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MUST-HAVE TOOLS FOR DIY MARKETING

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Savvy business owners work smarter with tools to help simplify marketing. Hit the easy button with my favorite DIY marketing tools!

1 ANSWER THE PUBLIC

No more guessing! Find out exactly what your potential customers are asking. AnswerThePublic is an AI keyword research tool that listens to autocomplete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around your keyword. It's the perfect way to get blog ideas or social media inspiration.

Cost: Free (limited to two searches per day)

2 PROMO REPUBLIC

There are social media scheduling tools, and then there is PromoRepublic. I fell in love with this platform for three reasons: it's easy to use, affordable, and gives you content ideas based on your audience, industry, and current trending topics. PromoRepublic offers native scheduling to all the major social media platforms (including Google My Business), a calendar view to look at your social from a birds-eye perspective, smart automated timeslots for simple scheduling, and graphics editing tool with your brand elements.

Cost: \$9 per month for three accounts (paid yearly)

3 RYTR.ME

As a writer, I never thought I'd need AI writing apps, but boy was I wrong. The truth is, you're not a bad writer—you aren't sure where to start (and that's the same as every other writer in the history of writing!) Rytr.Me is an incredible tool for creating great content, from blogs to product descriptions. Using artificial intelligence, the program creates high-converting copy based on your inputs -topic, tone of voice, and keywords. It includes a built-in plagiarism checker to ensure your content is unique to your brand.

Cost: Free up to 5000 characters - \$7.50 per month for 50,000 characters (paid yearly)



4 MAILERLITE

MailerLite email marketing automation service says everything they do is designed to provide intuitive solutions for complicated tasks, which is exactly why I love this platform so much. Email marketing is essential and confusing, and many small business owners ignore email marketing or use the most familiar platform. I've tried them all, and MailerLite is by far the easiest to navigate and design beautiful, professional emails ridiculously fast. The platform includes embeddable and pop-up forms, a website and landing page builder, and drag-and-drop email building.

Cost: Free up to 1000 subscribers - \$10.50 per month 2500 subscribers (when paid yearly)

5 CANVA

Canva is likely not new to you -60 million of your closest entrepreneurial friends use Canva to design professional graphics, brochures, flyers, signs, emails, and more. This powerful free app makes my list because it takes almost all the guesswork out of design. With more than 400k customizable templates, Canva will speed up your design process and keep your marketing materials consistent across all platforms. You can sign up for free, but let me make a case for upgrading to Pro: you'll have 100 million stock photos and an additional 200k templates at your fingertips.

Cost: Free account with one seat or Pro at \$12 per month



Thank You!

I hope you find these tools helpful for simplifying your business marketing. Need more help or want to hang with other DIY-lovin entrepreneurs? Jump over to the [DIY Marketing Community on Facebook!](#)

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