

# Digital Marketing Toolkit

There's a lot of tools out there. This summary by no means represents a complete survey of all of the digital marketing tools that are currently available. Pick a tool and Google it—you'll find 15 competitors that pop up. This short guide is designed to act as both a checklist and a lay of the land. As you read through each heading (or use the table of contents below to jump around) ask yourself: do I have a need for a tool in this aspect of my business? Do I have a plan to tackle this aspect of my business?

I have personally used most of the tools on this list and while I don't like to recommend tools without a full understanding of the business or marketer who will be using them, I can say with confidence that the tools listed here will provide you with value in some way. Plus, many of them have generous trial periods, extensive demos, or "freemium" models where base features are free, but expanded or desirable features come with an increased cost. I've also noted when tools are free outright.

By the way, neither ClydeBank Media nor me as the author of *Digital Marketing QuickStart Guide* is being compensated to share these tools with you. This isn't an affiliate link page or anything like that.

Have a tool that you love but don't see it here? Shoot us a message at [support@clydebankmedia.com](mailto:support@clydebankmedia.com) and we'll take a look.

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## SOCIAL MEDIA

### AdsReport

A free automatic reporting tool for Facebook ads. This handy tool provides users with crisp, clean analytical reporting for Facebook Ads campaigns. AdsReport is a great tool for marketers who have to present information to managers, clients, or other stakeholders.

## Barometer

This free tool helps you benchmark your Facebook Ads performance against, at time of writing, over 40,000 other accounts across a broad cross section of industries. Barometer offers insights that are hard to uncover on your own while giving you a useful tool to check in on competitors.

## Buffer

Buffer is an all-in-one social media management platform and is a direct competitor to Hootsuite. Social media management software might not be necessary if you're just trying to keep track of a single account on one or two platforms but as your social presence grows—or you start managing more accounts for more clients—you'll find that posting and keeping track of engagement will become an increasing demand on your time.

## Hootsuite

Hootsuite is a social media management platform that allows marketers to see all of their social feeds in one place, schedule posts, and gain insights from a broad range of analytics and reporting. If you spend a lot of time connecting with customers on social, you'll need a product like Hootsuite.

## Twitter Report Card

Twitter Report Card is a free service from Agorapulse that evaluates your Twitter account with unique insights and allows you to compare your account performance to competitors and others in your industry.

## DESIGN

### Canva

Canva is a browser-based design platform designed specifically for people who aren't necessarily design experts. Filled to the brim with templates, easy-to-use design tools, and a robust collaborative editor Canva is a godsend for marketers who are short on time and need good looking images. If you start using Canva you will be surprised at the sheer number of designs you recognize from around the web that draw inspiration from Canva prebuilt templates.

## CONTENT

### BuzzSumo

BuzzSumo is a content discovery, monitoring, and distribution platform. In addition to their core content-focused features, BuzzSumo also provides handy content and social insights you won't find anywhere else.

## Easy Advocacy

A unique tool that empowers brands to activate their employees to become advocates for causes, content evangelists, and other earned and owned media efforts.

## Feedly

Feedly is an AI-powered RSS feed reader and news aggregator that helps users organize, read, and share content from a wide range of sources. Entrepreneurs, marketers, and social media managers who are trying to keep up with current events and emerging trends that impact their industry and target market simply can't keep up with the sheer scope of information on their own. Tools like Feedly can be a huge help in that regard.

## Headline Analyzer

A large part of writing effective copy comes from trying new things and doubling down on the tools and tactics that work. To that end, there is no shortage of headline and subject line analyzers that will crunch the numbers on your copy to score it against benchmarks and suggest edits. There are a myriad of these tools available, and many of them are free. Here are three that I have used in the past: [Capitalize My Title](#), [Headline Analyzer from CoSchedule](#), and [MonsterInsights](#).

## Loom

Loom (and tools like it) have exploded in popularity as remote work and distributed teams are quickly becoming the norm. Loom is an asynchronous video messaging service, meaning that instead of a two-way video chat like Zoom, Loom allows you to quickly record yourself or your screen and share the message to clients, team members, or customers. If that doesn't make a lot of sense right now, check out Loom and some of their use cases and the Loom value proposition becomes very clear.

## FREELANCER MARKETPLACES

### Fiverr

Fiverr is a gig economy staple where businesses of all types can find freelancers to expedite the growth of their business. Fiverr has come a long way from its early days where services started at just five bucks. Today's Fiverr marketplace is considerably more professionalized while remaining easy to use. It is possible to find freelancers with a range of skill levels and prices for almost any business need, but Fiverr is most useful for smaller businesses in my experience.

### Upwork

Upwork is a freelancer marketplace designed for businesses of all sizes. A balance of ubiquity and professionalism means that any business ranging in size from very small to large corporations can find a freelancer that meets their needs. I have used Upwork extensively both as a freelancer and as customer seeking freelance services and the platform is not only excellent but it continues to improve.

