

FREE TOOLS TO MARKET YOUR BUSINESS

TOP 5 FREE TOOLS YOU CAN USE TO MARKET YOUR BUSINESS

In the technology age, there are so many tools available, and sometimes it can be difficult to know which ones to use. Plus, a lot of tools are free to start and then want you to subscribe, which can be frustrating or difficult to manage when margins might be tight. This 'How To' Guide takes you through 5 free tools you can use to help you market your business, cut down on admin time and hopefully save some money.

#1 GOOGLE BUSINESS PROFILE

A free Google Business Profile helps you to maintain accurate information about your business online, interact with customers and attract new customers. It's FREE to set up and maintain – check out our How To Guide on [Google Business Profiles here](#).

#2 CANVA

Anyone can be a graphic designer with Canva. A popular, user-friendly online graphic design platform, Canva lets anyone create professional-looking visuals like social media posts, presentations, posters, and videos using templates, a drag-and-drop interface, and AI tools, even without design skills. Canva offers both free and paid versions for individuals and teams. It's a versatile tool for everything from simple images to websites, known for its ease of use and extensive asset library. [Check out this How To Use Canva Beginner's Guide here](#).

#3 META FOR BUSINESS

Meta for Business is a centralised platform for managing Facebook, Instagram, and WhatsApp. You can schedule posts, run ads, manage messages, and track performance, offering solutions from simple content posting to complex ad campaigns for businesses of all sizes. It consolidates marketing efforts into one place, helping you maintain brand consistency, engage with audiences, and analyse data to improve reach and conversions. [Check out this Guide on How To Get Started with Meta here](#).

#4 WHATSAPP FOR BUSINESS

WhatsApp for Business offers a free app for small businesses that lets you chat with customers, automate messages, organise chats with labels and more, all within a secure, familiar chat interface. It can help you streamline your customer service, meeting customers where they already are. This can be particularly helpful for accommodation businesses, who need to communicate with guests who have overseas phone numbers, without extra charges. This might include check in and check out information, itinerary suggestions and feedback / review links post check out. [Check out this WhatsApp for Business Overview.](#)

#5 EMAIL MARKETING AND ONLINE FORMS

There are tonnes of email marketing and online form tools available, and most have a free option available for small businesses. Setting these up can help you to automate contact, capture key information easily and save on admin time. For example, you can automate email confirmations from an online booking form to save on manual contact.

Popular Email Marketing Platforms

[Mail Chimp](#)

[Mailer Lite](#)

[Hub Spot](#)

[Constant Contact](#)

Popular Online Form Platforms

[Google Forms](#)

[JotForm](#)

[Type Form](#)

[Survey Monkey](#)

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