Digital Marketing tools are very important for digital marketers. Without the tools, we cannot carry out our digital marketing campaigns and analyse its efficiency. These tools have literally shaped the digital marketing industry as we know now.

I have been working on a course called Digital Marketing Tools Mastery and it will be launched in a few months. But as I was creating the course, I also did a lot of research about it and in the process I have identified the top digital marketing tools in each category of digital marketing.

Here's the list. This is a long post, but it will give you a clear idea about the top tools for the year 2020. I will be updating this post next year to make sure the list reflects the top tools of the next year.

So here we go...

**Social Media Marketing Tools**

Social Media is a core component of digital marketing. Let's have a look at the top social media marketing tools and how exactly they function.

1. **Hootsuite**

Hootsuite is one of the easiest-to-use social media marketing tools that allows the user to schedule the posts and keep a track of the social media accounts in one place. It is trusted by more than 16 million users in 175+ countries throughout the world. You get content curation options like tagging, searching, and usage statistics. It allows you to filter social conversations through keywords, hashtags, and location. You can curate the content based on the usage stats and analytics of the campaigns. Hootsuite gives you a free 30-day trial so that you can make up your mind to make the purchase.
2. Buffer

If you are looking for a tool that allows you to plan, collaborate, and publish compelling content that would bring faster business growth, zero in your search on Buffer. This tool allows you to take your social media marketing to the next level. You can create unique and engaging social media posts tailored for different channels. It gives you a bird’s eye view of all the scheduled content. It offers a simple scaffold to publish your content on Instagram, Facebook, Pinterest, Twitter, and LinkedIn. Besides posting the updates, the tool also lets you respond to social conversations, address the concerns of your customers, and impart a smooth customer experience.

3. Sprout Social

20,000+ brands and organizations of different sizes rely on Sprout Social for their social media marketing needs. It has helped them to understand their target audience and build a better strategy with cross-network social publishing. Sprout Social makes it easier to manage the otherwise cumbersome task of social media marketing.

It is a scalable platform offering the features of social listening, social publishing, social analytics, and automation to name a few. You can render a personalized experience to your prospects and customers. The unified inbox enhances the responsiveness of your brand and optimizes social monitoring. It enables you to maintain a calendar for the content to be published.
4. Socialbakers

Socialbakers can be your one-stop solution for all social media marketing needs. With advanced publishing options, you can remarkably enhance your social media strategy. 10,000+ marketers from huge brands like Samsung, Airbus, and Vodafone use this robust platform. Socialbakers lets you identify your marketing personas and the kind of content they would be looking for. All your social media activities can be effectively managed in a single platform from multiple accounts. You can assess the performance of your organic and paid email campaigns with the help of this tool. It allows you to keep an eye on all the trends of your audience, competitors, and the marketplace, based on which you can regularly optimize your strategy.

5. Tagboard

Tagboard is a unique platform through which you can curate social content and create real-time stories from a single dashboard. Brands who want to take their virtual event to another level can surely reap the benefits of this tool. It offers a suite of convenient tools that can help you design interesting stories.

You can drive cross-channel engagement on broadcast, live streams, web & mobile, and venue screens. With Tagboard, it is possible to discover social media content from the authentic sources in real-time. It allows you to display rich media like images and videos in addition to the social content.
6. Followerwonk

Followerwonk helps you to get a deep insight into Twitter analytics. According to these figures, you can refine your social media strategy for maximum growth. Based on the plan you choose, you get access to different features. The free version allows you to view social authority rankings, see your followers and their locations, and know their active status. The Target version ($29/month) allows you to compare follows and followers, view the follower losses and gains, maximize times to tweet, see the engagement of your tweets, and follow or unfollow from the App itself. (in addition to the features of the free plan). The Multitask version ($79/month) gives you loads of access and analyze accounts with up to 1 million followers and also sort 200,000 followers. If you need more access, you can contact them and get a quote.

7. Sendible

Be it planning, collaboration, engagement or analytics, Sendible can facilitate the management and amplification of multiple brands on social media. It improves the communication with your target audience and provides detailed reports on most engaging content, best time to post on every network, and website traffic earned through social channels. Sendible supports diverse platforms like Facebook, Twitter, Instagram, Facebook Ads, LinkedIn, Google My Business, YouTube, and Pinterest.