## CONTENT MANAGEMENT SYSTEMS

### **Shopify**

Shopify is an ecommerce-centric CMS (content management system) that incorporates an integrated payments processing functionality, marketing tools, and other business solutions. Similar to Square, Shopify is designed to be a one-stop-shop for new businesses and serves as a base of operations for both new and experienced marketers and entrepreneurs.

### **Square**

Square is an all-points business solution ranging from website and point of sale integrations to banking, payroll services, appointment setting, and marketing tools. While some business owners or marketers may not feel comfortable putting all of their systems in the hands of one vendor, there is no denying that trusting Square gets you up and running quickly.

### **Wix**

Wix is yet another CMS and website creator that uses templates, a drag and drop interface, and a focus on business customers to create responsive websites that look great, run fast, and are totally customizable.

### **WordPress**

Claiming to power nearly half the internet, WordPress is an immensely popular CMS (content management system) that allows site owners to quickly and easily build a no code/low code website that is modern, responsive, and highly functional. Hardcore coders often steer clients away from WordPress in favor of more tech savvy solutions, but for the average marketer, business owner, blogger, or creator WordPress is easy to use and, with the use of a massive library of functionality enhancements known as plugins, can provide just about any site solution you need.

## CUSTOMER RELATIONSHIP MANAGEMENT

### **HubSpot**

HubSpot is a features-packed CRM (customer relationship management) solution. With industry leading marketing, sales, service, content management software, and operations support HubSpot is well-positioned to provide a single point of marketing support and management.

## SEO

### **Ahrefs**

Ahrefs is a one-stop SEO and organic traffic shop. Ahrefs helps you build backlinks, generate and identify keywords, and audits your site to identify and diagnose issues.

## SEMRush

SEMRush is a fast-growing SEO and digital marketing tool. In addition to the standard site audit and linkbuilding tools you would expect, SEMRush is branching out into the world of content creation services, design tools, paid advertising management services, and other digital marketing tools.

## Yoast

Yoast is an industry staple for digital marketers who use WordPress as their CMS. Yoast is a WordPress plugin—one of the thousands of functionality add-ons that WordPress users can use to boost the capabilities of their site. Yoast is a great tool for on page and technical SEO that provides suggestions and guidance in plain English that are tailored for your site and your content. At time of writing Yoast is only available as a WordPress plugin.

# TRAFFIC CONVERSION & SALES

## Leadpages

Leadpages is a landing page and funnel builder that uses templates in conjunction with drag and drop page builders to make funnel building a low code/no code breeze. More than just a page builder, Leadpages offers a range of conversion-minded tools and services.

## OptinMonster

Pop-ins, banners, gamified offers, and more are all excellent conversion tools marketers love. OptinMonster provides a full set of tools to create and deploy all of these conversion elements and more. At time of writing OptinMonster boasts over four trillion monthly sessions optimized. If you see a conversion element—an opt-in form that slides in over content, for example—not only is it likely that it was created in OptinMonster but you can definitely recreate in for your own site and landing pages using their drag and drop editor.

## Proof

Proof is a sales conversion tool that uses social proof to encourage more sales and signups. Proof has a number of functions, but their core offering is a small window pop-up that pulls information from your sign-up list or sales log and shows shoppers that other people are on the site right now and spending money. Easy to use and implement, Proof is a service that provides deceptively simple value for online businesses of all sizes.

## Unbounce

Unbounce is a landing page builder and digital marketing conversion tool. In addition to the standard drag and drop landing page builder you would expect, Unbounce also features an AI copy functionality meaning you can spin full landing pages of copy out of just a few seed phrases.

## MESSAGING & COLLABORATION

### Slack

Slack is the oh-so-cool team messaging app that promises increased collaboration between teams and individuals. The bottom line is that Slack is slick and really useful for larger teams. For teams of just one or two people, Slack might be overkill, but as your team grows a team messaging app becomes a necessity.

### Teams

Microsoft Teams is Microsoft's answer to Slack. Teams is a messaging app for business teams that integrates seamlessly with other Microsoft products. The suite of features Teams boasts is very similar to those of Slack with the main differentiator being that Teams makes more sense to use if you are already a Microsoft 365 customer—365 is Microsoft's business suite offering.

### Zoom

Zoom is stock standard video conferencing software. One of the most attractive Zoom features is its free functionality. At time of writing *anyone* can call anyone else in a video call that runs up to forty minutes totally free.

## TOOLS FROM GOOGLE

### Google Alerts

Google alerts is a handy service that can be used to track topic mentions from around the web. It's quick and easy to set up a few alerts for your name, the name of your business, most popular products, or competitors to ensure that you stay in the loop.

