

Digital Strategy Toolkit



ANALYTICS AND DATA

Tools that allow you to access and analyze data from your own website and accounts and data that helps you understand your online audience and community at large.

- [Buffer Analyze](#)
- [BuzzSumo](#)
- [Census Data](#)
- [Facebook Insights](#)
- [Google Analytics](#)
- [Google Trends](#)
- [Instagram Insights](#)
- [The Know Your Community Report](#) (U.S. only)
- [Twitter Analytics](#)
- [YouTube Analytics](#)



EMAIL MARKETING

Tools to use to design, test, schedule, and analyze the results of emails.

- [Constant Contact](#)
- [ConvertKit](#)
- [MailChimp](#)
- [MailerLite](#)



FILE MANAGEMENT

Tools that provide online (cloud) storage and the ability to publicly link to files.

- [Amazon Web Services](#)
- [Dropbox](#)
- [Google Drive](#)
- [Google Photos](#)
- [Photobucket](#)
- [SmugMug](#)



FORMS AND SURVEYS

Tools for creating and sending online forms to compile information or surveys to collect insight or feedback.

- [Google Forms](#)
- [SurveyLegend](#)
- [Survey Monkey](#)
- [Typeform](#)



GRAPHIC DESIGN

Tools that allow you to design and download graphics or create graphics from a selection of templates.

- [Adobe Spark](#)
- [Canva](#)
- [PicMonkey](#)

Digital Strategy Toolkit



SOCIAL MEDIA MANAGEMENT

Tools for publishing, scheduling, monitoring comments and conversations, etc. on your social media profiles.

- [Buffer](#)
- [Hootsuite](#)
- [Loomly](#)
- [Sendible](#)
- [Sprout Social](#)



STOCK PHOTOS

Resources that offer a collection of stock photos to use for graphic design.

- [Freely](#)
- [Unsplash](#)
- [Lightstock](#)
- [Pexels](#)
- [Picnoi](#)
- [Pixabay](#)



TEXTING

Tools that allow you to send mass text messages.

- [Clearstream](#)
- [Flocknote](#)
- [Text in Church](#)



VIDEO

Tools with the ability to edit videos for various purposes.

- [Animoto](#)
- [Apple iMovie](#)
- [Clips \(app\)](#)
- [Filmora](#)
- [VideoStudio](#)
- [InShot \(app\)](#)
- [InVideo](#)
- [Wave](#)