MARKETING TOOLS & RESOURCES

Maximize your outreach.

4 MARKETING AUTOMATION STRATEGIES TO TRY TODAY

Kim L. Clark shares proven marketing automation techniques to build your business.

8 TIPS FOR ENTREPRENEURS TO GUIDE SOCIAL MEDIA SAVVY EMPLOYEES

These practical strategies will empower your employees to master social media.

ADOBE EXPRESS EDITOR

A free online photo editor by Adobe to create professional-looking designs for your business.

AFFILIATE MARKETING BUILDING BLOCKS

Want to get into affiliate marketing, but don't know where to start? Elizabeth Cloyd's presentation is your go-to guide.

AGORA PULSE ADSREPORT

Compare your Facebook page's engagement with others and explore insights on how to gain more traction for your profile.

ASANA

A fantastic project management tool, and the preferred choice of the Lioness team. Use it to organize content into drafting, editing, publishing and promoting stages.

BUFFER

Provides intuitive marketing tools for teams to grow your engagement both on and off social media.

CAMPAIGN MONITOR

Connect with your audience using email marketing insights with Campaign Monitor.

CANVA

An online graphic editor with templates for social media posts, emails and other documents. Canva is the go-to program for the Lioness team – the free version is amazing!

DESIGN EVO

A free online logo maker with more than 10,000 templates to add a professional look to your business.

FIVERR

Buy and sell marketing services online starting at $5. Fiverr is a great way to add to your portfolio, make some extra cash or outsource projects.

FOTO JET

Free design templates to use for your business. It’s intuitive to use, helping you create professional designs.

HOOTSUITE

Social media management for your business or profile. It enables you to grow your profiles and see your ROI.

INFOGRAM

Create professional-looking infographics that can be used on your website and social media pages.

INNOVATION WOMEN

Our sister organization is a visibility bureau connecting female subject matter experts with speaking and media opportunities. The platform helps build their brands, grow their businesses and advance their careers.

LATER

Streamline your social media strategy with content creation, scheduling, automated daily tasks and marketing tools for effective social media management.

LINKEDIN FOR PERSONAL BRANDING - THE ULTIMATE GUIDE

Sandra Long presents an exclusive talk to guide female entrepreneurs on strategically shaping their brand, network and LinkedIn profiles.

MAILJET

MailJet allows you to create beautiful and professional emails with easy-to-use software. Touch no code and have an amazing email campaign.

MEETEDGAR

MeetEdgar is a social media content manager. Used and trusted by Lioness Magazine, the platform allows for unlimited post scheduling.

META BUSINESS SUITE

Schedule posts and engage with your Facebook and Instagram audience with Meta Business Suite. The suite gives you the ability to schedule posts to both platforms all in one place.

MOO

Create high-quality business cards, stationery, swag and more with Moo.

NICHE MARKETING TO BUILD YOUR BUSINESS

Pamela Sams hosts a webinar on how to create riches from niches.

NOTION

A connected workspace to enhance your entrepreneurial productivity. Notion brings seamless collaboration, knowledge centralization through wikis, project management and elegant note-taking.

ORLY ZEEWY ON THE VALUE OF MARKETING FOR STARTUPS

Hear essential marketing insights in this interview with Orly Zeewy, author of “Ready, Launch, Brand: The Lean Marketing Guide for Startups.”

THE SCIENCE BEHIND LEVERAGING YOUR BRAND ONLINE

Learn from Instagram influencer Chell Porter as she shares tips on social media engagement and becoming a brand.

SEO AND READABILITY: THE REAL STORY

Unlock the secrets of effective search engine optimization in blog writing with these practical tips.

SIMILAR WEB

SimilarWeb helps companies benchmark performance against their competitors. Gain powerful insights and use data to your advantage to grow your business.

SPOTIFY FOR PODCASTS

Power your podcasting journey! This is an all-in-one platform for hosting, recording, editing, analytics, fan engagement, monetization tools and more.

WEBSITE GRADER

See how well your website is doing. Website Grader puts a number to the complex chore of website design. Find out how to improve your website and grow your business.