Blogging platforms like WordPress, Blogspot, Tumblr, and Medium can also be integrated in this tool. It lets you organize your posts from the calendar view and optimize the images right from the Sendible interface. You can preview your post and make necessary changes, if needed. It is the perfect choice for agencies managing the social media for clients.
8. Brand24

When it comes to effective social media marketing, one of the most important things to do is respond to people talking about you on social media. Brand24 is a tool that gives you instant access to mentions across social media, news, blogs, videos, forums, reviews, etc. You have access to Mentions feed where you can get to know what people are talking about your brand and respond in real time. Brand24 allows you to detect abrupt changes in the discussion volume so that you can keep a close eye on your company image. You can customize the alerts according to your preferences. For example, you can receive an email or in-app notifications when someone mentions your company in a negative light on blogs with 300,000+ visits each month. All the data can be made into comprehensive PDF reports, .xls files, and infographics.

9. Quuu

Quuu is a content curation tool that helps you cut through the noise with engaging and consistent posts. It will let you send relevant posts to share with your social media audience. You can integrate Quuu with the scheduling tools of your choice, namely Buffer, Hootsuite, Socialbee, or HubSpot.

It allows you to choose from more than 500 categories and get ideas on relevant topics. With Quuu, you can select the number of suggestions you would want to send to your social profiles via Buffer or HubSpot account. You can either manually check the suggestions from the Quuu dashboard or get it done automatically by the tool.
10. MeetEdgar

If social media marketing leaves you overwhelmed, MeetEdgar is the perfect tool for you. While MeetEdgar takes care of your social media strategy, you can work towards your business growth. You can upload your content manually with the help of bulk import or set-up an RSS feed to import your blogs or articles automatically.

It allows you to set a schedule that lets the tool know what to post and when. Edgar can write your posts or find quote-worthy stuff from articles or blogs. If you are reading a relevant article that can be published on social media, the tool comes with a browser extension that can create up to 5 pre-written posts to be scheduled on social media.

11. MavSocial

MavSocial is a top-rated social management tool with the help of which you can easily automate your social media management. You can keep track of keywords and terms so that you can figure out engaging topics. You can collaborate with your team and customize account permissions, allocate tasks, set the roles and responsibilities, and manage approvals across the brands and accounts.

There are built-in stock image libraries, smart search capabilities, and powerful editing tools so that you can manage the social media content properly. Real-time data is available for social media analytics. You can manage your digital assets quite conveniently with the help of AI image recognition technology.
12. Cool Tabs

Whether you are a brand, an agency, or media outlet, Cool Tabs can be an ideal social media tool for you. It helps you to enhance your campaigns, generate leads, as well as monitor your brand. With the social listening and brand monitoring feature, you can learn what your customers and users are saying about your brand on the Internet. You can create interactive content campaigns to build a larger audience. Even if you are a non-technical professional, you will be able to use Cool Tabs without any hiccup. It offers you a centralized system to store, view, and manage campaign and brand data.

13. Tweepi

Tweepi allows you to get more Twitter followers and build your brand visibility on that platform. More than 1,750,000 professionals use Tweepi for their Twitter strategy and increase their productivity.

You can find users by their full name, interest, company name, location, and any other relevant criteria. If you find any undesirable users following you, Tweepi gives you the power to unfollow them and maintain a healthy follower list. Its latest version, by the code name of Sigma bears Artificial Intelligence.

14. Everypost

Curate visual content from diverse sources and schedule tailormade posts with the help of Everypost. It gives you more control over your social media channels. You can share multimedia content across Facebook, Twitter, and LinkedIn, thereby increasing your traffic and bringing
better business growth. Be it content curation, customizing posts, collaborating with your team, scheduling and publishing your content, or analyzing your social media campaign performance, EveryPost can be your one-stop solution. You can avail a free trial for 14 days and then make up your mind to buy their paid versions as per your needs.

**SEO Tools**

SEO is one of the most important areas of digital marketing, if not the most important. Google’s organic search results get 100x more clicks than paid search results. The following tools helps in scaling your SEO game to the next level.

**15. SEMRush**

With intense competition in the digital marketplace, online visibility has become utmost important. SEMRush is one such tool that helps you to get desired results from your digital marketing efforts. You can get an audit of your backlinks and entire SEO in addition to semantic core collection, position tracking, and competitive intelligence.

Digital marketers love this tool for the features it provides for PPC campaigns. You can research for ad keywords and creatives, find the local benchmarks of PPC costs, and group keywords to manage them better.

Furthermore, you can understand the social strategies of your competitors and schedule posts across five social networks. It also has a Chrome extension to make things easier for you. SEMRush can be the best tool for your content marketing needs like content optimization for search engines and determining trending topic ideas.
16. Ahrefs

Ahrefs is the favorite tool for brands looking forward to growing the search traffic, researching the competitors, and monitoring their niche. It gives you a clear idea on why your competitors rank better than you and tips to beat them.

