

LVLUP DOJO

DIGITAL MARKETING TOOLKIT



www.lvlupdojo.com



OVERVIEW

At the Dojo, our goal is to equip our members with the tools, resources and plans that allow you to navigate the space in a forward thinking manner. Whether it be through the courses that we produce on a monthly basis, the tutorials, or these eBooks, the Dojo want's to continue enabling you.

This eBook outlines a number of digital marketing tools, resources, softwares and useful hacks that anyone looking to grow their digital presence will find valuable. We have personally used each and everyone of these programs and fully endorse them, otherwise we wouldn't be sharing them with you. Each tool in this kit gives a breif overview of what the platforms can be used for from a 30,000 ft view (very high level).

Ultimately, what we have done here is thrown together a small, but solid 'marketing mix' of websites, extensions and softwares that you can leverage in order to fully understand what it is you are doing online, what you should be tracking to ensure sustained growth, and how to streamline and automate many of the tedious factor that come into play when LVLing up.

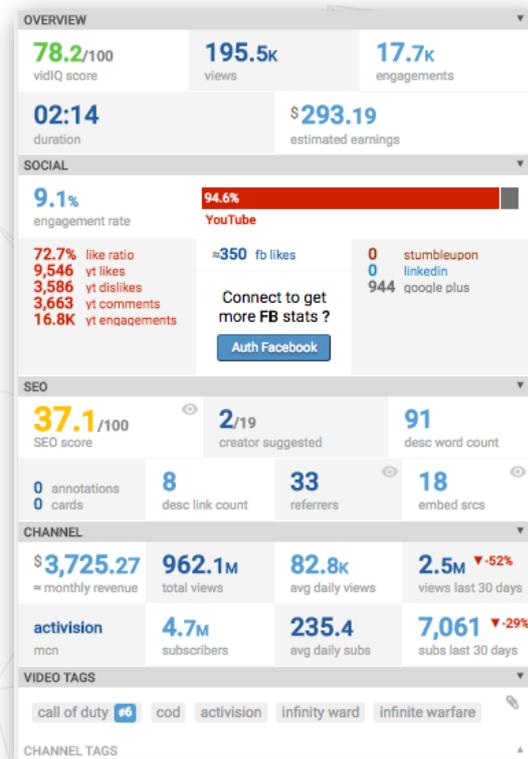
For more resources, eBooks, tutorials and hacks, make sure to take a look at the Dojo Repo located at meta.lvlupdojo.com



DATA AND INSIGHTS

VidIQ - YouTube Insights Extension

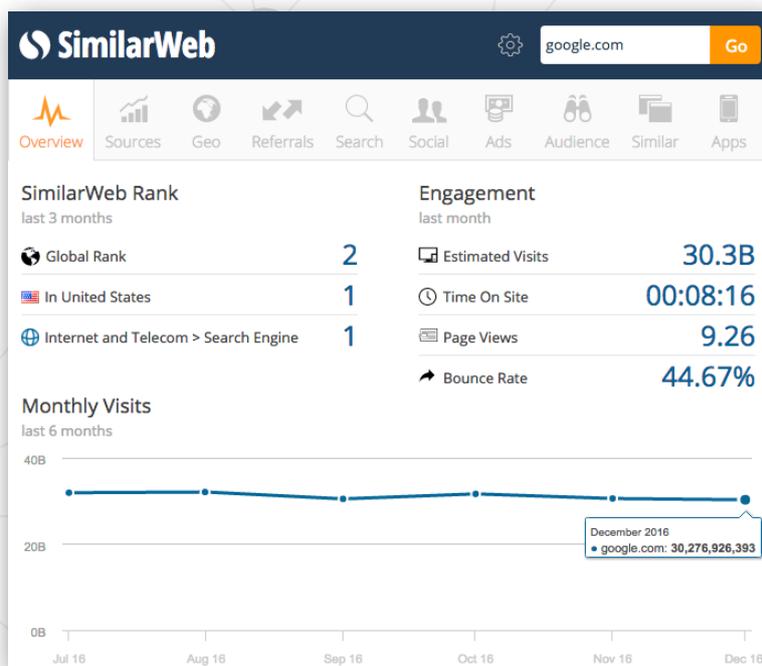
This is a useful Google Chrome extension that provides YouTube insights on a particular channel or video. You can see everything from average monthly revenue to engagement rate. On the right is a snapshot of what you can expect to see when it is installed and in use.



