

NAVIGATOR

Helpful Marketing Tools

Most advisors have plenty of tools to help operate their businesses. However, hidden gems are often overlooked with benefits far outweighing their cost,

Ideas

Here are some products and services to consider for your marketing workbench.

1. Grammarly [<https://www.grammarly.com/>]

Tech-enabled writing assistant. It scans content as you create it and makes suggestions.

2. Konsus [<https://www.konsus.com/>]

On-demand graphics design firm. Excellent quality and fast turnaround. Reasonable rates.

3. Uberconference [<https://www.uberconference.com/>]

A simple, reliable conference call and screen sharing service. Cost-effective and extremely reliable.

4. Screencast-O-Matic [<https://screencast-o-matic.com>]

Online screen recording and editing. Perfect for creating short videos for marketing and training.

5. Scribendi [<https://www.scribendi.com/>]

Content proofing and editing service. Highly responsive. Detailed edits with feedback and suggestions.

6. SnagIt [<https://www.techsmith.com/screen-capture.html>]

Anything seen on screen can be captured and edited. Inserts arrows, text boxes, etc.

7. Yesware [<https://www.yesware.com/>]

Simple mail merge and tracking app. Integrates into Gmail and Outlook.

These products and services are used daily or weekly at ReferralSafe and have been since 2016. Each one more than pays for itself.

Idea Sheets provide quick and actionable suggestions to drive more referrals and introductions. Visit the [Navigator website](#) often for new additions.