With Ahrefs, you get access to the exact keywords that your competitors rank for and how much traffic they get by every keyword. The Top Pages report helps you to see the pages that drive maximum traffic to their sites.

Take help of their Content Gap feature to know the keywords they rank for, but you don’t. You can even research for keywords and backlinks, that would eventually assist you in preparing a content calendar for your blog.

17. Google Search Console

Google Search Console is one of the most helpful tools if you want to enhance your performance on Google Search.

It measures the traffic on your website through Search and fixes any issues so that your ranking does not get hindered. Based on the information obtained from Search Analytics, you can optimize your content, which will ultimately help you to improve your position on Google Search.

Google Search Engine allows you to submit sitemaps as well as URLs for crawling. You can ensure that Google has the latest view of your website by reviewing the index coverage. It will also notify you via email if there are any issues on your website.
18. KWFinder

KWFinder by Mangools is a robust tool that helps you with keyword research. This tool presents with simple as well as advanced data to help newbies and experienced professionals alike. You will get search volumes with trends, thereby informing you about seasonal keywords and hot topics.

You can also find long tail keywords specific for the geographical location. It has data from over 50,000 locations. KWFinder has the most accurate SEO difficulty and exact search volumes for keywords. Big brands like Alexa, Delloite, Alexa, and Adidas trust this awesome tool.

19. Moz

Moz offers features such as site audits, rank tracking, backlink analysis, and keyword research. You can also get custom reports to optimize your search engine marketing strategy.

Their Keyword Explorer allows you to streamline your workflow and sheds light on which are the best keywords to target.

You can get several intuitive suggestions and compare the keywords for which the sites rank. This will give you better keyword opportunities. You can measure the click-through rates on the SERP with Difficulty and Organic CTR metrics.

You can check the entire suite of features through their 30-day free trial, to decide whether to make the purchase or not.
20. BuzzStream

BuzzStream works as a single dashboard to manage your relationships, research influencers, and carry out personalized and efficient outreach. Glassdoor, Indeed, Canva, and 99designs are some of the big names that use this tool.

You can discover contact information, profiles on social media, and site metrics through BuzzStream. It facilitates better collaboration with teammates and lets them share notes and better organization of the projects.

Get deep insight into how your team is performing and the outreach campaigns with BuzzStream’s completely customizable reports. As it allows you to distribute your content better, it can contribute significantly to your online visibility.

21. HARO

If you are a journalist, HARO can be an extremely valuable tool for you. It can give you a huge database of sources for upcoming stories and media coverage. Popular media outlets such as The New York Times, Mashable, and Chicago Tribune use this tool.

With 800,000+ sources and 55,000+ journalists and bloggers, HARO can be a great partner for you. It will not only increase brand awareness but also augment your SEO efforts.
22. AnswerThePublic

There are several questions that people are asking, pertaining to a particular keyword or keyphrase. AnswerThePublic, developed by the team behind CoverageBook, is a unique tool that lets you find these questions.

Subsequently, you can generate numerous blogging ideas that are sure to grab your prospect’s attention. These ideas are organized into different sections for easy accessibility. This tool can prove to be of great value to any marketing team including creative, PR, content, and SEO.

23. Frase.io

As your prospect or customer is exposed to an overwhelming amount of content with every passing day, you should focus on creating valuable content that they can relate to. Frase comes with the feature of answering the questions asked by website visitors instantly and efficiently.

Rather than creating content based on assumptions, create content that answers customer questions, with the help of this tool. You can generate content briefs at the click of a button.

24. PageSpeed Insights

The SEO algorithm set by Google considers the loading speed of your website as an important ranking factor. Taking into account this fact, you should use PageSpeed Insights to analyze the content of a web page and get suggestions to reduce its loading speed. This will ultimately boost your SEO ranking and help you drive more traffic to the website.
25. SpyFu

SpyFu provides a service by which you can download the most lucrative keywords used by your competitors. It gives you the facility to search for all domains and see wherever they showed up on Google. You will get to know every keyword they have bought on Adwords, every organic rank, and every ad variation in the past 13 years.

Whether you want to search for a PPC competitor or target the influencers of your industry, SpyFu is the best choice for you.

26. Screaming Frog

Screaming Frog SEO Spider is used as an industry leading website crawler for Windows, MacOS, and Ubuntu. Thousands of SEO companies and agencies trust this tool for technical SEO audits.

