



# WOMEN

## IN ENTREPRENEURSHIP

# Marketing 101

## *Free Tools & Local Services*

### Free Tools:

- Branding and content creation
  - coolers, Canva, Mailchimp, EnvatoMarket
- Learning
  - Neil Patel, Hubspot, AHREFs, EnvatoTuts+
- Organizational tools
  - Airtable, Trello, Hootsuite
- Market Research
  - Google Analytics, Google Search Console, Google My Business, Facebook Business Manager

### Local Services:

- Innovate Marquette
- Lake Superior Community Partnership
- Accelerate UP
- SBDC
- GINCC
- Local Agencies
- Interns