

A MARKETER'S RESOURCE GUIDE

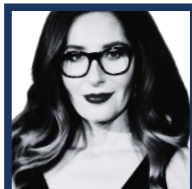
Explore the latest tools and technology to drive marketing victories, enhance strategies, and scale your marketing efforts for any size business: enterprise, medium-sized, or owner/operator.*



TOOL	DESCRIPTION	WEBSITE	ENTRY LEVEL \$
ZoomInfo	Database of over 100 million companies that provides essential contact data and advanced company insights on the businesses you're trying to connect with.	zoominfo.com	Available upon request with free trial available
SEMRUSH	SEO, content marketing, competitor research, PCC and social media marketing from a single platform.	semrush.com	\$139.95 per month with free trial available
Google Analytics (G4, Looker)	Analyze data across multiple platforms to get a more complete understanding of how your customers engage with your business.	marketingplatform.google.com/about/analytics	Free of charge
FigmaCanva	Create professional designs for marketing materials, websites, mobile apps, and other digital product experiences.	figma.comcanva.com	Free of charge
Jasper	This large language model can be used to generate text, translate languages and write various types of creative material.	jasper.ai	\$39 per month with free trial available
Adobe Analytics	Mix, match, and analyze data from any digital point in the customer journey. With in-depth analysis, versatile reporting, and predictive intelligence, you get the insightful foundation you need to build better customer experiences.	business.adobe.com/products/analytics	Available upon request
Templafy	Cloud-based template and document asset management system helps speed document creation and ensure consistency with brand standards.	templafy.com	Available upon request
Chat GPT	Chatbot and virtual assistant, enabling users to refine and steer a conversation towards desired length, format, style, etc.	openai.com	Plans starting at \$20 per month with free trial available

A MARKETER'S RESOURCE GUIDE

Questions? Contact the appropriate panel member below to learn more about marketing tools for enterprise, medium-sized, or owner/operator businesses.*



Jacklynn Manning, CLFP
Chief Marketing Officer
jmanning@navitascredit.com

Owner



Jennifer Bello, MBA
Global Strategic Marketing Manager
jennifer.bello@dllgroup.com

Medium



Ivor Germain
Vice President, Marketing
ivor.germain@pb.com

Enterprise



THANK YOU
to our pre-registered attendees for sharing marketing tools that make their lives more efficient and effective!

fliki chatgpt mural linkedin marketo
 claude pardot contentsquare unbounce
 powerbi jasper
 adobe semrush
 synthesis hubspot
 hemmingwayapp sybill apollo clay
 zoho templafy snagit markup monday zapier
 camtasia salesforce constantcontact

ADDITIONAL TOOLS

*The marketing professionals listed above and the ELFA are not representing any of the companies or tools outlined on this resource guide. If you're interested in any tools or solutions, we encourage you to speak with a rep at the individual organizations to learn more.