It allows you to crawl the URLs of websites and retrieve key elements so that you can audit technical and onsite SEO. They provide free as well as paid versions. It is recommended to purchase the paid version if you are looking for advanced features such as integration of Search Console, Google Analytics, Link Metrics, and PageSpeed Insights. You will also get custom robots.txt and custom source code search with the premium version.

27. Keywordtool.io

If you are not comfortable using Google Keyword Planner or other keyword research tools, you can use Keywordtool.io that generates up to 750+ long-tail keyword suggestions for each search
The best part of this tool is that you can use it without creating an account and that too without paying a single penny.

Keyword Tool uses Google Autocomplete to generate hundreds of relevant long-tail keywords for any topic. You can select a specific Google domain out of 192 supported domains and out of 83 languages that will be used to get keyword suggestions. For larger businesses who need more keywords, Keyword Tool Pro which is an advanced version of Keyword Tool can be used. It offers on average two times more keywords when compared to the free version.

**CRM Tools**

SEO and paid ads only get the customer to your doorstep. Now it’s the job of the CRM to take the customer around, build a relationship and eventually convert him. The following tools help in sales, follow up and taking the customer down the funnel.

**28. HubSpot**

HubSpot offers a complete stack of software for marketing, sales, and customer service in addition to free CRM. Numerous small and large businesses use HubSpot to organize, track, and build better relationship with their prospects and customers as well.

HubSpot CRM software is not only about contact management. It has several useful features for sales leaders too.

Having HubSpot means you will not need to manually update any reports. You will get complete access to all your sales pipeline details in real-time. This means that as soon as a prospect fills a form, you will get to see the contact details as a new lead.
29. Zoho CRM

Zoho CRM

Getting a 360-degree view of your business is of paramount importance if you want to be successful, and Zoho CRM is the best tool for you. Besides letting you track important sales and marketing opportunities; it lets you increase your conversion rates too.

Zoho CRM comes with the feature of multichannel support that allows you to reach people via email, live chat, social media, phone call, or in person. You can use its visitor tracking and email analytics features to learn about your customers and engage with them better. Automation is also possible with Zoho CRM which saves the time of the sales team.

30. Salesforce

Salesforce CRM software manages the customer information and actively tracks it. You can store names, addresses, phone numbers, and monitor customer activity like website visits, phone calls, and emails. With Salesforce, you get instant insights and recommendations.

It also allows you to simplify repetitive tasks so that you can focus on leads. Your entire team can access the CRM data irrespective of the device they are using. It is scalable so that you can accommodate the needs of the growing business. The most important advantage of this CRM is that you can ensure personalized and relevant communication with your customers.

31. Insightly

Insightly CRM offers an exhaustive service to enhance your marketing and sales efforts.
Customer journey is an important factor to consider when it comes to effective marketing. With
Insightly, you can create engaging customer journeys and grow your sales pipeline. It allows you to save all the customer data in a centralized platform and get more deals.

Over and above that, you can deliver your projects on time and build confidence with your customers. As it allows integrations with diverse tools like Dropbox, Quickbooks, Slack, Mailchimp, Xero, Google Drive, Evernote, CircleLoop, etc., you can take action right from your email inbox and have your contacts as well as calendar synced with easy accessibility. Needless to say, your data is secure and safe with encryption of data in transit and at rest.

32. OnePageCRM

Logging calls and notes, adding deals, setting your next action, getting custom templates, sending personalized emails in bulk – These are just some of the benefits you get with OnePageCRM. If you are still not sure about using it, you can sign up for their free trial.

What’s more? Well, it does not require any special onboarding. You can store unlimited contacts, notes, calls, and deals. It also comes with native iOS and Android mobile apps. It does not ask for any long-term contract from you as it is pay-as-you-go service that you can cancel at any time.

33. CapsuleCRM

Are you struggling with fragmented customer information spread across a plethora of spreadsheets? CapsuleCRM is to your rescue as it gives you a holistic view of your business. You can store and manage all your business contacts in a single place so that you do not have to sift through different apps or platforms.

With the tool, you can create the teams that you need and assign leads and opportunities to them. It also gives you the feature to control user access and get valuable insights into the
progress. CapsuleCRM is a great tool in that their expert support team is there to help you at every step.

34. NimbleCRM

As Nimble says, if you live in your inbox, Nimble is the perfect tool for you. It works right into the Office 365 or G Suite inbox so that you can update contacts, access insights from the company and contacts, and manage deals right from within your existing workflows.