### Google Analytics

Google Analytics tracks the behavior of users on your site along with a host of other useful metrics to help you track the ROI of your site. Technical (anonymized) data like browser and device used to access the your site, but demographic information like country of origin, search terms, and behavior on the site.

### Google Trends

**Trendspotting** is a skill that is equal parts art and science. No matter the pace of innovation in your industry, when it comes to identifying trends Google Trends is often the right first step. Trends tracks the search volume of phrases over time that represents a shorthand for interest in different key phrases.

## Google Workspace

Google's Workspace (formally known as G Suite) is Google's total business solution offering. Including business versions of popular Google tools like Gmail, Drive, Docs, Sheets, Meet, and Slides, Google Workspace is easy to onboard and use.

## Zoho

Zoho isn't a Google product, but it is the biggest Google Workspace competitor that many people have never heard of. Zoho offers many of the same features as Google with an additional focus on CRM (customer relationship management) solutions.

## PRODUCTIVITY

### KanbanFlow

KanbanFlow is a lean Kanban board application with a built-in time tracker (that even has a native [pomodoro timer](#)). KanbanFlow features numerous integrations, encourages team collaboration, and is packed with analytics and reporting tools.

### Team Gantt

Team Gantt is project management software for marketers, managers, and entrepreneurs who are serious about project management. Gantt charts are a visual project representation that highlights the dependencies and linkages between tasks. Team Gantt is an excellent project management tool but if you're not handling large, multi-stage projects it might be overpowered for your needs.

### Toggl

Toggl started life as time tracking software and has grown into a suite of time tracking and productivity tools. It's a great tool for freelancers who don't use platforms that have built in time tracking features, marketers who need help staying on top of their [pomodoros](#), and anyone who needs a little more structure in their workday.

### Trello

Trello is productivity and team collaboration software that uses the increasingly popular Kanban board layout. On a Kanban board, each task is represented by a card and cards are organized into columns and rows based on their stage of completion. Kanban boards are excellent visual productivity tools, and Trello is a leader in this space.

### Workflowy

Workflowy is a unique note-taking and mind mapping app with deceptively simple yet very powerful functionality.

## EMAIL SERVICE PROVIDERS

### **GetResponse**

GetResponse is a popular ESP that, like many of its peers, also includes a landing page builder, site chat options, a webinar hosting product, marketing automation tools, and more. With a host of features built with conversion in mind, GetResponse is a strong ESP contender in a crowded space.

### **Keap**

Keap is an ESP explicitly marketed to small businesses (though their services scale well for larger businesses as well). Keap is an all-in-one CRM (customer relationship management), ESP, marketing automation, landing page builder, and payments provider.

### **Mailchimp**

Mailchimp is a popular ESP that is marketed to businesses of all sizes but is very approachable for small businesses. In the style of other ESPs, Mailchimp has grown past simply being an email service provider and has branched out into domain hosting, marketing solutions, and automation tools.

## CUSTOMER SERVICE

### **Zendesk**

Zendesk is a customer service platform with an optional sales management product meant to compete with enterprise-level solutions like Salesforce. Zendesk's core customer service offering is a customer support management system that keeps your customer service operation organized, efficient, and professional. Zendesk has the ability to support multiple customer service agents and managers meaning if your customer service department is just a one-person operation right now there is a lot of room to grow with this tool.

## MISCELLANEOUS DIGITAL TOOLS

### **AppSumo**

AppSumo is an online marketplace that specializes in discounted digital products and tools. It's a great place for entrepreneurs to both find tools to integrate into their workflows at a discount, but AppSumo also represents a potential revenue source for those who sell digital products.

### **Bit.ly**

Digital marketers are always looking for ways to reduce friction in their communication with audiences. Bitly is a powerful tool to shorten long, ugly links into short, much more manageable links. Short links look much cleaner and on social media, where marketers are closely counting the number of characters they are using, link shorteners are almost a necessity. Additionally, links shortened with Bitly include an additional layer of tracking metrics and the ability to use branded links.



## **Builtwith**

Builtwith is a service that allows you to peek behind the curtain and see what technology your competitors—or any site really—is using to power their web presence. This tool isn't a necessity for your business, but it's interesting to see the tech behind your favorite sites.

## **Dropbox**

File sharing is a modern necessity. Dropbox is a secure cloud storage service that scales with your business. Easily manage document permissions, effortlessly share documents ... you know what Dropbox does.

## **Grasshopper**

A business phone line is a must for a professional business of any size. Grasshopper is a service that keeps your business and personal lines separate while allowing you to still use your cellphone as a work phone.

## **Survey Collection**

Surveys are a customer data collection staple and software that makes the ability to administer surveys at scale and make sense of the data that's collected is worth its weight in gold. [Survey Anyplace](#) is survey and questionnaire software designed for marketers and enterprises and [SurveyMonkey](#) is a broad appeal, popular survey provider