

Empathetic Marketing Resources

Step 1: Connect

- Empathy Map Canvas: <https://gamestorming.com/empathy-map/>
- Technology options:
 - Canva: <https://www.canva.com>
 - Mailchimp: <https://mailchimp.com>
 - Constant Contact: <https://www.constantcontact.com>
 - Hootsuite: <https://www.hootsuite.com>
 - Pexels: <https://www.pexels.com>
 - Higher Logic (Informz/Real Magnet): <https://www.higherlogic.com>

Step 2: Assess

- Free/low-cost images:
 - Pexels: <https://www.pexels.com>
 - Pixabay: <https://pixabay.com/>
 - Black Illustrations: <https://www.blackillustrations.com>
 - Unsplash: <https://unsplash.com/>
 - Morguefile: <https://morguefile.com/>
- Free/low-cost icons:
 - The Noun Project: <https://thenounproject.com>
 - Iconfinder: https://www.iconfinder.com/free_icons
 - Flaticon: <https://www.flaticon.com/>

Step 3: Respond

- Elicit input:
 - Personal phone calls
 - Surveys and polls
 - Event evaluations
 - Website feedback forms
 - Focus groups
 - Regional meetings/events

Step 4: Evolve

- Video tips and tricks: <https://eventgarde.com/blog/entry/video-made-the-marketing-star>