

HOW TO KEEP UP WITH TRENDS



1

Take advantage of alerts

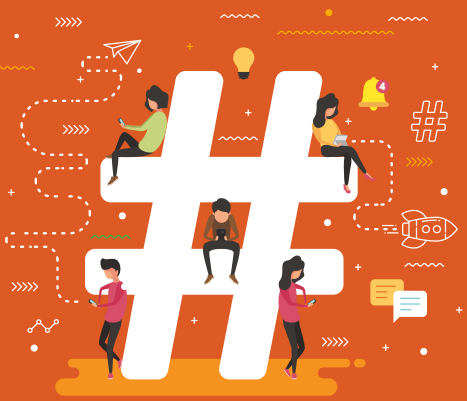
Google alerts is a great way to keep an eye on key trends in your industry. You can also use it to get alerts on key people in your business or industry.



2

Join social media communities

Social media is a hotbed of information. Joining LinkedIn and Facebook groups for your industry is a great way to keep up with trends.



3

Jump on the hashtag bandwagon

The world is all about the hashtag and monitoring key hashtags for your industry is a great way to stay relevant. Tip: if you use a tool like HubSpot



4

Subscribe. Subscribe. Subscribe.

If it's online you can probably subscribe to it. When you find a website that offers insights and updates on your industry, hit the subscribe button.



5

Find your industry podcasts

This is a great way to keep up with trends in a world of deadlines, as you can listen while doing something else.



6

Find the right project management tool for you

You can't keep up with trends if you can't keep up with your deadlines. Explore your options and find the features that will fit your business processes.



7

Find your content sweet spot

There are hundreds of sites on the web where people do all the research for you. Find the sites that offer you the content you need to stay relevant and bookmark them.



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