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READY TO GO NEWSLETTERS'

CONTENT INSIDER

carefully & intentionally curated
for crazy busy people

WHY THE CONTENT INSIDER?

When marketing (technology and best practices) is ever changing it's hard to stay on top of what's important, what's working and what's changing.

The **Content Insider** is to provide you with helpful and inspirational resources that make it easier to navigate marketing in 2019.

Don't Make These 6 Rookie Email Marketing Mistakes

The negative impact of bad email marketing habits can be so difficult to bounce back from when you aren't following some of the basics. You want to do everything in your power to **improve your chances of landing in someone's inbox instead of their junk folder**, so make sure you read this to avoid making any of these 6 mistakes with your email campaigns.

[Learn How](#)

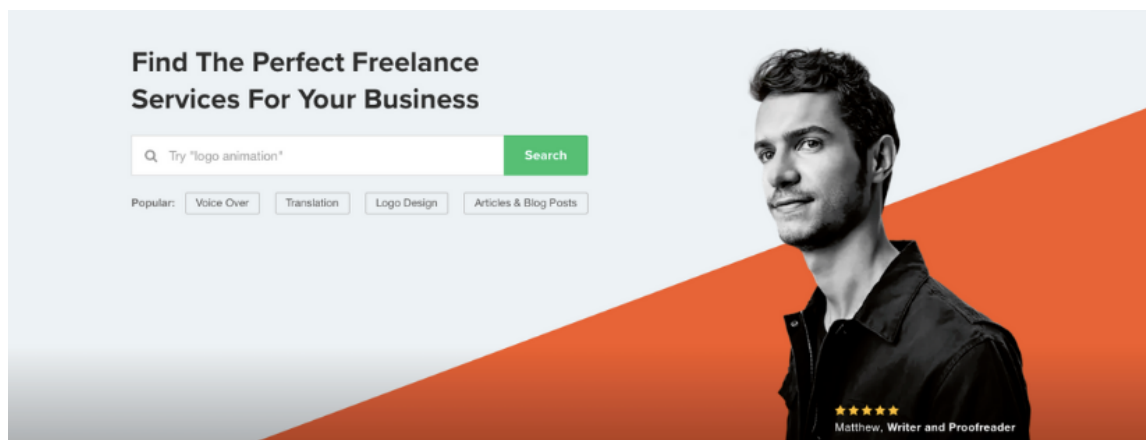
Tired of Wearing Every Hat in Your Business?

When your **time is limited, but you need help** on projects that aren't in your wheelhouse or aren't worth your time to figure out, **how do you keep up** with the demands of continually building a brand and prominent business presence?

If you need someone to create a brochure or presentation, to design a logo or do your video editing, **Fiverr.com*** could be just what you need. It's a freelance for hire site, so you get the expertise you need without the hassles of supporting a part time or full-time employee.

[Learn More](#)

* P.S. We share these resources because we know they are helpful. We are not compensated for sharing the apps or websites we tell you about.



For the Love of Barbecue & Disaster-Stricken Communities

BBQ's are synonymous with hot summer nights, wholesome food, good friends and family and we've learned about one organization that unexpectedly translated those good feelings and love of the grill into a year-round charity called **Operation BBQ Relief**.

Eight years in and they have grilled up almost **3 million meals** in 60 disaster-stricken areas across 26 states. Plus, they have compiled a seriously incredible cookbook with their experiences and recipes.

[Read More](#)

A Beginner's Guide to Using #Hashtags on Social Media

Get the skinny on what hashtags are, how they can be used to increase engagement, and learn the small nuances about using them across different social media platforms including Facebook, Instagram, Twitter, and so on.

[Learn More](#)



10 [Free] Calendars You Didn't Know You Could Add to Your Google Calendar

Along with being able to share calendars, Google Calendar lets you import all sorts of events onto your calendar. Learn how you can **add free calendars** for **weather, movie releases, sports schedules, special fictional holidays** and even moon phases to your Google Calendar.

[Learn More](#)

An Easier and Cheaper Alternative to Photoshop, InDesign or Illustrator

If you're new to any sort of graphics apps, the advanced tools like Photoshop or InDesign can easily be overkill and overwhelming. **Canva** is a very simple option to explore and has become the go-to choice for **over 1 million users**.

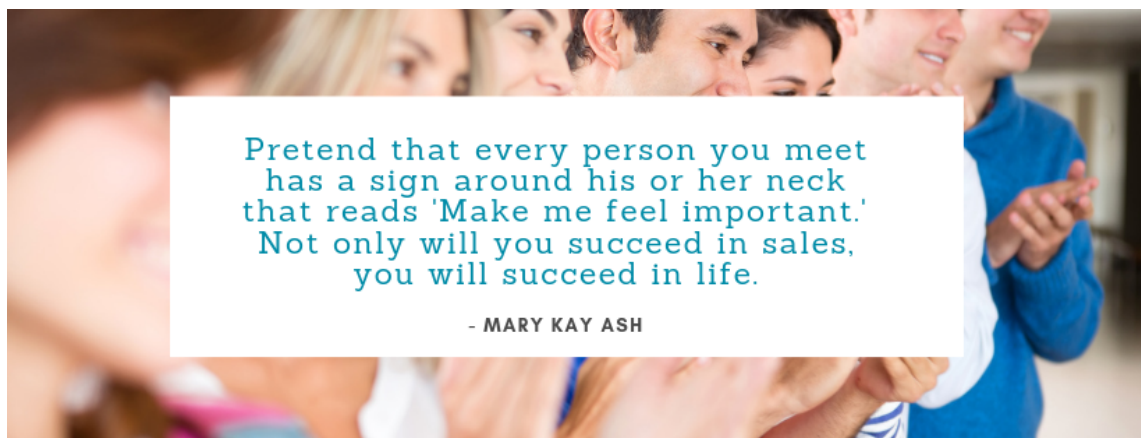
They even offer **Canva for Beginners** lessons to help get you started. Canva is a web-based app with thousands of tasteful, user-friendly layouts that can be used to create presentations, social media graphics, and more for free (or for a few dollars if you decide to use one of their licensed stock image). They offer a free membership as well as a paid membership.

[Learn More](#)

How To Write a Mass Email Your People Will Devour

Here's a spot-on article about ways to create a more personal touch with mass emails that readers respond to by Shannon Winning of Ultraviolet Agency.

[Read More](#)



Pretend that every person you meet
has a sign around his or her neck
that reads 'Make me feel important.'
Not only will you succeed in sales,
you will succeed in life.

- MARY KAY ASH

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