Resources: Marketing Your Museum on a Shoestring

General:
Mashable: http://www.mashable.com
Target Marketing Magazine: http://www.targetmarketingmag.com/
MediaPost: http://www.mediapost.com

Advertising:
Google Grants for Advertising: http://www.google.com/grants/
Google Adwords Tutorials: http://www.google.com/ads/learn

Social Media:
Hootsuite: https://hootsuite.com/
Tweetdeck: tweetdeck.twitter.com
Social Media Today: http://www.socialmediatoday.com

Email Marketing:
MailChimp Library: http://mailchimp.com/resources/
Email Marketing Rules Blog: http://www.emailmarketingrules.com/

Just for NEMA Members:
Easy Museum Marketing eBook and News: https://www.edtrips.com/nema/