



# CHANNEL MARKETING ACADEMY

As marketers, sometimes our jobs are hard enough. Thank goodness for the tools we use to keep us organized and make our work lives easier. During our February 2024 Marketing Group Chat, we discussed our favorite tools we use to find success. Here is a list of tools discussed:

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## Website Tools:

<https://www.hotjar.com/>

<https://www.crazyegg.com/>

## Project Management Tools:

<https://monday.com/>

<https://asana.com/>

<https://trello.com/>

## AI & Content Tools:

<https://openai.com/chatgpt>

<https://www.grammarly.com/>

<https://www.descript.com/>

<https://riverside.fm/>

<https://www.dubb.media/generate>

<https://www.rev.com/>

<https://fathom.video/>

## Social Tools:

<https://www.hootsuite.com/>

<https://www.oktopost.com/>

<https://later.com/>

<https://buffer.com/>

## Design Tools:

<https://www.canva.com/>

<https://www.figma.com/>

<https://www.adobe.com/>

<https://unbounce.com/>

<https://unsplash.com/>

<https://www.shutterstock.com/>

## Marketing Automation & Email Tools:

<https://sharpspring.com/>

<https://www.hubspot.com/>

<https://www.salesforce.com/products/b2b-marketing-automation/> (Pardot)

<https://emarketingplatform.com/>

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From graphic design to social media to project management, there's something for every marketer or marketing team on this list. We hope you found something new to try!

To learn other great information from marketing experts in your community, register for all of our monthly Marketing Group Chats here:

<https://www.channelmktgacademy.com/chat!>