

**MODERN**

**MARKETING TOOLS**

... AND HOW TO USE THEM

# THE BENEFIT OF MODERN MARKETING TOOLS

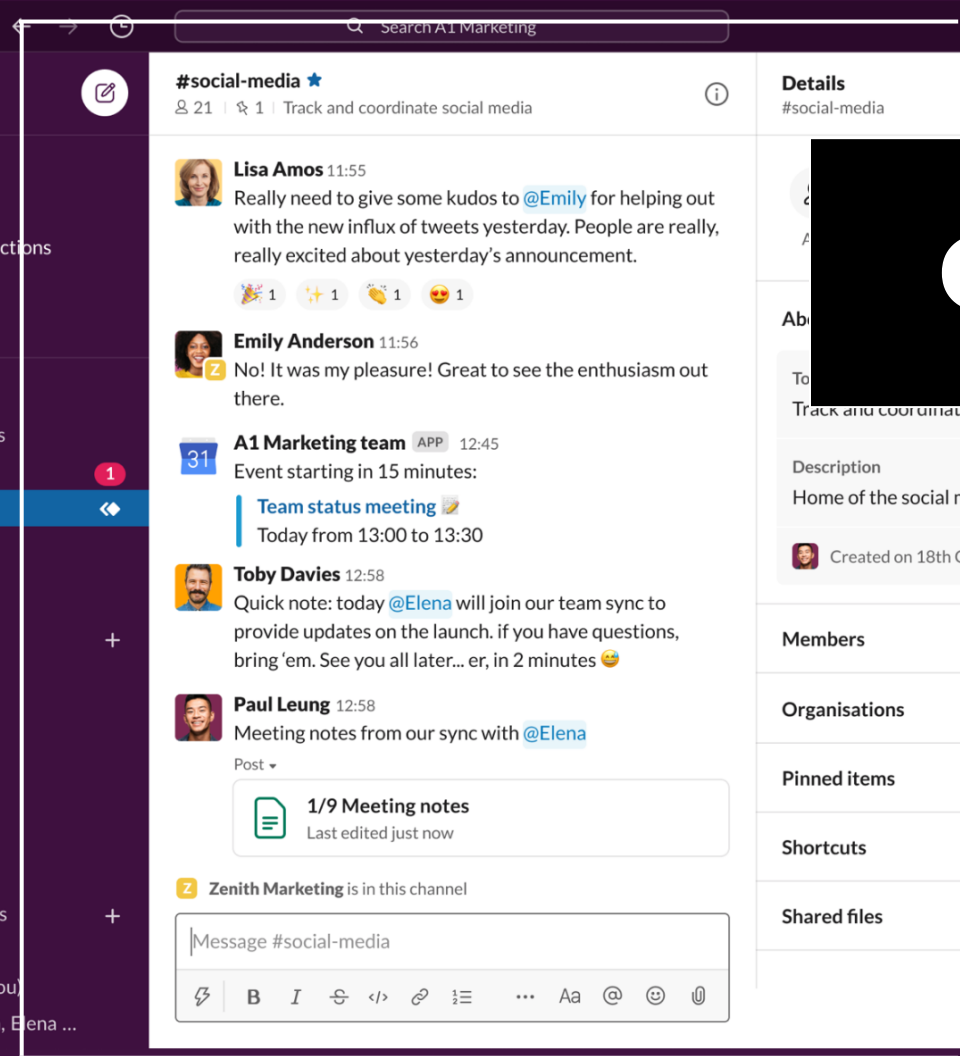
It's like having a bunch of extra hands helping you without adding in more work.

They guide. They teach. They're simple.



