

Discover How To Use Social  
Media to Grow Your Business

Inside

# SOCIAL MARKETING SCHOOL



**RESOURCES**

## Other Resources

<https://sproutsocial.com/insights/new-social-media-demographics/>

<https://www2.deloitte.com/us/en/insights/industry/telecommunications/media-consumption-behavior-across-generations.html>

<https://www.searchenginejournal.com/lead-magnet-examples/265245/>

<https://www.verticalrail.com/kb/sequential-retargeting/>

<https://www.socialmediatoday.com/news/7-tips-for-using-visual-content-marketing/548660/#:~:text=Visuals%20can%20have%20an%20enormous,traffic%2C%20clicks%2C%20and%20conversion.&text=Image%20and%20video%20posts%20on,and%20engagement%20than%20text%20updates.>

## Social Media Sites:

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

<https://twitter.com/>

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

<https://www.tiktok.com/en/>

## Get a Logo:

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

## WordPress:

<https://wordpress.org/>

## WordPress Themes:

<https://wordpress.com/themes>

**10 Social Media Plugins:**

<https://www.wpbeginner.com/plugins/best-social-media-plugins-for-wordpress/>

**Multiple Social Media Poster:**

<https://hootsuite.com/>

**Tracking**

<https://analytics.google.com/>

**Google SEO Starter Guide:**

<https://support.google.com/webmasters/answer/7451184?hl=en>

**Google Keyword Research Tool:**

[https://ads.google.com/intl/en\\_uk/home/tools/keyword-planner/](https://ads.google.com/intl/en_uk/home/tools/keyword-planner/)

**Google Mobile friendly test:**

<https://search.google.com/test/mobile-friendly>

**Google PageSpeed Insights:**

<https://developers.google.com/speed/pagespeed/insights/>