



# OUR TOP 10 TOOLS FOR PRODUCTIVITY & EFFICIENCY

We all have our go-to resources that help us do our jobs well and we are sharing SHD Marketing's Top 10 tools that we love recommending to our clients and colleagues. Check it out below and let us know what you think! Some also include discount codes you can apply to your first order!

## OUR TOP 10 FAVORITE TOOLS OF THE TRADE



### GRAPHIC DESIGN

We love how Canva allows all of us non-graphic designers to create beautiful and professional graphics without expensive software. Splurge for the pro version if you are on a team!



### PROJECT MANAGEMENT SOFTWARE

Once you go to project management software—you'll never go back! There are lots of great ones to choose from and our personal fave is asana. There is a cost but keeping multiple projects and people aligned is worth the investment.



### SOCIAL MEDIA SCHEDULER

We all know that batching your social media content saves time and once you design and draft it—using a scheduler to set it and forget it will be the ultimate game changer. Our pick on schedulers is [buffer.com](https://buffer.com) and you can get a free account when you [click here](#).



SQUARESPACE

### WEBSITE BUILDER

Not all website builders are the same and we are legit obsessed with Squarespace. They continue to add new capabilities and the user-friendly interface means even our less-than-techy clients can learn how to make updates.



# MORE TOOLS TO KEEP YOUR MARKETING MAGIC FLOWING



## VIDEO CREATION

When you need to communicate a concept and need some video and images to support your point, loom can be a great tool and save you from needing to schedule a meeting.



## TIME TRACKING

Tracking your time is great when you have an hourly rate, and it can also be valuable to track your own or your team's efficiency. Understanding the true time it takes to do certain tasks allows you to track profitability which might inform business decisions.



## BUSINESS CARDS

Moo is our hands-down favorite company to order business cards from. The quality is unmatched and they have super cool alternative sizes like minis, square, and luxe printing with thick paper and metallic options. [Use this link to order](#) to get 25%-off.



## STICKERS

Sticker mule is our go-to place for stickers, magnets, sticker sheets, and fun branded items like mailers and tape. Sign up for their email list and get access to special promo pricing. [Use this link](#) for \$10 off your first order.



## EMAIL MARKETING

For websites built on Squarespace, we recommend using the embedded Squarespace email marketing platform. But if you built your site elsewhere, we recommend mailerlite which has great features and is super easy to use.



## EVERYTHING ELSE

The real workhorse in our office is Google Workspace which is what we use for email, calendaring, sharing files internally and externally—and everything else!

Ready to kick-off your next marketing project? [Contact us today](#) for your free consultation, we'd love to help you shine!