**OUR GO-TO**

**TOOLS**



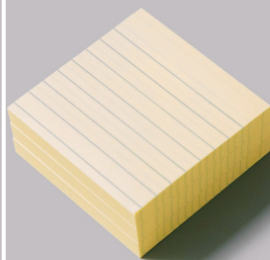
# COMMUNICATION

## SLACK

- Internal Communication
- External Communication
- Teamwork



COMING TASKS



... We'll Start Soon

... a card



GET STARTED



Collect Simple Marketing Tools



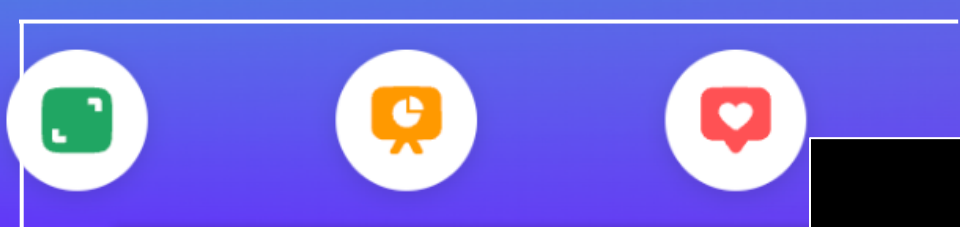
+ Add a card



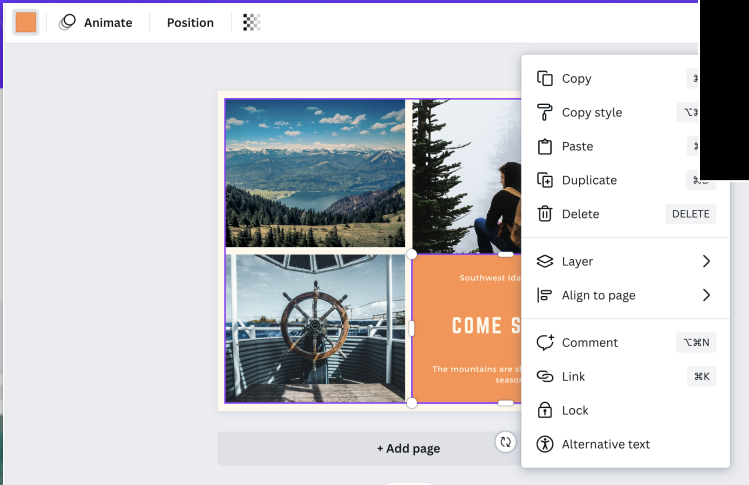
# PROJECTS + TASKS

## TRELLO

Digital post-it notes



hitebo



# GRAPHICS + DESIGN

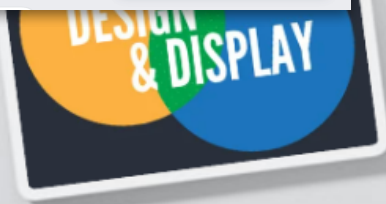
## CANVA

To make the things...

anner

Graph (Unlimited)

[Canva.com](https://www.canva.com)





travel

Photos 10k

Collections 456k

Users 1.5k



Airport

Silhouette

Man

Pe

Va

# GRAPHICS + DESIGN



## UNSPLASH

Photos, photos, photos



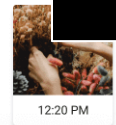
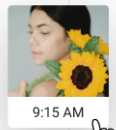
man with red hiking backpack fa  
water and mountains at daytime

[Unsplash.com](https://unsplash.com)



Tuesday · Nov 24

Monday Tuesday Wednesday Thursday Friday Saturday



Tuesday  
10:00 AM

Write a post about Black Friday

It's almost here! Get ready for the biggest shopping day of the year - Black Friday! Don't miss out on all the amazing deals happening this Friday! #BlackFriday #Deals

Generate

# SOCIAL MEDIA

## BUFFER

Social media posts and scheduling



# WRITING

## CHAT GPT

There are benefits  
There are setbacks

[chat.Openai.com](https://chat.openai.com)



# DOCS + STORAGE

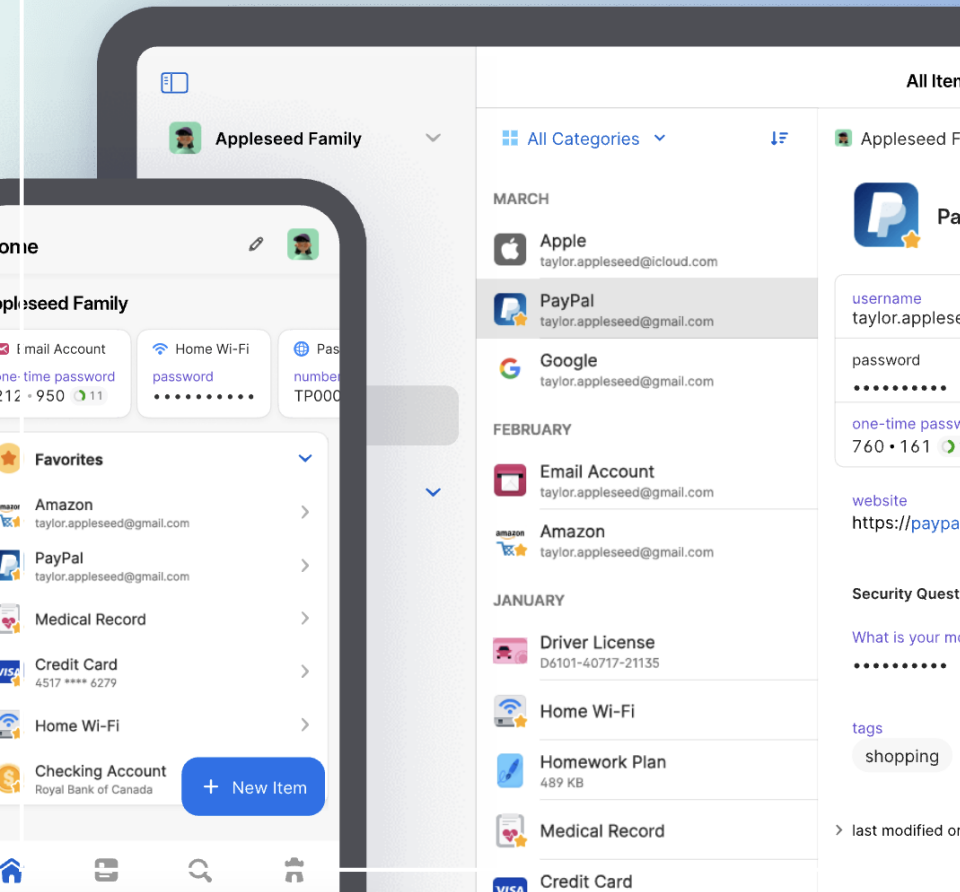


## GOOGLE DRIVE

Documents  
Spreadsheets  
Forms  
Storage

# BONUS ROUND





# 1PASSWORD

[1Password.com](https://1Password.com)

Inbox (8) - tawsha@reynoldsbar x EO | Working Meeting 9.7.23 - x SWITA | 2023/2024 Yearly Pl

visitsouthwestidaho.org

Google Gmail Google Drive Calendar R+M Daily Clients Resources Tools Training Con

Southwest Idaho Travel Association Customize 4 + New WP Engine Quick Links Edit Page

Southwest IDAHO

THINGS TO DO PLACES TO STAY

EXPLORE SW IDAHO

SUMMER 2023

0:30

# LOOM

[loom.com](https://loom.com)

**WHAT WILL**

**WORK FOR YOU?**