

# ART ADVISORY 101 - MODULE 5 RESOURCES

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## RESOURCES FOR BUSINESS OWNERS

[Entrepreneur Magazine](#)

[IncFile](#)

[Find an Art Lawyer](#)

[101 Small Business Marketing Ideas](#)

## ARTWORLD NETWORKING ORGANIZATIONS

[The Association of Professional Art Advisors](#)

[New Art Advisors Alliance](#)

[Tang Art Advisory Professional Network](#)

[ArtTable](#)

## SEO & KEYWORD RESEARCH

[Google's Search Engine Optimization Starter Guide](#)

[Google Analytics](#), [Google AdWords](#) & [Google WebMasters](#)

## EMAIL MARKETING

[www.mailchimp.com](http://www.mailchimp.com)

[www.constantcontact.com](http://www.constantcontact.com)

[www.aweber.com](http://www.aweber.com)

## BUILDING A WEBSITE & ONLINE PRESENCE

[www.squarespace.com](http://www.squarespace.com)

[www.wordpress.com](http://www.wordpress.com)

[www.theclarionlist.com](http://www.theclarionlist.com)

[www.yelp.com](http://www.yelp.com)

[www.yext.com](http://www.yext.com)

## TAKING PAYMENTS ONLINE

[www.stripe.com](http://www.stripe.com)

[www.paypal.com](http://www.paypal.com)

[www.squareup.com](http://www.squareup.com)

## SOCIAL MEDIA MANAGEMENT/ANALYSIS

[www.hootsuite.com](http://www.hootsuite.com)

[www.tweetdeck.com](http://www.tweetdeck.com)

[www.buffer.com](http://www.buffer.com)

[www.sproutsocial.com](http://www.sproutsocial.com)

[www.ifttt.com](http://www.ifttt.com)

[www.iconosquare.com](http://www.iconosquare.com)

## MAINTAINING YOUR CONTACTS & PROSPECTS

[www.salesforce.com](http://www.salesforce.com) (advanced)

[www.zoho.com](http://www.zoho.com) (advanced)

[www.linkedin.com](http://www.linkedin.com)

[www.google.com/drive](http://www.google.com/drive)

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