

ONLINE MARKETING TOOLS – A REVIEW

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Abstract

In these days, the presence in the online environment makes the difference between "To be and not be ...". A wide range of software tools has been developed in order to fulfill the need for content and shape in the "window" of the Internet. In the present paper, we focus on a review of a few software tools, perhaps less well known, to create content more attractive, also usable in plant and animal resources engineering and research.

Key words: mind mapping software, plant and animal resources engineering, research.

INTRODUCTION

The Online Marketing Tools are a various software tools that are intended to use by (Fig. 1):

- Persons who are employee, but are searching for a new job
- managers (low, middle, top)
- persons who are intended to start their own business/NGO (Non-Governmental Organization)
- persons who already own a business/NGO.

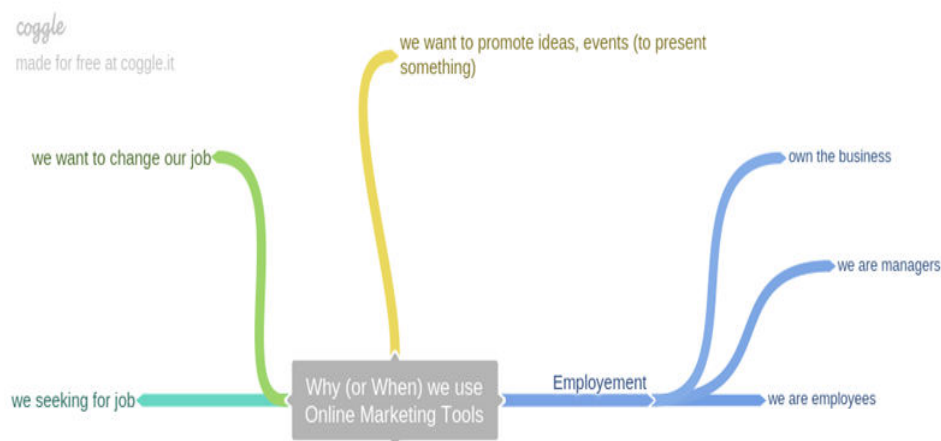


Fig. 1 The target audience of Online Marketing Tools, created with Google Coggle

Sections of this very large offer (down-to-up vision):

- A. Tools use for informing purposes, for creating digital content
- B. Tools for a person online visibility
- C. Tools for a freelancer online visibility (a portfolio)
- D. Tools for a business online visibility
- E. Evaluation of online visibility.

MATERIAL AND METHODS

This research is a descriptive one, regarding the creating digital content type software only, in particular with MindMaps software. Ever since have been published for the first time (Buzan, 1995), these programs have been permanently expanding their area of use, from brainstorming to project planning, including education. In a research in which were interrogated teacher candidates regarding their opinion about MindMaps, nearly 50% thought that "Assures the information to be permanent/Facilitates student's recalling"(Evrekli, 2009).

Mind Maps or Mind Mapping software (desktop/ online, collaborative tools, most of them integrate with Google Drive) has the following characteristic (Fig. 2):

Pricing:

- totally free: MindMup, Social Media
- freemium: from free but reduced functions to premium paid versions
- only paid: iMindMap;

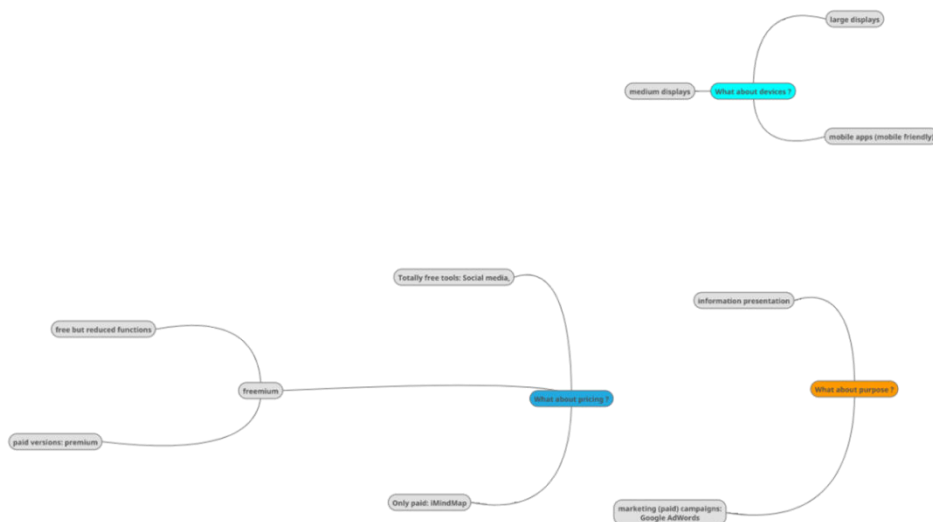


Fig.2 Classification of Mind Maps, created using Free MindMup

Purpose:

- from simply information presentations
- to be used in marketing (paid) campaigns like Google AdWords;

Devices on running:

- large displays: desktops, laptops (Windows, Mac)
- medium displays: tablets, iPads, Android, iOS
- small and very small displays: mobile apps (mobile friendly), Android, iOS.

