Resources

Social Media Resources:

- LEARN ABOUT ONLINE MARKETING:

https://www.addthis.com/academy/

https://academy.hubspot.com/

- Schedule Content using:

https://later.com/

- Photo editing/Virtual Staging, & 3D renders:

https://www.boxbrownie.com/

- Customized Photo editing/Video editing/Print editing:

https://www.canva.com/

- Free Video Editor:

https://invideo.io/

- Create videos for marketing campaigns:

https://www.wevideo.com/

- Video Email/Message Service:

https://bombbomb.com/

- Record Videos of your screen & laptop camera simultaneously, showing customers how to use your KW app or how to use your KW website:

https://www.loom.com/

- Remove the background from an image FOR FREE:

https://www.remove.bg/

- Sending large files (mp3 or video):

https://www.wetransfer.com

- Youtube Studio (Audio Library of sounds to use, analytics, & more):

https://studio.youtube.com

- Royalty Free videos (B-rolls) & video editor:

https://www.storyblocks.com/

- Hashtag generator/research tool:

https://inflact.com/tools/instagram-hashtag-generator/
utm_source=ingramer&utm_medium=form&utm_campaign=TOP-HG-Keyword-Form#/search/

- Color Palette Generator (for when you create a brand):

    https://coolors.co/4b7f52-7dd181-96e8bc-b6f9c9-c9ffe2
- Compress Images for your website (so the site loads faster):

    https://compressor.io/
- AI video generator platform (create videos of realistic avatars, saying what you want them to say):

    https://www.synthesia.io/?via=redirect
- [TikTok specific] Removes watermark from tiktok videos to repurpose them:

    https://snaptik.app/en
- Video Editor (App) on phone:

    https://www.capcut.com/
- Turns text into video for content marketing:

    https://lumen5.com/
- Have Artificial Intelligence write copy for you (copy = caption of photo, caption of video, etc..):

    https://www.copy.ai/
- Widget to add on website (face-to-face chat, live-chat messaging, & more added onto your website):

    https://getchipbot.com/
- (Youtube Specific - paid site, reasonable price, cancel anytime) Optimize Youtube Channel & Grow it with:

    https://www.tubebuddy.com/
- FREE guide to Social Media Formatting Sizes:

    https://sproutsocial.com/insights/social-media-image-sizes-guide/
- FREE guide to crafting a Social Media Content Strategy:

    https://sproutsocial.com/insights/social-media-content-strategy/

    https://sproutsocial.com/insights/social-media-marketing-strategy/
- FREE guide to building a Social Media Marketing Funnel that converts:

    https://sproutsocial.com/insights/social-media-marketing-funnel/
- FREE guide to when is the best time to post on Social Media:

    https://sproutsocial.com/insights/best-times-to-post-on-social-media/
- FREE guide to 20 content ideas:

    https://sproutsocial.com/insights/social-media-ideas/

Market Research Resources:

- YOUR current social media following! Ask your followers what they know/how they feel about real estate/realtors. Gather people's pain points & find ways to address/solve them, then incorporate that into your marketing strategy scripts.
- Measure your digital identity (analyzes online presence, grades you out of 100, & gives recommendations):
    https://www.realgrader.com/homepage
- Review platform for happy customers to rave about you:
    https://www.ratemyagent.com/
- How to know what keywords to use/what keywords competitors are using:
    http://www.keywordspy.com/
    https://www.spyfu.com/
- Amazon Book Reviews: Look at what people are saying about the Millionaire Real Estate Agent Book by Gary Keller, or MREI by Gary Keller.
- Open Forum Discussion Platform, where you can ask questions (about real estate, realtors, local markets, etc..) & get responses:
    Reddit.com
- Gauge your competition's websites using:
    https://builtwith.com/
- Trend Research:
    https://answersocrates.com/
- Promotional Materials:
    https://crestline.com/c/calendar-of-events

Marketing Resources:

- Free QR code generator:
	https://www.qrcode-monkey.com/
- Digital Business Card:
	https://dash.blinq.me/onboarding/personal-details
	 (Blinq is also an app!!! It uses a QR code to give people your info)
- FREE Custom Email Signature Generator:
	https://www.hubspot.com/email-signature-generator
- Advertise on Google with:
	https://ads.google.com
- OR a place with even higher click-through rates (30% higher than google):
	https://ads.microsoft.com/
- Sphere of Influence targeted ads (give them your database & they run hyper-targeted ads to those people):
	https://adwerx.com/
- SEO Academy, teaching you how to get to the top of Google's/Yahoo's/Bing's/etc... search pages organically (SEO = Search Engine Optimization):
	https://yoast.com/
- Make sure you're a recognized business on Google:
	https://www.google.com/business/
- YOUR KW PROVIDED WEBSITE: usually your firstnamelastname.kw.com. Example: savannahgodbold.kw.com (that acts like a Zillow, showing people MLS data) & if you have other branding ideas: CREATE A LANDING PAGE OF SOME KIND. Either on a social media platform or using one of these landing page providers: *Reel Geeks, BoldLeads, InCom, Placester, BrandCo.*
- FREE Resume builder: https://resume.io/
	 https://www.resumemaker.online/
- Remove items from images for FREE:
	https://www.magiceraser.io/
- 95+ FREE online SEO (Search Engine Optimization) tools:
	https://www.prepostseo.com/
- Search Engine that does NOT collect your data:
	https://duckduckgo.com/
- FREE Logo generator:
	https://looka.com/
- SEO Keyword Insight Platform, keyword suggestions, content ideas, & more:
	 https://neilpatel.com/ubersuggest/
- Marketing Campaign Examples:
	 https://marketingexamples.com/
- SEO Tools & Resources (PAID, not free):
	https://ahrefs.com/

Miscellaneous Resources:

- Test how fast your internet is:
  https://www.fast.com/
- Identify a Font using a picture:
  https://www.myfonts.com/pages/whatthefont
- Find similar sites to ones you like:
  https://www.similarsites.com/
- Reverse Search Images:
  https://www.tineye.com/
- Project Management Platform:
  https://www.trello.com/
  https://clickup.com/
- Furniture Manufacturers of big brand names (like World Market):
  https://www.spoken.io/
- Learn to make anything (like Youtube, but for crafters & creators specifically):
  https://www.instructables.com/
- Remote Work Platform:
  https://remote.co/
- Update/Install Computer Programs at once (like googlechrome, itunes, etc..):
  https://ninite.com/
- Free Wifi Finder (find free hotspots):
  https://www.wifimap.io/
- Legal Help of all kinds, in one place:
  https://www.legalzoom.com/
- Alternatives to popular softwares/platforms:
  https://alternativeto.net/
- Availability of Username & URL Checker
  https://namechk.com/
- FREE Form Builder
  https://www.jotform.com/?utm_source=emailfooter&utm_medium=email&utm_term=&utm_content=email_footer_text&utm_campaign=autoresponder_email_footer_new_cf_old

KW Resources:

- "Let's Talk Luxury" Mastermind Recording with Guest speaker - Aaron Kaufman:
    https://www.youtube.com/watch?v=2qbZvU1HdpU
- KW Command How-To Video Tutorials by Marty Miller:
    https://www.youtube.com/c/MartyMillerwithKW
- 66 Day Challenge, version 5.0:
    https://www.youtube.com/watch?v=inatmSax9IM&list=PLK75KZDqV1zkkE6ehCh
rJTdiX00dimi73
-KW Command App:
    https://www.youtube.com/watch?v=FWSg-w79aoE&list=PLK75KZDqV1zlQ32F9
M170b9O-H-XgKc1n