Webinar "Digital marketing challenges in 2020"
Additional resources

2 articles on Covid-19 subject from website www.neilpatel.com, which also features interesting tools for website / competition / keyword research and analysis
- https://neilpatel.com/blog/coronavirus/
- https://neilpatel.com/blog/covid-19-marketing/

Google Trends is a tool that enables you to analyze and cmpare trends in selected countries / regions. Some examples below
- https://trends.google.com/trends/explore?q=%2Fm%2F09cgp,%2Fm%2F01c2z6,%2Fg%2F11b8_qykjy,%2Fm%2F04sr0
- https://trends.google.com/trends/story/US_cu_tqm_f3EBAAB4VM_en
- https://trends.google.com/trends/story/US_cu_4Rjdh3ABAABMHM_en

Social listening & management tools
- https://blog.hubspot.com/service/social-listening-tools
- https://wisebusiness.eu/sl/product-category/postanite-opazni/upravljanje-z-komunikacijskimi-kanali/

Creative ideas for marketing
- https://www.linkedin.com/company/brilliantads/
- https://www.facebook.com/ads/creativehub/gallery/

Remote tourism – Faroe island idea
- https://www.remote-tourism.com/

Make your own cherry festival – an adapted approach for pandemic
- https://www.brda.si/tradicionalni_dogodki/2012050915394702/Praznik%20%C4%8De%C5%A1enj/

Social networks demographics, more about personas and free template to create your own personas
- https://sproutsocial.com/insights/new-social-media-demographics/
- https://sproutsocial.com/insights/social-media-personas/
- https://blog.hubspot.com/marketing/social-media-target-audience
- https://www.socialbakers.com/free-social-tools/create-your-persona

How to setup Google My Business
- https://www.goclick.si/blog/obrazi-vasega-podjetja-google-my-business/

How to implement Facebook Pixel
- https://blog.hootsuite.com/facebook-pixel/
- https://www.socialmediaexaminer.com/facebook-pixel-install-use-guide-for-marketers/

How to easily implement Google Analytics / goals - conversions / Tag Manager / Search Console?

- o https://blog.hootsuite.com/how-to-set-up-google-analytics/

SEO basics

- o https://www.isaac.si/blog/optimizacija-za-zacetnik-1-del-osnove/
- o https://ahrefs.com/blog/local-seo/
- o https://wisebusiness.eu/sl/product-category/postanite-opazni/seo-sem-sl/

Speed up your website

- o https://www.crazyegg.com/blog/speed-up-your-website/
- o https://www.ventureharbour.com/improving-site-speed/

Boost your LinkedIn profile (and don't forget to check out all the other tools this platform has to offer, along with advertising)

- o https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/content-marketing/2017/17-steps-to-a-better-LinkedIn-profile-in-2017

More about voice search

- o https://www.thehoth.com/learn/seo/advanced/voice-search-seo/
- o https://blog.marketo.com/2020/01/seo-voice-search-optimizing-in-2020.html

More about chatbots

- o https://www.drift.com/learn/chatbot/
- o https://www.chatbot.com/
- o https://www.falcon.io/insights-hub/topics/customer-engagement/set-up-facebook-messenger-bots-chatbot/
- o https://botscrew.com/blog/a-step-by-step-guide-to-create-chatbot-for-whatsapp-for-business/
- o https://towardsdatascience.com/building-a-whatsapp-chatbot-in-5-minutes-without-coding-f53fab8bfb96

Website archive (wayback machine)

- o https://archive.org/

Useful tools for graphic design and help with visual creatives

- o https://www.canva.com/en_gb/
- o https://wisebusiness.eu/sl/product-category/postanite-opazni/vizualna-vsebina/

Marketing tools in Wisebusiness.eu

- o https://wisebusiness.eu/sl/product-category/postanite-opazni/