DIGITAL MARKETING SERVICES

The Free Digital Marketing Toolkit

The exact stack of free and low-cost tools to run SEO, paid media, email, and analytics without an agency budget.

SEO Tools

Tool	What it's for
Google Search Console	Indexing, ranking, and click data straight from Google (free)
Google Keyword Planner	Keyword volume and competition (free with an Ads account)
Screaming Frog (free tier)	Site crawl for broken links, missing metadata, duplicate content
PageSpeed Insights	Core Web Vitals and load-time diagnostics

Paid Media Tools

Tool	What it's for
Meta Ads Library	See any advertiser's live ad creative for research
Google Ads Editor	Bulk campaign management (free)
Canva (free tier)	Ad creative production without a designer

Email & Automation

Tool	What it's for
MailerLite (free tier)	Email marketing up to a meaningful subscriber count
Zapier (free tier)	Connect tools without custom development

Analytics & Tracking

Tool	What it's for
GA4	Free web analytics, event-based tracking
Google Tag Manager	Manage tracking scripts without touching site code
Looker Studio	Free dashboards pulling from GA4, Ads, and Sheets

Content & Social

Tool	What it's for
Buffer / Later (free tier)	Schedule social posts across platforms
AnswerThePublic (limited free)	Content ideas based on real search questions

Getting started this week

1. Set up GA4 + Search Console if you haven't (foundation for everything else)
2. Pick ONE paid channel and ONE organic channel — don't spread thin
3. Set up one automation (email welcome sequence) before adding more tools

Want this stack set up and connected for you?

The **Marketing Foundation Package ($297)** gets your core tracking and tools configured correctly the first time.

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