

# MARKETING ON A BUDGET RESOURCES

## CREATIVE MARKETING TOOLS

**Design professional graphics, flyers, and social media content**

- [Canva.com](https://www.canva.com) (Free or paid version)
- [Adobe Express](https://www.adobe.com/express) or Adobe Illustrator (Paid Version)

**Design professional videos, and commercials for social media**

- [Capcut.com](https://www.capcut.com), Instagram Reels, TikTok
- [Adobe Premiere Rush](https://www.adobe.com/usa/premiere) (Paid Version)

**Use free royalty-free stock images or videos for social content**

- [Pexels.com](https://www.pexels.com)
- [Pixabay.com](https://www.pixabay.com)

## Best Social Media Platforms for Small Businesses

- **Facebook:** Best for community building, local advertising, and broad reach.
- **Instagram:** Ideal for visually showcasing products, services, and behind-the-scenes stories.
- **LinkedIn:** Best for B2B connections, professional services, and networking.
- **TikTok:** Effective for creative, short-form videos targeting younger audiences.
- **YouTube:** Best for educational content, product demonstrations, and brand storytelling.
- **Pinterest:** Excellent for product discovery, especially for retail, food, fashion, and home decor businesses.



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## PRACTICAL MARKETING TOOLS

**Email Marketing to stay in contact with your customer base**

- [Mailchimp.com](https://mailchimp.com) (Free or paid version)

**Boost your local SEO with a free Google business profile**

- [google.com/business](https://google.com/business)

**Create a professional website for free or at a low cost**

- [Wix.com](https://wix.com)
- [Wordpress.com](https://wordpress.com)

## FOUNDATIONAL KNOWLEDGE

**SBA Learning Center:** Free courses on marketing, business planning, and financial management. [sba.gov/learning-center](https://sba.gov/learning-center)

**SCORE:** Free mentorship and workshops from experienced business leaders. [score.org](https://score.org)

**HubSpot Academy:** Free courses on inbound marketing, social media, and email campaigns. [academy.hubspot.com](https://academy.hubspot.com)

**Google Digital Garage:** Free courses on digital marketing fundamentals. [learndigital.withgoogle.com](https://learndigital.withgoogle.com)



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