Type:

- Desktop
- Online version

Graphic aspect:

- narrow
- round_full.

Some examples of this category that we will study:

- MindMup 2.0 (free online)
- FreeMind
- Coggle (freeware)
- MindMeister (freemium)
- iMindQ (free online version)
- iMindMap 10.

RESULTS AND DISCUSSIONS

MindMup 2.0 (Fig. 3)

- Recently integrated with Google Drive
- Argument maps and concept maps
- import/ export with FreeMind
- it is recommended the usage in education
- no account required.

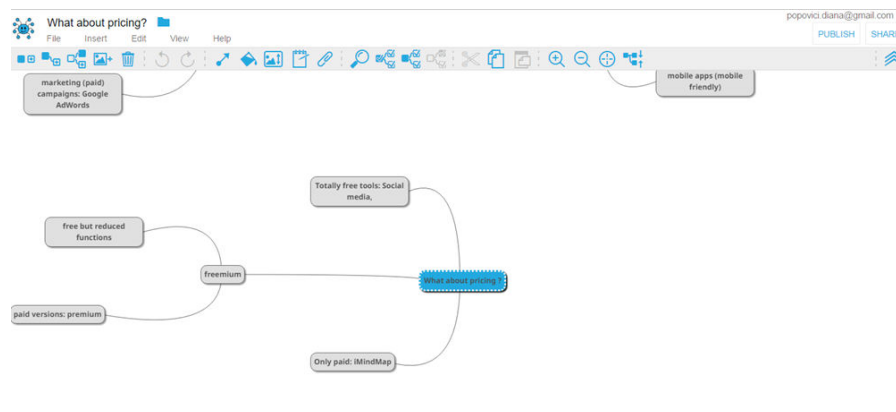


Fig. 3 MindMap 2.0 Interface

iMindMap 10 (commercial 80Eur - 250Eur) is the original product from the inventor Tony Buzan. It remains the most expressive, round_full graphics. It has a free online learning program, including certification.

FreeMind

Is an opensource product distributed under GNU General Public License (needs Java Runtime Environment) [Free Software Foundation]
 - one of the few free products that benefit of manual (Hillar, 2012).

Coggle (Fig. 4)

- The free versions: 3 private diagrams, unlimited public diagrams
- Online version integrated with Google Drive
- Real-time collaboration
- Unlimited image uploads
- Maps Gallery: <https://coggle.it/gallery>
- Tutorial: <https://www.youtube.com/watch?v=99VswRkMyW4>

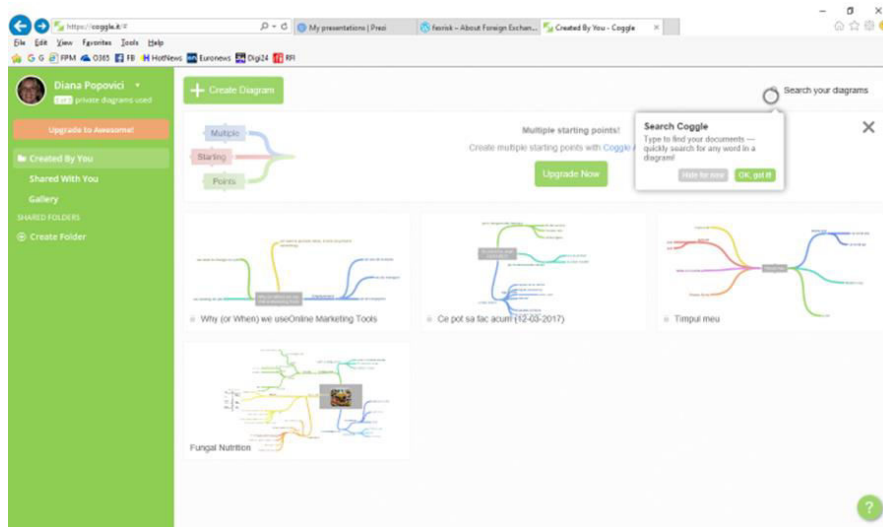


Fig. 4 Coogle Interface

MindMeister (Fig. 5)

- commercial versions (Personal/ Pro/ Business), monthly pricing
- up to 3 mind maps free, unlimited commercial
- group sharing, multiple admins
- export to image, pdf, word, powerpoint
- Web+ iOS+ Android (no desktop version).

