

Let's Talk Marketing Basics for Digital Creators

Articles

Brand and Content Marketing:

What is Content Marketing: <https://mailchimp.com/en-ca/marketing-glossary/content-marketing>

What are the 12 brand Archetypes: <https://selahcreativeco.com/blog/what-are-the-12-brand-archetypes>

Branding Canvas: <https://bigname.pro/personal-branding-canvas>

How to design a podcast cover – the ultimate guide: <https://99designs.ca/blog/design-other/how-to-design-a-podcast-cover-the-ultimate-guide>

Logo Variations Every Brand Identity Needs: <https://selahcreativeco.com/blog/4-logo-variations-every-brand-needs>

What Is a Style Guide and How to Create One for Your Brand: <https://reverbico.com/blog/what-is-a-style-guide>

Building an Online Presence:

What is an algorithm: <https://mashable.com/article/what-is-an-algorithm>

What is Search Engine Optimization and how to use it: <https://selahcreativeco.com/blog/15-tips-on-how-to-improve-seo-on-squarespace>

10 Easy Steps to Make a Website in 2022: <https://www.adamenfroy.com/how-to-make-a-website>

Best website builders of 2024: <https://www.techradar.com/news/the-best-website-builder>

An electronic version of this handout with clickable links can be found here:

<https://www.vpl.ca/guide/inspiration-lab-general-technology-skills/digital-creation-program-resources>

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Useful Websites

BrowserStack: <https://www.browserstack.com>

Subscription-based service with a free trial that enables you to test your website across several browsers, operating systems and mobile devices

Patreon: <https://www.patreon.com>

One of the most popular sites where creators can enable different levels of cost and access for their subscribers

Spring: <https://teespring.com>

Site for creating and selling merchandise - you create the design, they put it on items (and provide a digital space to sell them with no upfront cost to you)

Ko-fi: <https://ko-fi.com>

Site to receive donations and subscriptions from supporters and fans

Free design apps:

Photopea: <https://www.photopea.com>

Canva: <https://www.canva.com>

Snappa: <https://snappa.com>

Stencil: <https://getstencil.com>

Adobe Spark: <https://spark.adobe.com/sp>

Free Photo Databases:

Smithsonian/Archives: <https://www.si.edu/openaccess>

Flickr (with filtered settings): <https://www.flickr.com/creativecommons>

Unsplash: <https://unsplash.com>

VPL Guides

Adobe InDesign: <https://www.vpl.ca/guide/inspiration-lab-adobe-indesign>

Video Editing with Adobe Premiere Pro: <https://www.vpl.ca/guide/inspiration-lab-video-editing-adobe-premiere-pro>

Web Design Essentials: <https://www.vpl.ca/guide/web-design-essentials>

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LinkedIn Learning

Access LinkedIn Learning for FREE using your library card: <https://www.vpl.ca/digital-library/linkedin-learning>

Branding Foundations: <https://www.linkedin.com/learning/branding-foundations-2>

Create Your Brand Message Strategy: <https://www.linkedin.com/learning/create-your-brand-message-strategy>

Digital Marketing Foundations: <https://www.linkedin.com/learning/digital-marketing-foundations>

Marketing Tools: Social Media: <https://www.linkedin.com/learning/marketing-tools-social-media-13951096>

Marketing on Facebook: <https://www.linkedin.com/learning/marketing-on-facebook-14487220/get-to-know-the-power-of-facebook>

Marketing on Instagram: <https://www.linkedin.com/learning/marketing-on-instagram-14197683/marketing-your-business-on-instagram>

Social Media Marketing Strategy for Tiktok and Instagram Reels: <https://www.linkedin.com/learning/social-media-marketing-strategy-tiktok-and-instagram-reels>

Books

Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on All Social Networks That Matter by Dave Kerpen

Provides instructions on building brand popularity by engaging with customers on social media platforms.

Available at VPL: Call No. 658.800285 K39L2, also in ebook format

This is Marketing by Seth Godin

Plain language guide to contemporary marketing concepts and strategies.

Includes index, further reading recommendations, and case studies.

Available at VPL: Call No. 658.8 G58t, also in ebook and eaudio format

Information Doesn't Want to be Free by Cory Doctorow

Short, easy to read book about Copyright, the internet, and digital creators.

Available at VPL: 303.483 D63i