Install VidIQ

Similar Web - Website Analytics

This Google Chrome extension allows you to see the estimated website traffic, along with additional analytics. Similar Web gets put to good use when identifying the companies and websites that you want to associate with and also understand the likelihood of an endorsement based on the traffic, social channels, associated websites etc.



Get SimilarWeb

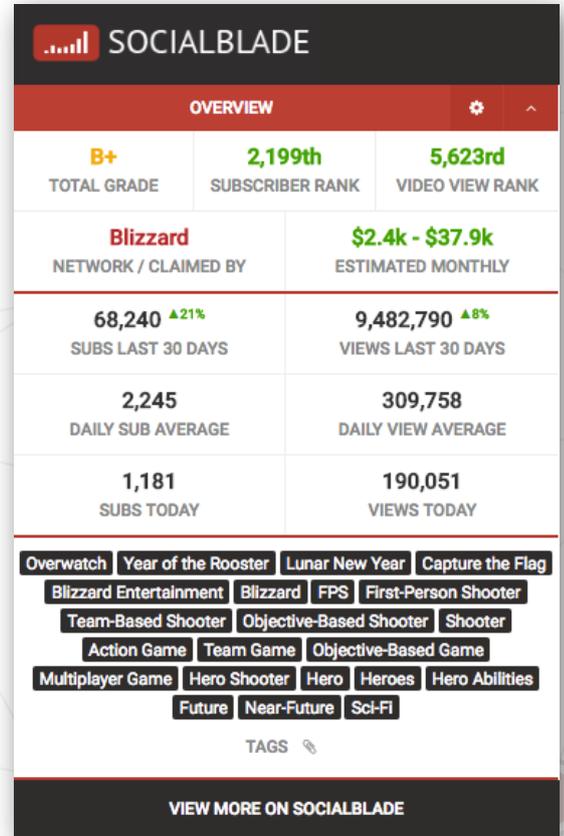


DATA AND INSIGHTS

Social Blade - YouTube Stat Tracker

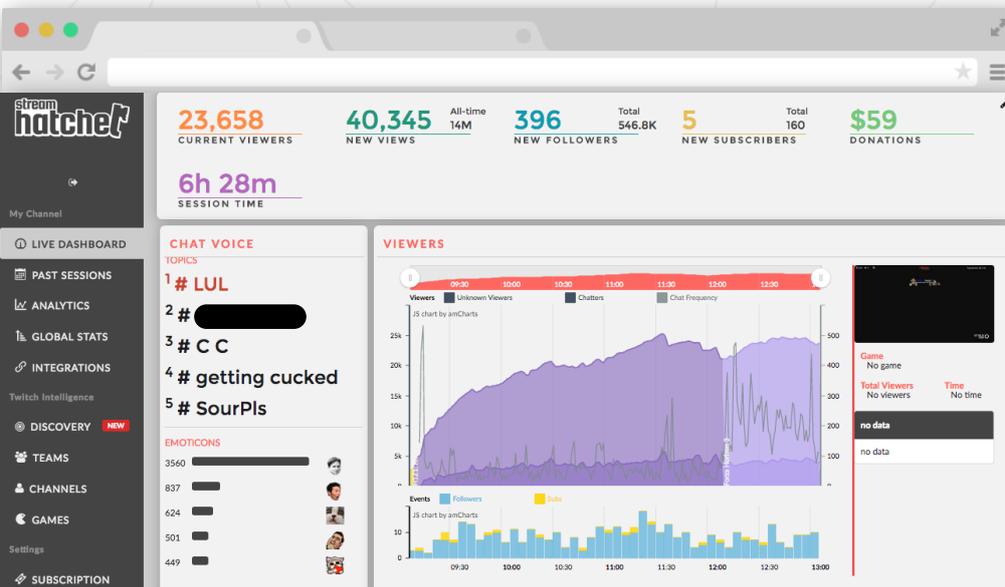
Tracks user statistics for YouTube, Twitter, Twitch and Instagram. This helps you get a better understanding of your ranking compared to other channels, gives insights into growth trends, what tags have been used, and much more valuable information to help when developing your networks.