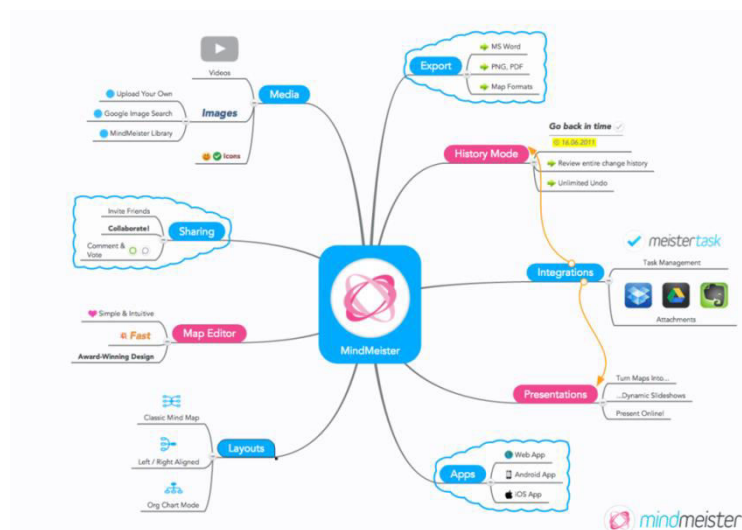


Fig. 5 MindMeister demonstrative Map (Source: MindMeister site)

iMindQ (Fig. 6)

- integrated with 5 cloud storages: Google Drive, Microsoft OneDrive, DropBox, Box and Yandex Disk

- flowchart diagrams and concept maps, + a map gallery
- video tutorials (Fig. 6)
- 15 days desktop version trial
- online free version with account at: <https://app.imindq.com/>

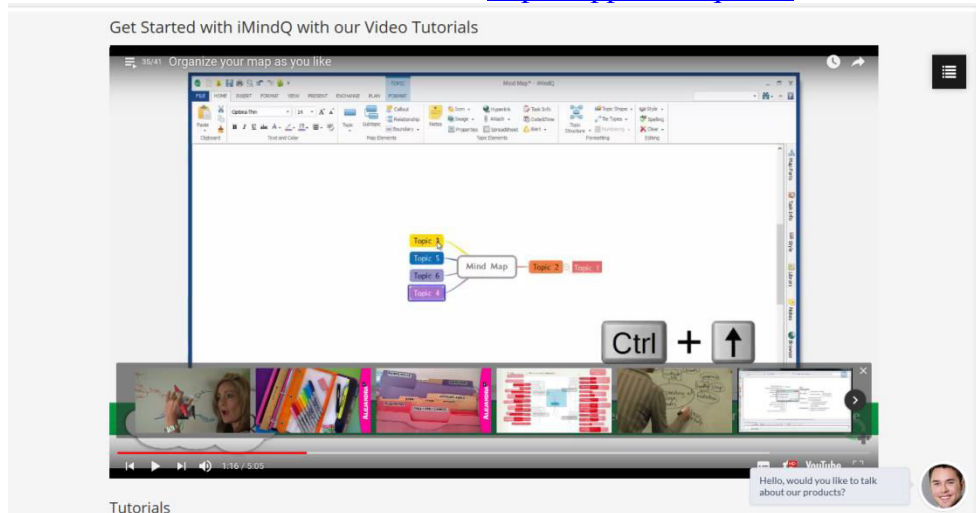


Fig. 6 iMindQ video tutorial

Other products: Canva (canva.com), MindMapFree (mindmapfree.com), MindView 6 Business, XMind, MindManager, SmartDraw, Docear.

CONCLUSIONS

The principal findings are synthetized in Table 1. As it can be seen, the variety of features is very high as that of the free policies. A very important aspect, which remains to be the subject of another paper, is the way the programs allow the export of MindMaps.

Table 1

Type of some MindMapping software			
<i>Name of Product</i>	<i>Desktop version</i>	<i>Online version</i>	<i>Graphic Type</i>
MindMup 2.0	Y, free	Y, free	narrow
Coggle	freware: Up to 3 private mind maps free;	Y, free	round_full
MindMeister	No doawloadable version	Y, for the mobile app	narrow
iMindQ	Y, 15 days free trial	Y, free	narrow
iMindMup	Y, 7 days free trial	iMindMap Cloud	round_full
FreeMind	Y, free		narrow

Incontestable, however, are very useful tools including for didactic and research work in plant and animal resources engineering.

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