



> Web Resources & Web Tools

- Facebook <https://www.facebook.com/>
- Twitter <https://twitter.com/>
- LinkedIn <https://www.linkedin.com/>
- YouTube <https://www.youtube.com/>
- Instagram <https://www.instagram.com/>
- Pinterest <https://za.pinterest.com/>
- Gmail <https://mail.google.com/>
- Hubspot - Email scheduling & tracking <https://app.hubspot.com>
- Email address Extractor (Chrome) <https://chrome.google.com/webstore/detail/email-extractor/jdianbbpnakhcmfkckaboohfgngfcc>
- Wunderlist - Organizer <https://www.wunderlist.com/>
- Wunderlist - Organizer (Mobile) <https://play.google.com/store/apps/details?id=com.wunderkinder.wunderlistandroid>
- Blu-Admin - Facebook Group Scheduler (Mobile) <http://www.blu.mihotronics.com>
- Mailchimp - Mail Creator & Client <https://mailchimp.com>
- Smart-IT - Accounting Software <http://www.smart-it.co.za>
- Zapier - Super Organizer & Scheduler <https://zapier.com>
- CoSchedule Blog - Marketing Blog <http://coschedule.com/blog/>
- Mailchimp Blog - Marketing Blog <https://blog.mailchimp.com>
- Moz Blog - Marketing Blog <https://moz.com/blog>
- Google AdWords - Paid Google Ads <http://www.google.co.za/adwords>
- Google Webmaster Tools - Many Powerful Tools <https://www.google.com/webmasters/tools>
- Google Places / Business <https://www.google.com/business/>
- Alexa Score - International Website Score <http://www.alexa.com/>
- TweetDeck - Twitter Post Scheduler <https://tweetdeck.twitter.com/>
- Google Grants - Free NPO Resources <https://www.google.com/grants/>
- Google Trends - Discover latest Trends <https://www.google.com/trends>
- SpyFu - Keywords & Ranking Search Tool <https://www.spyfu.com>
- MS Mail Merge - Bulk Email Client www.wikihow.com/Mail-Merge-in-Microsoft-Word
- SOSTAC Planning System <http://prsmith.org/sostac/>
- AIDA Model - Digital Marketing Planning <http://communicationtheory.org/aida-model/>
- Tagboard - #Hashtag Search Tool <https://tagboard.com/>
- Bitly - Shorten long URL links <https://bitly.com/pages/tools>
- Iconosquare - Instagram Analytics <https://pro.iconosquare.com/>
- Twitanomy - Twitter Analytics <https://www.twitanomy.com/>
- Woopra - Customer Intelligence <https://www.woopra.com/>
- Kissmetrics - Customer Intelligence <https://www.kissmetrics.com/>



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- SocioGraph.io - Customer Intelligence <http://sociograph.io/index.html>
 - Crazyegg - Website Analytics <http://www.crazyegg.com>
 - Adexpresso - FB Ads Manager <https://adespresso.com/>
 - Google Analytics Experiments <https://www.youtube.com/watch?v=K1DngFKqfrQ>
 - Socialmention - Social Media Search Tool <http://www.socialmention.com/>
 - SproutSocial - Social Media Software <http://sproutsocial.com/>
 - Buffer - Social Media Sharing & Scheduling <https://buffer.com/>
 - Flickr - 1TB Photo Upload Space <https://www.flickr.com>

> Suggested Readings

- Stickier Marketing - Grant Leboff
- Shopper Marketing 101 - Nitish Rai Gupta
- The Best Digital Marketing Campaigns in the World II - Damian Ryan
- Mobile Marketing - Daniel Rowles
- When Digital Becomes Human - Steven Van Belleghem
- Practical Text Analytics - Steven Struhl
- Pioneers of Digital - Paul Springer & Mel Carson
- Understanding Digital Marketing - Damian Ryan
- Social Media and Risk Governance - Phil Mennie
- Writing on the Wall - Tom Standage
- Understanding Social Media - Damian Ryan
- Writing for Digital Media - Brian Carroll
- Bloggers Boot Camp - John Biggs & Charlie White