Get Social Blade



Streamhatchet - Analytics For Twitch

This is a must have for any serious streamer that wants to understand the most efficient ways to grow their channel. They provide real time statistics to give you valuable information about what is happening in your stream at any given point.



Get 50% off by using the code "lvupdojo" when signing up for your account ;)

Check it out



MARKETING TOOLS

Hootsuite - Social Media Management Tool

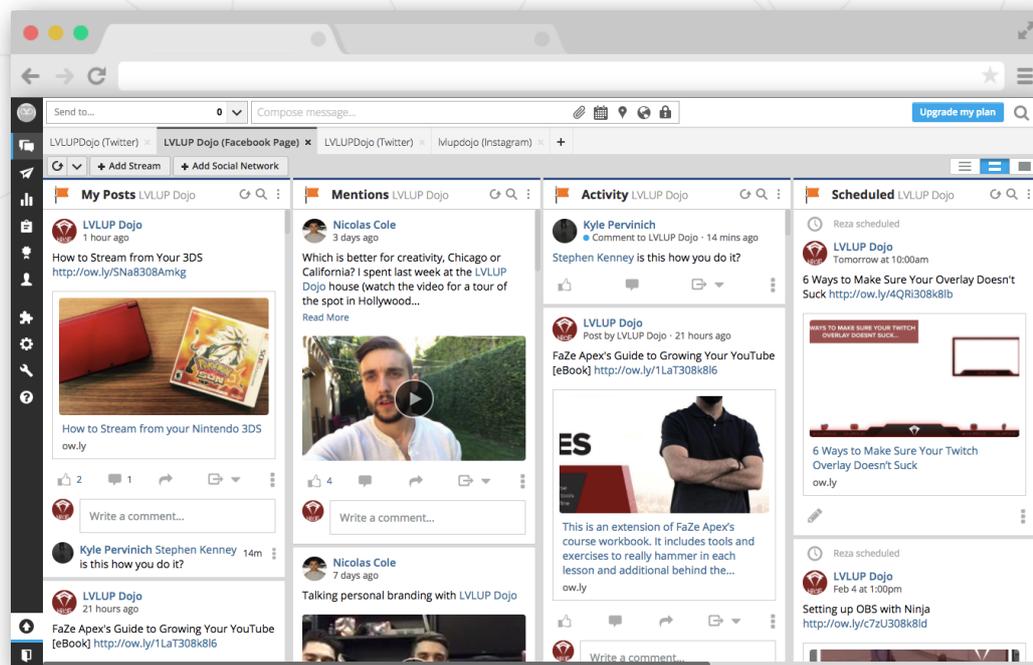


Hootsuite provides a useful dashboard for managing, scheduling, and analyzing multiple social accounts from one location. This can help you streamline your social media activity by putting together content that you want to post in coming days, weeks or months. It is very intuitive and even provides a 'suggestions' tab where you insert topics/keywords that are relevant to what you produce and it will curate posts from other websites that have relevant content. You can then make sure it is something that you would share, change the post copy and schedule a bunch of posts without worrying about missing a day of posting.

To the right is a snapshot of our Facebook dashboard and the streams connected:

- Posts
- Mentions
- Activity
- Scheduled posts

Try out Hootsuite



Other Social Media Management Tools

Here are a few more management tools that we have experimented with. Depending on how many social accounts you are managing and the bells and whistles you would like to use, one may be better suited for your particular strategy.

- Sprout Social
- Buffer
- Social Bro
- Social Oomph

**Click the logo to visit the site*





MARKETING TOOLS

Gleam - Giveaway Platform



Gleam is a giveaway management platform with both free and paid versions. When you're starting out- you're more than likely going to be fine with the free version. When you're ready to upgrade- it's \$39 per month. Either way, this tool gives you huge potential to grow your social channels rapidly.

You can conduct giveaways and associate actions with each giveaway entry. You should connect all of your social accounts to the actions, prompting each entrant to: follow, subscribe, retweet and post, effectively sharing the giveaway that you are running. In doing so, this will increase your follower count, and overall reach on each social platform that you connect to the giveaway. Try running the giveaway with one or two other fellow gamers that are looking to grow their following as well and double or triple the reach and follower count that the giveaway creates.

Added bonus: For each individual that enters into the giveaway, you will receive their email address which builds an email database that can serve many purposes as explained in the MailChimp section below.

[Gleam.io](https://gleam.io)

MailChimp - Email Marketing Platform



If you have something that you would like to offer to your audience, free or not, if you build a database of emails (or "leads" as we refer to them in the digital marketing world) MailChimp is a great platform that allows you to send templated out emails to everyone on your list. Some ways that you would use this platform can include:

- Letting people know when you are about to go live
- Sharing updates to your streaming schedule
- If you have a personal website and decide to start a blog, you can drive users to your website to read your article or blog post. This, in turn improves your overall presence throughout the internet. REMEMBER, the more times your name or something affiliated with you is mentioned on the internet, it contributes to your SEO rank through the association of specific keywords that are directly tied to you and your brand.

[Get Started](#)



COMMUNITIES

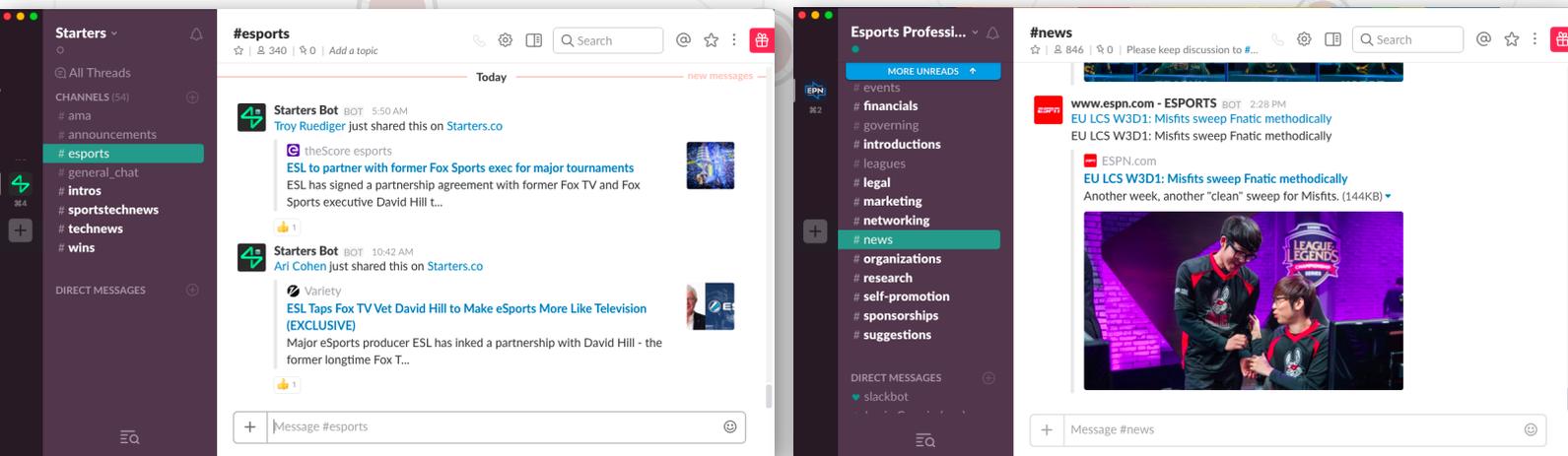
Slack Channels - Starters



Starters provides the latest news in sports technology and is cultivating a community of influential individuals across all sports to connect, collaborate and expand your network. They have recently launched Starters eSports and this is the perfect time to get in on the ground floor.

Dojo Bonus: You currently have to pay to be a part of this community, but if you follow the button below you will be able to skip the application process and get at the top of the list to access for free or a discounted membership.

[Starters.co](https://starters.co)



Slack Channels - eSports Professional Network



Esports Professional Network is one of the most active and engaged communities of esports professionals in the industry. Filled with industry thought-leaders, company executives, startups, and a large variety of esports professionals. As a Dojo member, this is a very valuable community to apply for. Although they focus more on the business side of eSports, it is a valuable source of information, connections and exposure to some amazing individuals in the space.

[Apply to EPN](#)



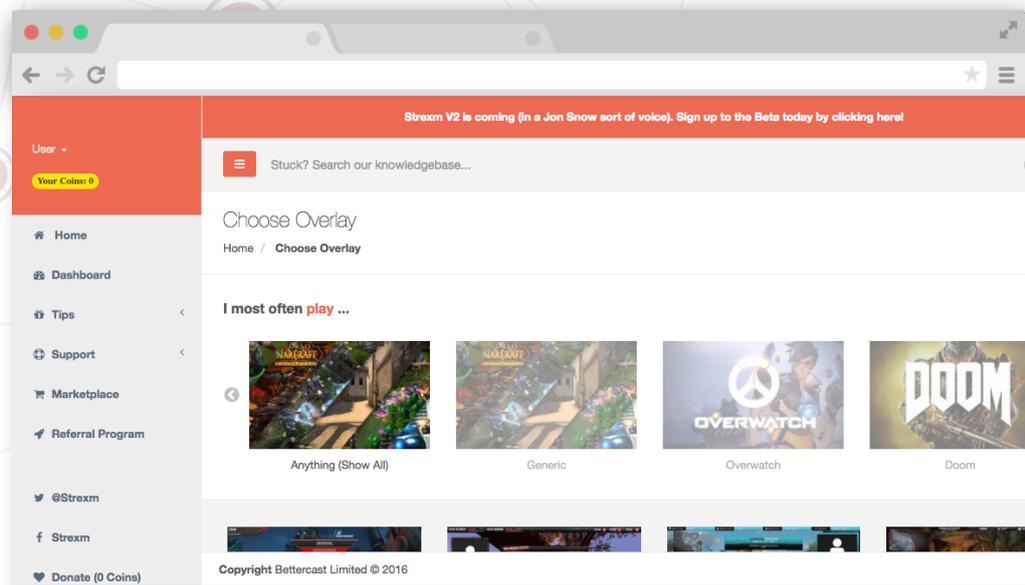
DESIGN

Nerd or Die - Streaming Resources



Nerd or Die is a site that is dedicated to improving your stream aesthetic. They provide head to toe Twitch guides, tutorials, panel/overlay designs and even run a monthly stream graphic giveaway. Not only do they provide tutorials and host giveaways, you can download free designs straight from their site... Definitely worth checking out.

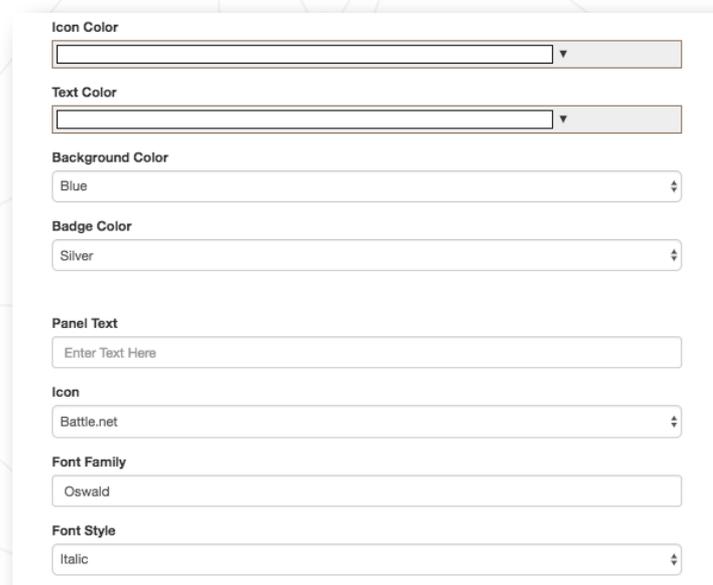
Nerd or Die



Strexm - Streaming Resources



These guys offer over 50 handcrafted, overlays all with integrated alerts and stream widgets that you can edit, tailor and store directly in the cloud. You can fully customize your overlay within their program and applying it to your stream is as easy as copying your unique URL into OBS or XSplit. Boom. Now there is no excuse for not having a good looking overlay.





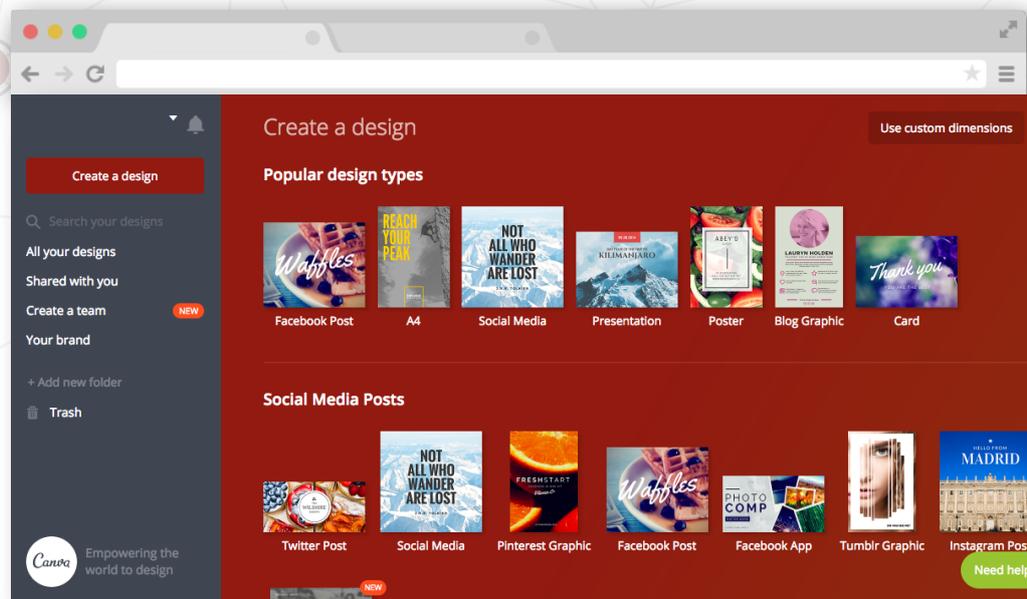
DESIGN

Canva - Online Graphic Design Tool



Canva is a great, free tool that allows you to make custom graphics for whatever you may need them for. It's a great alternative to photoshop and other pricey graphic design softwares and is a good starting place for new designers or people who want to make professional looking graphics. A couple reasons why we like Canva are that they provide you with templated graphics that you can manipulate to meet your vision, and let's say you want to make a new banner for your Twitter page- Canva will give you an artboard that is the exact dimensions needed for that banner, and many other post sizes.

Try Canva



Fiverr - Freelance Marketplace



Fiverr is one of the largest freelance marketplaces on the internet. There is a plethora of services that specialists provide to help focus on growth & create a successful business starting at just \$5. You can request anything from custom logo designs, SEO services, voice over videos, animations, programming... the list goes on. We've been using Fiverr since it's inception and it has only become more and more of a useful tool when it comes to streamlining and delegating tasks that you don't want to do yourself, at an affordable price.

Explore Fiverr



SUMMARY

DATA & INSIGHTS

VidIQ
SimilarWeb
Social Blade
Stream Hatchet

DESIGN

Fiverr
Canva
Strexm
Nerd or Die

COMMUNITIES

eSports Professional Network
Starters

MARKETING TOOLS

HootSuite
Gleam
MailChimp
Canva

LVLUP DOJO

OTHER USEFUL LINKS

[The Dojo Discord](#)

[Twitch Marketing eBook](#)

[Snapchat Marketing](#)

[Apex Guide - Grow Your YouTube](#)

[Ninja Tutorial - Setting Up OBS](#)

[The Dojo Repo](#)