Olympic COMMUNITY of HEALTH

CLALLAM • JEFFERSON • KITSAP

Marketing Tools

Resource Type	Examples
Email Marketing	Email marketing services allow you to create and send professional newsletters to large small and large audiences. Both Mailchimp and Hubspot are email services that measure engagement, allowing you to track open rates, click rates, subscriptions—ultimately allowing for a better understanding of what resonates with your audience. Email services also allow you to schedule emails ahead of time. • **Mailchimp** • **Hubspot**
Content Editor	**Canva** Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. Canva very user friendly and requires no background knowledge in graphic design. The platform is free to use and offers paid subscriptions like Canva Pro. ***Canva for Nonprofits*** *gives you and your team – of up to 10 members – access to Canva Pro's premium features for free!*
Stock Photos/Video	**Unsplash** Unsplash is a website dedicated to sharing high quality stock photography. The photos on Unsplash are free to use and can be used for most commercial, personal projects, and for editorial use. **Pixabay** Similar to Unsplash, Pixabay provides stunning free images and royalty free stock. Over 1.9 million+ high quality stock images, videos and music shared by community members.
Contact lists	**Hubspot** Hubspot offers a free CRM (aka a contact list platform), which easily tracks and manages interactions between an organization and its audience. It allows you to create lists and organize your contact lists in a way that will best fit your needs. The platform includes many analytics features. Hubspot is free and integrates with Gmail, G Suite, Microsoft Office for Windows, and other software.
Social Media	**Hootsuite** Hootsuite is a social media management platform that allows you to schedule posts across multiple media platforms, saving time and energy.
Video	**Animoto** Animoto is a cloud-based video creation service that produces video from photos, video clips, and music into video slideshows, and customized web-based presentations.

Communication Tools

Resource Type	Examples
Scheduling	**Calendly** Calendly offers a powerful and versatile set of features that allow you to schedule one-on-one appointments, group events and team meetings without the back-and-forth emails. Very helpful tool for scheduling time with extremely busy partners. **Doodle** You can easily create a Doodle poll in minutes and send it off to your participants to let them choose the best time to meet. You can create Doodle polls for more than just meetings and scheduling; you can also use them for surveys, questionnaires or to book appointments.
Elevator Pitch	**9 Tips to Create A Powerful Elevator Pitch** (University of Montana, Career Services) An effective elevator pitch is designed to help you introduce yourself and break the ice in networking situations. You can also use your elevator pitch to clarify your target audience and business goals for your own use, and become more confident and self-assured when speaking with employers or businesses.