

Digital Marketing Resource List

Customer Persona

Hubspot Customer Persona

<https://www.hubspot.com/make-my-persona>

SEO Learning

<https://moz.com/beginners-guide-to-seo>

<https://backlinko.com/seo-this-year>

SEO Tools

<https://theschoolofmarketing.co.uk/semrush> - 14 day trial

<https://theschoolofmarketing.co.uk/quuu>

<https://www-uk.spyfu.com>

Key Words

Advice: <https://ahrefs.com/blog/google-keyword-planner/>

https://ads.google.com/intl/en_ie/home/tools/keyword-planner/

<https://ubersuggest.ie>

<https://answerthepublic.com>

<https://wordtracker.com>

<https://semrush.com> (paid for)

<https://neilpatel.com> (paid for)

<https://moz.com> (paid for)

<https://www.wordstream.com/keywords>

<https://keywordseverywhere.com>

Facebook Advertising

<https://www.facebook.com/business/learn>

<https://adespresso.com>

<https://www.facebook.com/ads/library> (Facebook ads library)

Spy on Other People's Display Ads

<https://moat.com>

Website Tests

<https://gtmetrix.com>

<https://pingdom.com>

<https://search.google.com/test/mobile-friendly>

Survey Tools

<https://surveygizmo.com> - better than Survey Monkey

<https://Menti.com>

<https://Forms.google.com>

Design Tools

<https://canva.com> - design tool
<https://affinity.serif.com/en-gb/> - design tool
<https://venngage.com> - infographics
<https://fiverr.com>

Quiz & Calculator tools

<https://www.calconic.com>
<https://www.tryinteract.com>

Video Tools

<https://www.loom.com> (video calling / messaging)
<https://descript.com> - overdubbing / AI transcripts / easy editing
<https://www.toonly.com> - cartoon animations
<https://www.powtoon.com> - cartoon animations
<https://filmora.wondershare.com> - short promo videos
<https://wave.video> - short promo videos
<https://lumen5.com> - makes video for blogs
<https://www.magisto.com>

Easy Video Editing Software

<http://camtasia.com>
<https://screencast-o-matic.com>
<https://movavi.com>

YouTube SEO

<https://www.tubebuddy.com>

Scheduling Tool, Collaboration, Post Ideas

<https://www.loomly.com/>
<https://www.contentcal.io>
<https://agorapulse.com>
<https://sproutsocial.com/agencies/>
<https://feedly.com>

Social Post Popularity

Buzzsumo.com

Influencers

https://blog.feedspot.com/irish_fashion_bloggers/
<https://starngage.com/app/global/influencer/ranking/ireland>

Email Marketing Tools

<https://marketo.com>
<https://hubspot.com>
<https://activecampaign.com>
<https://mailchimp.com>
<https://act-on.com>

Marketing Blogs

<https://blog.hubspot.com>

<https://buffer.com/resources/>

<https://sproutsocial.com/insights/>

<https://businessgrow.com/blog/>

<https://neilpatel.com>

<https://www.wordstream.com/blog>

<https://www.hootsuite.com/en-gb/resources>

<https://www.semrush.com/blog/>

<https://ahrefs.com/blog/>

<https://contentmarketinginstitute.com/resources/>

<https://searchengineland.com/library>

<https://yoast.com/seo-blog/>

<https://www.adroll.com/resources>

<https://www.socialmediatoday.com/>

<https://socialmediaweek.org/>

7 Brands that are using TikTok

<https://blog.hubspot.com/marketing/brands-on-tiktok>

Getting started using TikTok

<https://www.marketingweek.com/getting-started-tiktok-guide-marketers/>