Automation

HubSpot's workflows tool is automation beyond email, so you can scale your growth and spend less time on repetitive tasks.



The screenshot shows the HubSpot Marketing Automation interface. The main header displays 'All workflows' and 'Nurturing: New Leads & MQLs'. A 'Workflow is OFF' toggle is visible. Below the header, there are tabs for 'Settings', 'Performance', and 'History'. The workflow steps are:

- Send email Offer: Competitive Market Analysis (0% click rate)
- Delay the next action for 5 days (0 contacts)
- If/then branch: Contact has visited exact URL biglytics.net/pricing less than 10 days ago.

A 'Yes' button is visible at the bottom of the workflow diagram.

Save Time and Scale Growth With HubSpot's Workflows

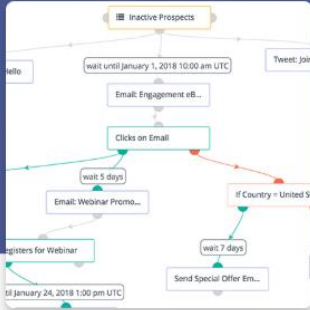
Set up powerful, automated workflows using a simple, visual interface.

[Request a demo](#)

See why thousands of customers use HubSpot to automate their emails and tasks.

Mautic

Get Involved



DOWNLOAD THE PLATFORM

Download Now

```

<?php $view['assets']->outputScripts('bodyOpen'); ?>

<!-- start: app-sidebar (left) -->
<!-- class="app-sidebar sidebar-left" -->
<?php echo $view->render('
MauticCoreBundle:LeftPanel:index.html.php');
</!do>
</!-- end: app-sidebar (left) -->

<!-- start: app-sidebar (right) -->
<!-- class="app-sidebar sidebar-right" -->
<?php echo $view->render('
MauticCoreBundle:RightPanel:index.html.php');
</!do>
</!-- end: app-sidebar (right) -->

<!-- start: app-header -->
<!-- id="app-header" class="navbar" -->
<?php echo $view->render('
MauticCoreBundle:Default:navbar.html.php'); ?>
<?php echo $view->render('
MauticCoreBundle:Notification:flashes.html.php'
); ?>
</!do>
    
```

CONTRIBUTE CODE

Start Contributing

Meet Mautic Users & Organize Events	
The channel is for organizers, planners, and event coordinators looking to form a Mautic Meetup*	Meetups
Issue after installing in subdirectory	Support
2.12.0 Released!	Announcements
Dynamic Insertion Fields	Support
show field when checkbox selected	General Discussion
"code": "1902"	Support
Upgrade Hung: Moving Package Contents	Support
Number of email opened is different (Mautic X Sendgrid)	General Discussion
Add tracking pixel in email signature	General Discussion

JOIN THE CONVERSATION

Get Involved

Other Task Automation Software

Zapier

The screenshot displays the Zapier dashboard. At the top, there are tabs for 'EXPLORE' and 'MY ZAPS'. Below these are icons for Asana, Google Sheets, Trello, and Google Calendar. A dropdown menu is open, showing options like 'FREE PLAN Upgrade', 'Tasks 0 / unlimited', 'Zaps 0 / unlimited', 'Monthly Usage Resets In: 4 weeks, 1 day', 'My Zaps', 'Settings', 'Task History', 'Connected Accounts 2', 'Support', 'Developers', and 'Log out'. Below the app icons, there is a section titled 'POPULAR ZAPS FOR ASANA' with four zap cards: 'Create Asana tasks via Evernote', 'Create Asana Tasks from Emails in Gmail', 'Create Asana Tasks via Google Form or Spreadsheet', and 'Create new Asana new Google Calendar events'. Each card has a 'USE THIS ZAP' button. At the bottom, there is a navigation bar with 'RECOMMENDED ARTICLES & ZAPS' and a 'Get help' button.

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



Recipe

if this then that

Trigger

Action

IFTTT is pronounced like "Lift" without the "L."

HubSpot

Smarter with Inbound.

All-in-one solution.




Powerful alone. Better together.

HubSpot offers a full stack of software for marketing, sales, and customer service, with a completely free CRM at its core. They're powerful alone – but even better when used together.

Free HubSpot CRM

Everything you need to organize, track, and build better relationships with leads and customers. Yes, it's 100% free. Forever.

POPULAR FEATURES



-  Contact Insights
-  Deals
-  Tasks

Get free CRM

CMS Hub NEW

Content management software that's flexible for marketers, powerful for developers, and gives customers a personalized, secure experience.

POPULAR FEATURES



-  Drag-and-Drop Editor
-  SEO Recommendations
-  Website Themes

Get started

Marketing Hub

Marketing software to help you grow traffic, convert more visitors, and run complete inbound marketing campaigns at scale.

POPULAR FEATURES




-  Lead Generation
-  Marketing Automation
-  Analytics

Get started

Sales Hub

Time-saving sales software that helps you get deeper insights into prospects, automate the tasks you hate, and close more deals faster.

POPULAR FEATURES




-  Email Tracking
-  Meeting Scheduling
-  Email Automation

Get started

Service Hub

Customer service software to help you connect with customers, exceed expectations, and turn them into promoters that grow your business.

POPULAR FEATURES

-  Tickets
-  Customer Feedback
-  Knowledge Base

Get started

Any questions?

Our digital Advisory services



Starter

Includes 1,000 contacts

Starts at

\$1000/mo

billed monthly

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

Includes 1,000 contacts

Starts at

\$1500/mo

plus HubSpot fee

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

Includes 10,000 contacts

Starts at

\$2,500/mo

plus HubSpot fee

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



**Thank you for
your attention!**

**Contact me at:
anastasia@trginternational.com**

Join our other webinars:

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)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec