



STARTUP MARKETING BLUEPRINT  
**TOOLKIT**

# What Kinds of Tools Are in Your Toolkit?

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# Introduction

In the world of marketing, it seems like there are always new tools, tips, tricks, and trends to discover and incorporate into your marketing strategy. And when you're just starting your marketing strategy, all of the tools available for you to use can be overwhelming.

Any good marketing blueprint wouldn't be complete without a list of tools you can use for various functions of your job. From content creation to distribution to closing deals, this toolkit includes every kind of tool you'll need for successful marketing.

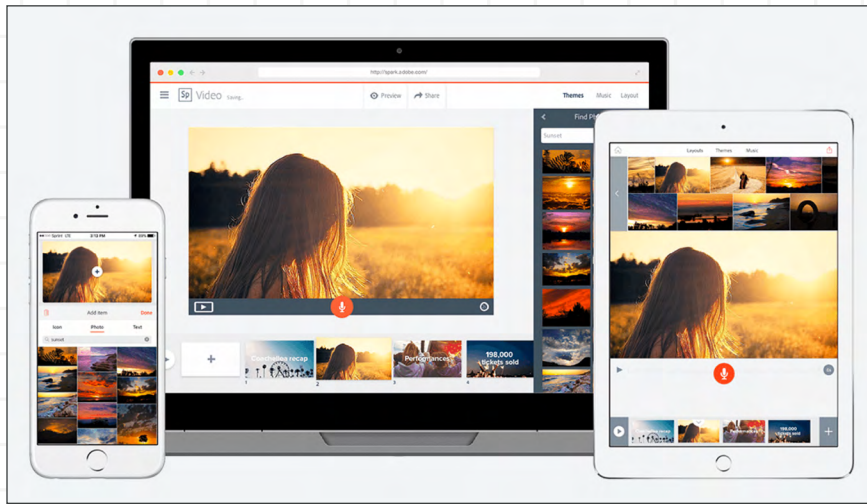
In this guide, we'll introduce you to a variety of tools that will help you with tasks like:

- Content creation
- Campaign organization
- Content distribution and brand awareness
- Generating conversions
- and much more!



**TOOLS TO HELP YOU  
CREATE REMARKABLE CONTENT**

# Content Creation Tools



**Sp** Adobe Spark

## Other Content Creation Tools:

- Venngage
- Piktochart
- Canva
- Recordit
- Kap
- Adobe CC Suite

In the world of content creation, there are admittedly tons of different tools you could use to create various types of content. Whether you're making social images, logos, blog posts, or ebooks -- the options and tools are endless.

That said, a newcomer among the Adobe Suite of tools is winning the hearts of many marketers for its ease of use in creating stunning webpages, engaging videos, and eye-catching graphics. The best part? It's completely free and impossibly easy to use.

**Adobe Spark** is a suite of three web or mobile apps -- Spark Page, Spark Post, and Spark Video -- that allow marketers to easily create graphics, webpages, and videos in a variety of themes in minutes.

You can completely avoid the hassle of page layout, video editing knowledge, or a CMS and start creating content that looks remarkable immediately. For example, we use Spark Page at HubSpot to create some of our online guides and promote them with Spark Videos and Posts. You can too!

# Video Tools



## Boost your video marketing

Get the best in video SEO, interactivity, and integrations. Prove ROI with the world's most detailed video analytics.

[Learn more](#)



### Other video tools:

- Vidyard
- Vimeo
- Youtube

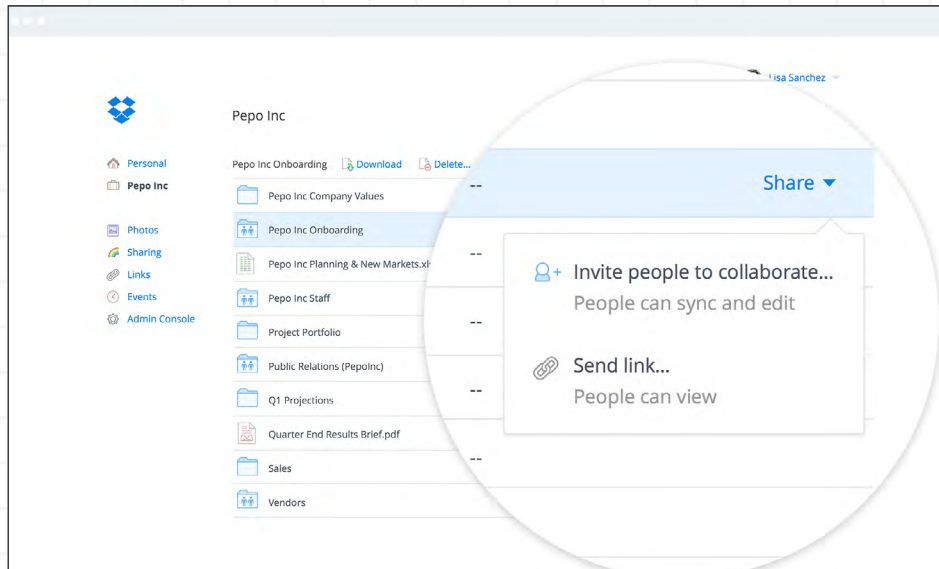
Everyone's talking about video. But how do you actually implement video into your marketing?

Many marketers just to put a YouTube video embed on one of their blog posts or landing pages. But then what happens? Someone else's ad plays on their landing page before their video even begins. That's bad for conversion rates, the brand, and the user. Luckily, there's a solution.

[Wistia](#) is a powerful video hosting platform that allows you to host your videos on your website -- ad free -- with guaranteed smooth playback and a responsive player. Wistia also helps you prove the ROI of your video efforts by offering you video analytics and key metrics to fine-tune your video marketing efforts over time.

# TOOLS TO STAY ORGANIZED FOR SUCCESS

# Collaboration Tools



## Other Organization Tools:

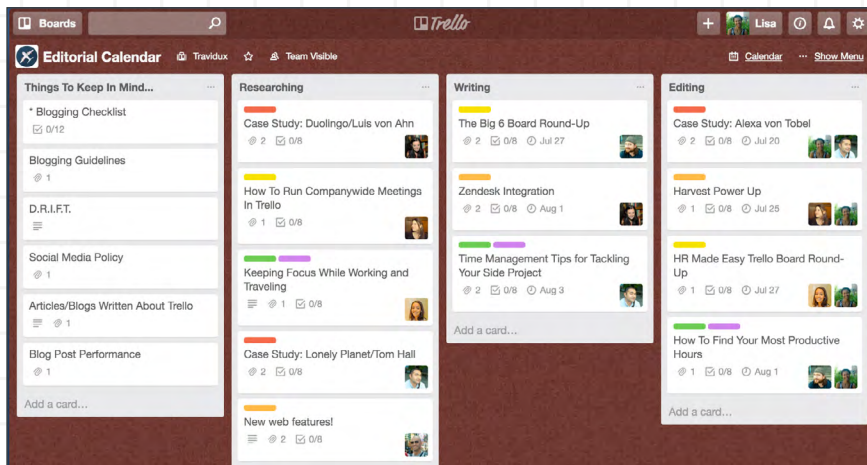
- Google Drive
- Box
- Trello

In any team, no matter how big or small, the inevitable happens: there are a million files and pieces of content between everyone on your team and no one place to keep it all. Organization on any team -- let alone a marketing team -- is essential. That's why it's important to have a collaborative organization tool to keep you sane.

[Dropbox](#) is the perfect tool to keep your team organized and your files under control. Using cloud-based software, Dropbox helps your team store all of its files in a central location and keep them accessible anywhere, any time. With tools like Dropbox Paper, which allows you to write and collaborate in real time on the same document, and sharing tools for shared folders and files, you'll be organized and ready for any project that comes your way.



# Project Management



## Other Project Management Tools:

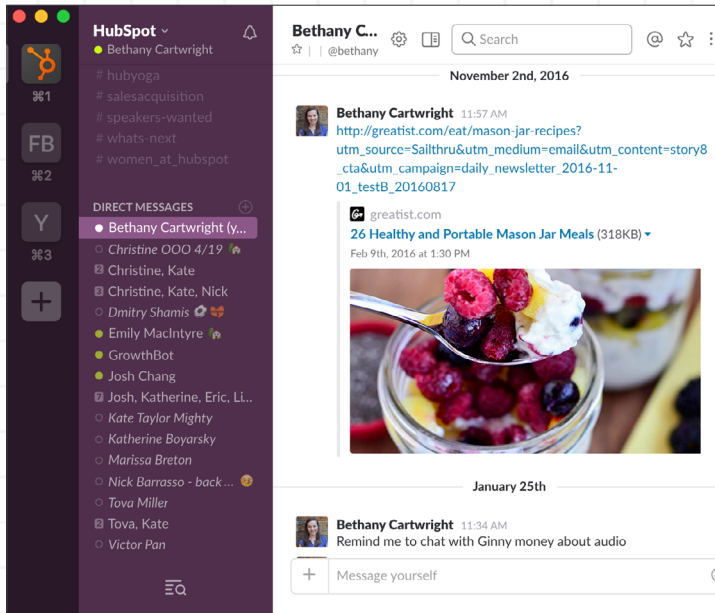
- HubSpot Projects Tool
- JIRA
- Asana

File management and organization is one thing, but how do you manage all of the moving pieces of a marketing campaign or project?

There are many different tools you can use for project management, but one stands out when it comes its number of integrations and features at the low price of -- oh yeah -- free!

[Trello](#) is a great project management tool for small teams and individuals. With its Kanban-style setup and fun user interface, Trello lets you set up to-do lists and tag individual cards with due dates, members, labels, and more. You can attach files, links, images, and more to your cards and easily get a full-view of any project that you're working on. At HubSpot, we use Trello daily to manage our team campaigns and individual to-do lists. Want an example of how we do this? [Check out our guide to managing marketing campaigns in Trello.](#)

# Team Communication



## Other Team Communication Tools:

- HipChat
- Google Chat
- Join.Me
- Zoom
- Skype

What would your work-day be without accessibility and communication between you and your colleagues? Probably pretty frustrating. Marketers can't shy away from communication when it comes to alignment with team members and across the company, so having the right team communication tools is necessary every single day.

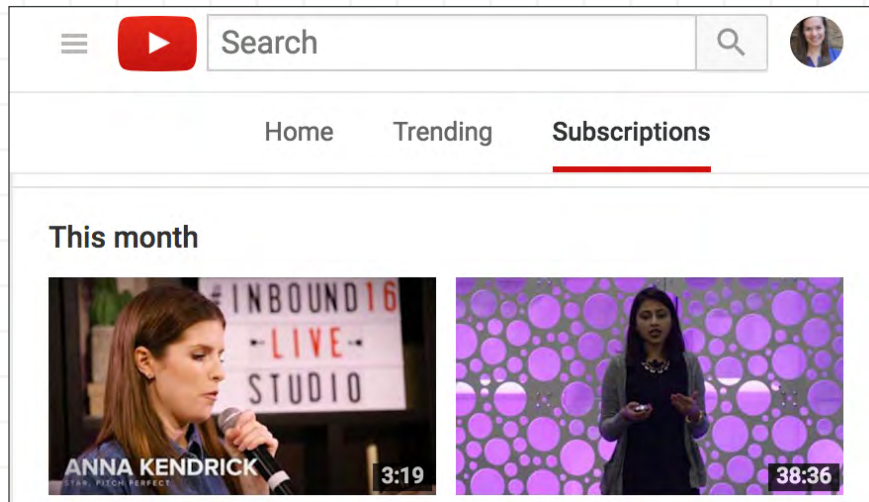
We'd never be given any *slack* if we didn't make the world aware of this tool:

**Slack** is a powerful messaging app that allows you and your teammates to quickly message back and forth without the hassle of email. But it's not just AOL Instant Messenger 2.0. Slack has powerful features and integrations that enables you to use many of your other daily tools -- like Trello, Gmail, Giphy, and so many more -- right where you're already communicating. You can start channels between different teams or just chat with individual colleagues. Slack makes remote and in-person work possible and easier than ever.



# **TOOLS TO HELP YOU DISTRIBUTE YOUR CONTENT AND GENERATE BRAND AWARENESS**

# Distribution & Brand Awareness



## Other Distribution Channels:

- Facebook
- Twitter
- LinkedIn
- Product Hunt

While it might seem like a given, when it comes to getting your content distributed online, there really is a king that we'd be remiss if we'd different mention: Google.

Google isn't exactly a new or a fascinating tool. You probably already understand its importance for brand awareness and distribution. That said, within the same parent company is another important distribution channel that many marketers often forget about when they're strategically distributing content for the sake of brand awareness.

[YouTube](#) is becoming more and more important as marketers [lean more heavily on video-based content](#). While, of course, you should continue to optimize your text-based content for search engine optimization, don't forget to consider YouTube as an important channel as well. Not only is YouTube great for hosting your videos and getting them shared across social networks, it's also important to optimize your videos for search to get found on YouTube as well.

# Social Media

An advertisement for Instagram Analytics & Management Platform. The background is a dark, close-up photo of a person's hands holding a smartphone. The text is white and green. A green button says 'GET STARTED'. Below it, in smaller green text, it says '14-DAY FREE TRIAL. NO CREDIT CARD REQUIRED.'

**Instagram Analytics  
& Management Platform**

Grow on Instagram with easy-to-use analytics and exclusive features.  
All this in one place.

**GET STARTED**

14-DAY FREE TRIAL. NO CREDIT CARD REQUIRED.



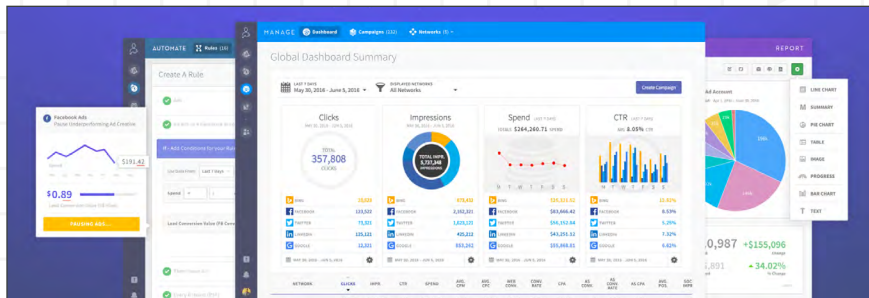
## Other Social Media Tools:

- HubSpot Social Inbox
- Buffer
- Hootsuite
- Facebook
- Twitter
- LinkedIn

Social media managers know the pain of publishing that perfect social media post only to have a follower find a typo a minute later and call you out. For marketers, using a social media tool to schedule all of your posts (so you catch those typos beforehand) is a must. But it also helps to get the right analytics from your social posts, especially on channels where it can be hard to get that information.

[Iconosquare](#) is the perfect tool for startup marketers to grow their brand on Instagram with easy-to-use analytics. It's not always easy to know what's working and what's not on Instagram. But as the second most popular social channel and one that's quickly becoming the most popular among some age groups, it's a channel that marketers can't afford to miss out on. Try Iconosquare to maximize your Instagram analytics and optimize your brand Instagram channel for success.

# Online Advertising



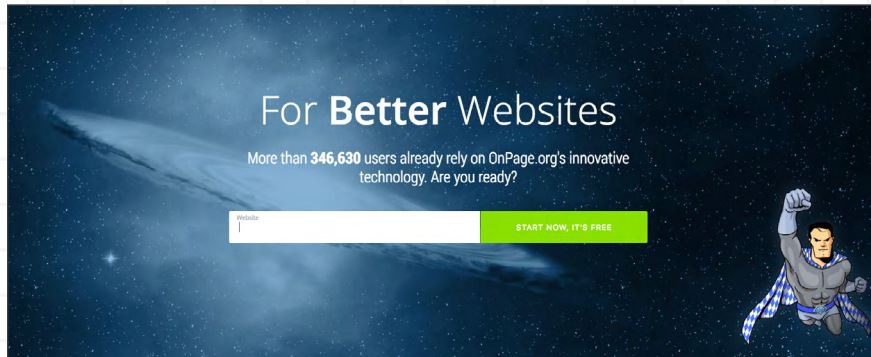
## Other Online Advertising Tools:

- HubSpot Ads Add-On
- Perfect Audience
- Google Adwords
- Facebook
- LinkedIn
- Adroll

If your team decides to invest in PPC ad campaigns across multiple platforms like Google, Bing, Facebook, Twitter, or LinkedIn, you'll need to think about how to manage all of the different campaigns you're running across each network. Beyond management, reporting on multiple campaigns can be a real struggle. Luckily, there's a tool for that.

**AdStage** takes the hassle out of reporting on all of the PPC campaigns you're running and puts them all in one place. AdStage helps you automate, create, and manage your campaigns across all of the major PPC platforms, then allows you to report on your results. With visual features and powerful automation tools, it's a must have for PPC experts and newbies alike.

# Search Engine Optimization



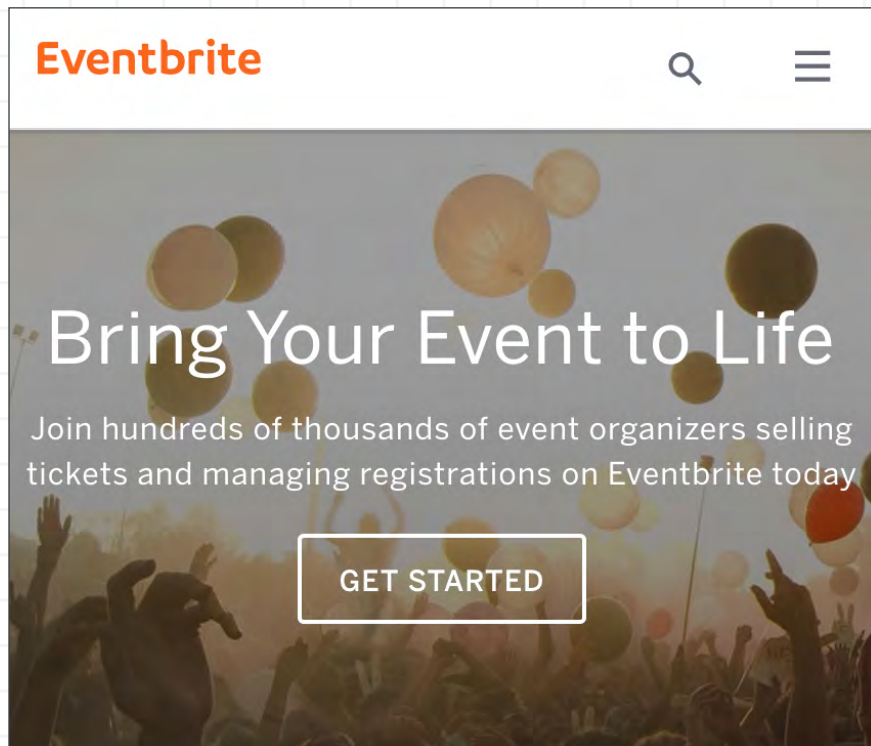
## Other SEO Tools:

- HubSpot Content Strategy Tool
- Google Analytics / Keyword Tool
- Keywords Everywhere Chrome Extension
- SEMrush
- Moz

Whether you're doing keyword research, content optimization, or checking your current page rankings, every marketer needs a go-to tool for planning what content to create and how to optimize it for search engines. Google Analytics and SEMrush are great tools for planning which keywords to rank for, but how do you make sure the content you create actually meets your goal once it's created?

[OnPage.org](https://onpage.org) is the ideal tool marketers can use to make sure their SEO efforts are having a real impact on their marketing strategy. It helps ensure that your website is best optimized for search so that your brand gets found.

# Event Marketing



**Eventbrite**<sup>™</sup>

## Other Event Marketing Tools:

- Picatic
- Facebook
- AddEvent

In-person events are a great way to interact with potential customers and create a brand experience that prospects, customers, and your community will remember. Want to experiment with some event marketing for your startup? You'll want to have a great event tool up your sleeve when the time comes.

[Eventbrite](#) is an efficient, easy-to-use tool tons of marketers rely on not only to manage the promotion and logistics (like ticketing) of events. Eventbrite lets you create an event landing page and set up your ticketing and payment for the event all within the same platform. The best part? Eventbrite is always free if you're hosting a free event!





# **TOOLS TO HELP YOU CONVERT YOUR WEBSITE VISITORS**

# Conversion Rate Optimization



## Other CRO Tools:

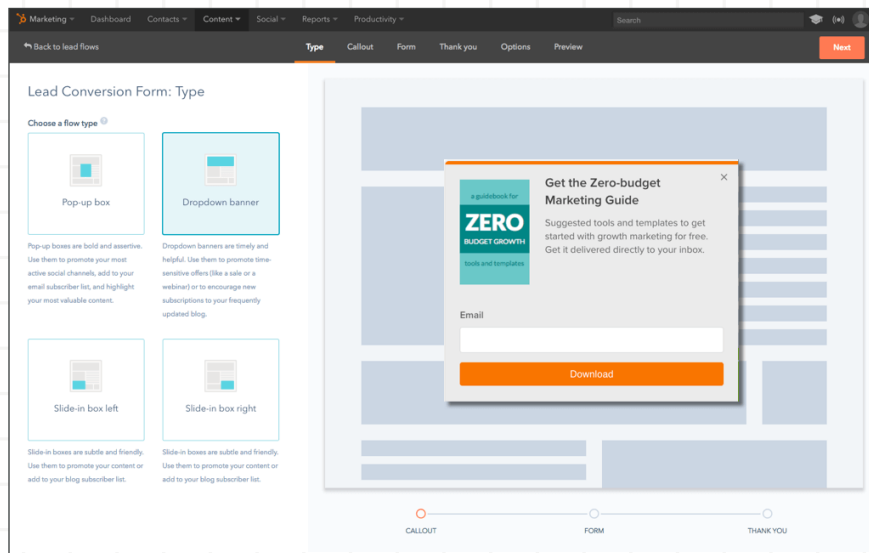
- HubSpot Marketing Free
- HubSpot Landing Pages tool
- Hotjar
- Optimizely
- Leadpages

When it comes to your bottom-line goals, you probably want a few top-notch tools for not only attracting prospects to dedicated marketing campaigns, but just as importantly, converting those visitors into leads and customers.

[Unbounce](#) lets you quickly build beautiful, mobile responsive landing pages that will turn visitors into leads in no time. Between its easy-to-use drag and drop features and integrations with tons of different CMS platforms and tools, Unbounce is an ideal tool for anyone looking to create landing pages (without developers), and amp up conversion rates.

With [Unbounce Convertables](#), you can also launch targeted overlays on top of any web page, each with a dedicated call to action. Customizable triggers and targeting rules give you complete control over who sees your offers and when, so you can serve the most relevant offers to the right audience.

# Lead Generation



Startup marketing is a huge undertaking, and it all comes down to demand generation. One of the main ways to generate demand for your startup is to focus on converting anonymous website visitors into known contacts with email addresses. While landing pages are a must for some situations, sometimes you want a shorter, simpler user experience to capture lead information.

[HubSpot Marketing Free](#) is the simplest, easiest lead generation tool. The moment a lead shares their email, you'll know who they are, where they work, and what pages on your site they visit-- all in real time. When they view an offer or check your pricing, you'll be ready to follow up right away.

With simple but powerful analytics, you'll learn more about what's working and what's not -- like which traffic sources or pieces of content are driving the most conversions. It's a risk-free way to find out what inbound marketing can do for you. No budget necessary.

# Website Optimization

## All-in-one Analytics & Feedback



**hotjar**

### Other Content Creation Tools:

- HubSpot Website Platform
- Optimizely
- Unbounce

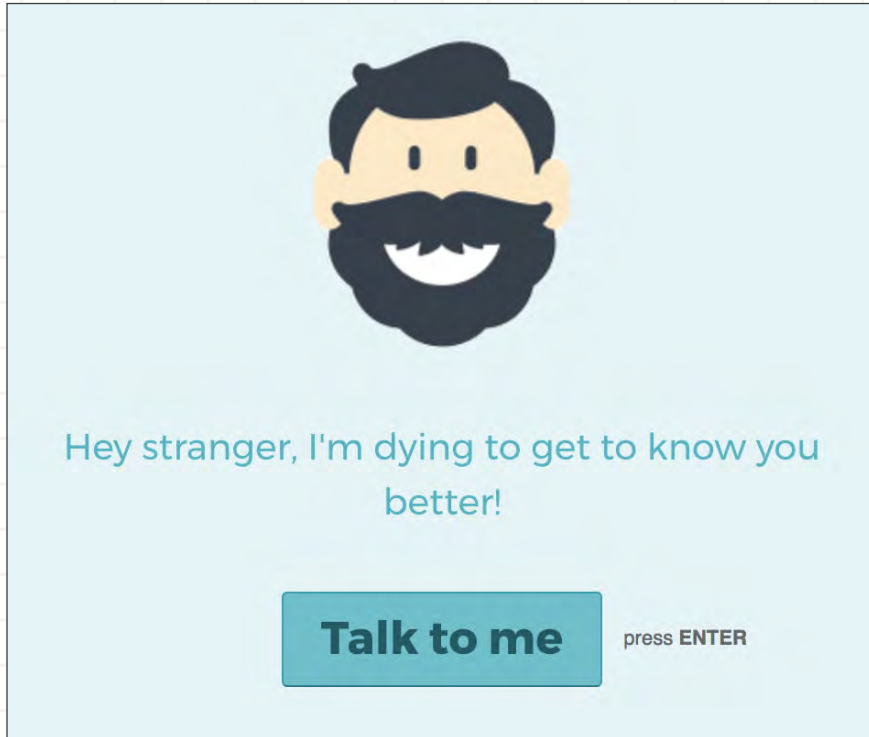
Marketers sometime feel like they're constantly making educated guesses about how site visitors interact with their content. While you might design a page to draw the user's eye to a certain spot on a page, how do you ever really know where their focus is so that you can improve their experience?

[Hotjar](#) is a new and easy way to truly understand what your web and mobile site visitors are looking at when they interact with your site. With its visual heatmap tools, you can understand what users want, care about, and interact with on your site. Hotjar visually represents visitors' clicks, taps and scrolling behavior, giving you the ability to find hot areas for growth and conversion rate optimization.



**TOOLS TO HELP YOU INNOVATE**

# Fun and Innovative Tools



**Typeform** |

## Other Fun Tools to try:

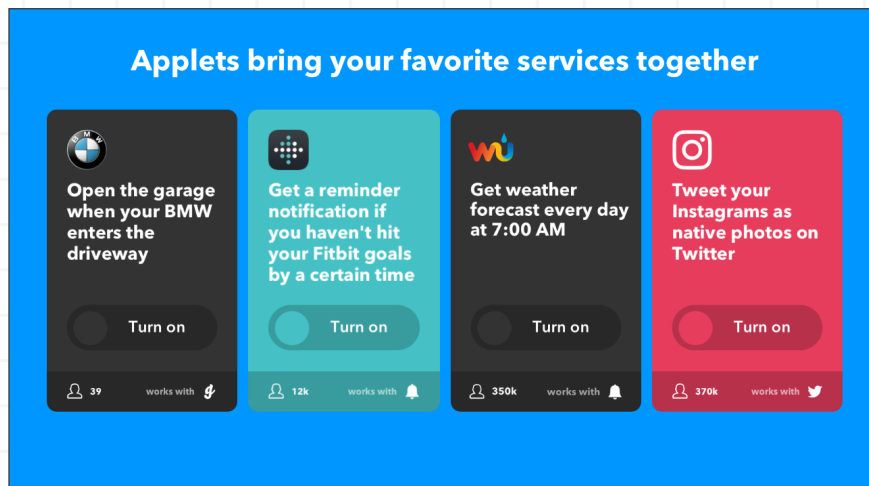
- Giphy
- To.Doist

One of the best parts of marketing a startup is getting to experiment with new and innovative tools.

You've probably seen and used forms on websites more than a few times. But have you ever started to get bored with the same old, form-filling experience?

[Typeform](#) allows you to get information from prospects and customers while giving them a positive, human-centered experience in return. Typeform isn't just another survey tool -- it's conversational, and interactive. Use it to host survey content, lead forms, or even create content with it by putting together quizzes and more.

# Automation



One of the biggest challenges for startups is finding enough time in the day to handle everything on your to-do list. Savvy marketers should focus on tools that help them automate daily tasks to save time.

While there are lots of automation tools out there for specific industries or verticals (for example, the HubSpot Workflows tool for marketing automation), there aren't many tools that automate all of the tools you use for every aspect of life.

Wouldn't it be nice to link lots of tasks between different apps together? Like posting your Instagram photos to all your social networks or linking your app reminders together. With IFTTT you can!

**IFTTT (IF This Then That)** is a service that allows you to create chains of simple conditional statements, called applets. These "if this then that" applets are triggered by a wide range of other web-based services according to the user's preferences. Some of the web-based services that work with IFTTT include Gmail, Google Drive, Facebook, Twitter, Fitbit, and many more.






**TOOLS TO HELP YOU  
KEEP LEARNING OVER TIME**



# Continued Education and Learning

What do you want to learn today?

🔍 Search our docs and learning resources

-  **Get certified.**  
Show the world that you mean business.
-  **Watch our training videos.**  
Learn HubSpot at your pace, on your schedule.
-  **View HubSpot Projects.**  
Achieve your goals using multiple HubSpot tools.



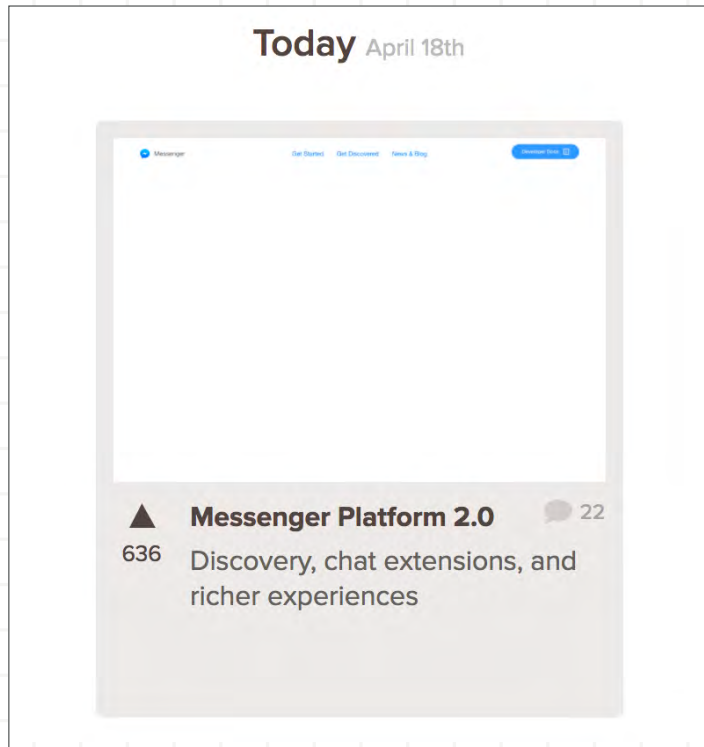
## Other Education Tools:

- Lynda.com
- Udemy
- Codecademy
- Skillshare
- General Assembly

A challenge all marketers face is the need for continuous learning. With new tools and methods changing all the time, it's essential to stay on top of constantly changing best practices and associated tools. Luckily, there's no shortage of learning platforms and course offerings to help you keep up.

[HubSpot Academy](#) is the place to go any time you need to get up-to-date information on the latest marketing best practices, find answers to your questions, get certified in a new area of expertise, or renew certifications on skills you're a little rusty on. HubSpot Academy is especially great for professionals who might be new to inbound marketing.

# Keeping Up with Industry News



 **Product Hunt**

## Other News and Timely Tools:

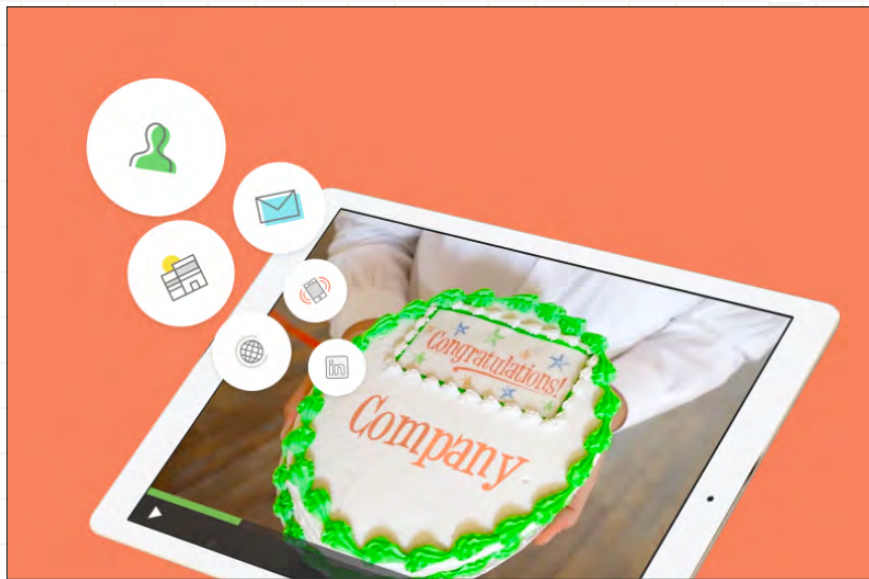
- Flipboard
- Pocket
- Your choice of online news sources or magazines

Reading this guide alone won't end your career-long pursuit for the latest tools, trends, and marketing techniques. That's why keeping up with the latest industry news is an important part of your job.

**Product Hunt**, a tool for finding the latest tools and products, is a must for any marketer to stay updated on the industry and find new channels to promote their own product launches. Product Hunt is a daily feed of launched tools, letting users upvote their favorites. Pro tip: when you sign up for Product Hunt, set it as your homescreen in your browser so you'll always have a reminder to keep an eye out for what's new. Who knows? You might even decide to use some of the featured tools yourself!

**TOOLS TO HELP YOU HELP SALES**

# Nurturing



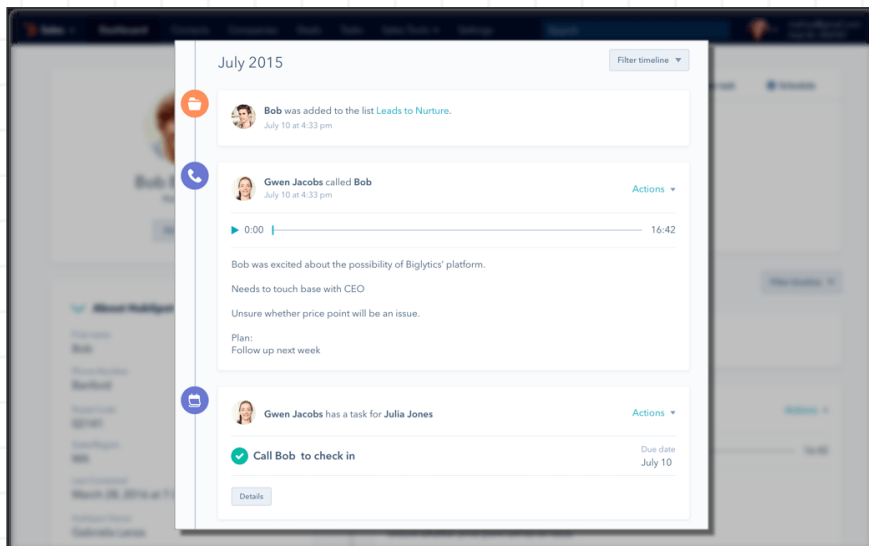
The tools and techniques used in the world of lead nurturing are constantly evolving. Even as some common practices of nurturing remain the same, like the near-universal use of email to nudge contacts down the funnel, the content and positioning you use should be ever-changing.

If you're looking for something a little more innovative for actually creating nurturing content, we have a new tool for you to try.

[Vidyard](#) is a useful tool for creating and hosting awesome video content in your nurturing flows and otherwise. At HubSpot, for example, we've started using Vidyard to create unique, customized nurturing videos specific to our audience and product.

From Vidyard's live video feature to its studio content creation products to its free tool -- ViewedIt -- Vidyard is an excellent tool if you're a marketer looking to start integrating video into all of your content.

# Closing Deals and Tracking Relationships



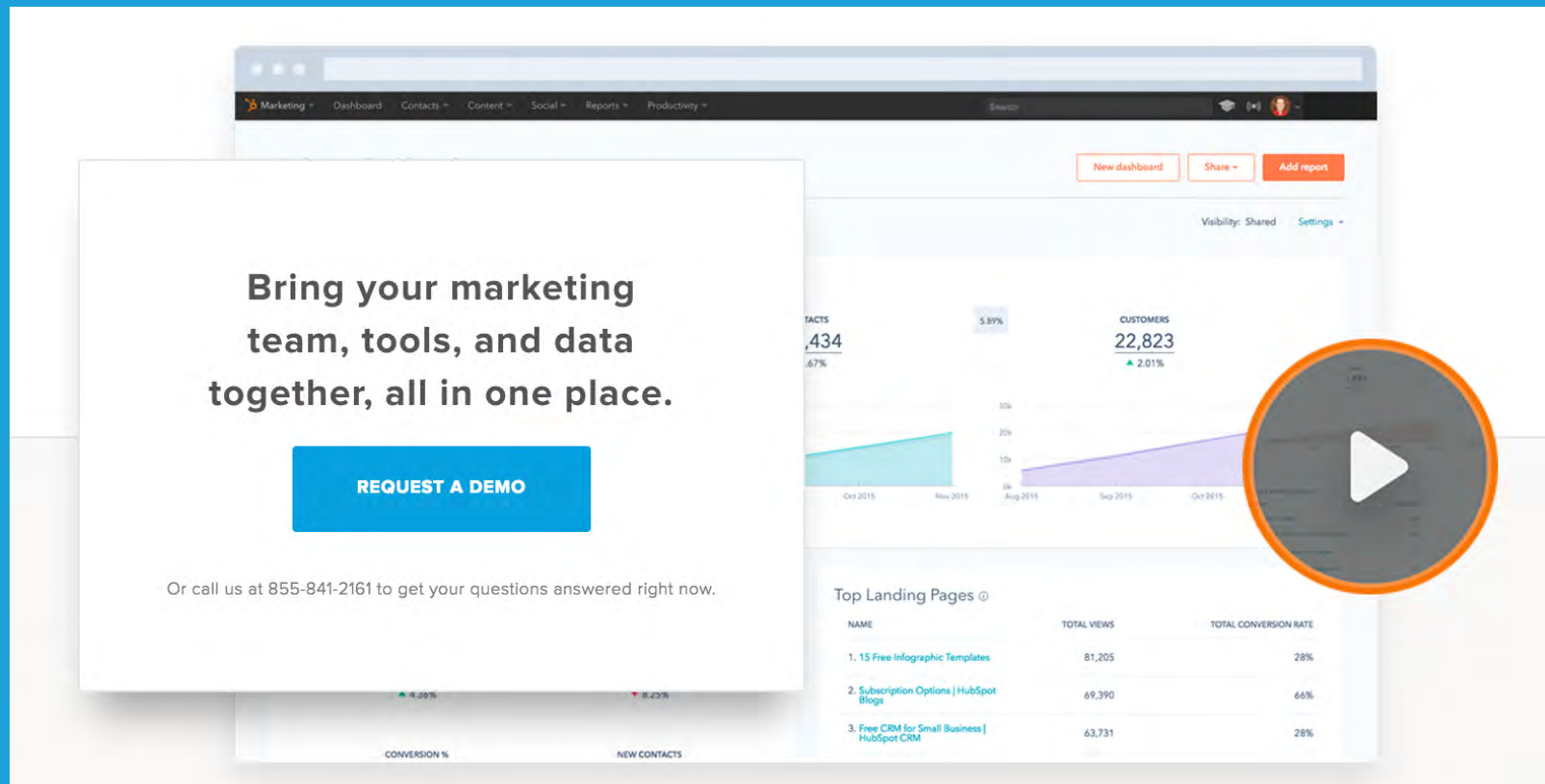
 HubSpot CRM

You and your sales team want to sell your product or service -- not wrestle with messy spreadsheets, cluttered inboxes, or clunky tools that slow you down. That's why using a Customer Relationship Management tool -- also known as a CRM -- is essential. Not only does a CRM help your sales team manage relationships, but it will also give you a place to deliver those leads you generated to your sales team.

CRMs are such an essential part of any good marketing and sales team that we think everyone should have one. That's why the HubSpot CRM is completely free.

**HubSpot CRM** automates tasks salespeople hate and takes minutes -- not months -- to setup and learn to use. That means more deals and less data entry.

# Need a platform that unites all of your marketing tasks and tools?



**Bring your marketing team, tools, and data together, all in one place.**

[REQUEST A DEMO](#)

Or call us at 855-841-2161 to get your questions answered right now.

The background image shows a HubSpot dashboard with the following data:

- FACTS: 4,434 (67% change)
- CUSTOMERS: 22,823 (2.01% change)
- 5.89% (metric)
- CONVERSION %: 4.00%
- NEW CONTACTS: 11.23%
- Top Landing Pages table:

NAME	TOTAL VIEWS	TOTAL CONVERSION RATE
1. 15 Free Infographic Templates	81,205	28%
2. Subscription Options   HubSpot Blogs	69,390	66%
3. Free CRM for Small Business   HubSpot CRM	63,731	28%

**Apply to HubSpot for Startups. You could get our all-in-one inbound marketing software at a 90% discount.**