The tool automatically builds your contacts and saves your valuable time that you can invest in ‘selling’. You can view all your calendar appointments, tasks, and action items for each day so that you never forget anything. You can get easy access to all the relevant information about the people you are interacting with, on digital platforms or in person.

35. Odoo

Odoo is a customer-centric CRM that throws light on actionable data so that you can make data-driven decisions.

Get custom dashboards so that you can get a clear picture of your business. Real-time reports and flowcharts come handy when you want to delve deeper into your business growth.

It enables you to review your campaign performance and next activities that you need to plan. You can build better relationships as it comes with the feature of sending real-time messages to your customers.
36. Freshsales

Features like AI-based lead scoring, built-in phone, email, activity capture, and sending targeted emails are some of the highlights of Freshsales. You can not only surface high potential leads who exhibit sales-ready behaviors but also plan relevant conversations with them.

Furthermore, you can get real-time alerts whenever someone opens your email or clicks through. Consequently, you can manage your sales pipeline better. In case you are using a complicated CRM, you can migrate to Freshsales for better functionality and ease of execution. fabHOTELS, FLYROBE, dyson, grabyo, OFFSET SOLAR, and WallyPark are some of the happy customers of Freshsales and you can be among them too.

37. Close CRM

Close CRM offers lead management, calling, email automation, and predictive dialers as its main features. It has a sales workflow optimized to help you close more deals.

You can double the number of outbound calls without leaving the interface. Fastest growing companies like MakeSpace, ZipRecruiter, and ChartMogul use Close CRM for their marketing and sales needs.

Additionally, you can amp up your productivity and improve workflow by connecting to their integrations like Zapier, Slack, Zendesk, Mailchimp, Facebook, HubSpot etc. Avail their 14-day trial to experience how it will drive business growth for you.
38. Pipedrive

Pipedrive is a popular CRM as it can boost your close rate by up to 28%. Doesn’t that sound awesome? They give a free trial for 14 days to facilitate the decision-making process for you. If you want to yield a higher ROI from your business deals, Pipedrive is for you.

You can have custom chatbots and web forms to generate hot qualified leads into your pipeline. Visual sales pipeline, consistent follow-ups, easy set up functionality and various customizations are some of the features that set the tool apart from all others.

39. Clevertim

Clevertim lets you stay organized with a simple CRM that can keep notes on your contacts and leads, track your sales opportunities, and manage all your tasks all in one place. You can also assign and resolve support tickets, cases, and projects as per the expected timelines. The tool also has the functionality of collaborating with your team.

You can organize your files with an interface that emulates Windows Explorer. These files can be attached to the relevant contact, company, case, or opportunity. It maintains a detailed record of all your interaction with leads and customers in the form of notes, emails, quotes, and proposals.
Landing Page Creation Tools

As marketers we need to constantly edit our landing pages. We need to test with new images, call to action, length of the copy and have to deploy codes on the page from time to time. If all this needs designers and developers to produce and ship, it will not just cost a lot of money, but a lot of time as well. The following tools helps marketers create landing pages really fast. One can build a landing page within a few hours, in not in less than one and deploy it on a live page with just a few clicks. Without these landing page tools, I would never have been able to get my business off the ground so easily.

40. Leadpages

ROI-driven landing pages on your mind? Build flawless websites, landing pages, pop-ups, and alert bars with Leadpages. It is trusted by 40,000+ small business owners who consider it as “go-to” platform for all their landing page needs.

Leadpages also allows you to connect with your target audience with the help of opt-in form builder, Facebook ad builder, and other integrations.

You can get real-time conversion tips, simplified analytics, and option to A/B test the pages you have created. If you are looking for a DIY digital marketing tool to create conversion-optimized pages, Leadpages can be an ideal tool for you.

41. Unbounce

Unbounce lets you create custom landing pages that can convert more leads and get more sales for you. Often, it so happens that your websites just do not work. Unbounce can be of great help to build high-converting pages with an easy-to-use drag-and-drop builder and all-you-can-eat buffet of 100+ templates.
While this would take a long time for a developer, this tool gets it ready in no time at all. You can also create customized templates with optional JavaScript and CSS that make your landing pages aesthetic as well as functional for desktop and mobile. A/B test the pages so that you can determine what kind of messaging, design, and forms resonate the best with your target audience.

42. Instapage

Instapage can be an end-to-end solution to deploy personalized post-click landing pages and get up to 400% more conversions. Marketers worth their salt certainly ensure that their ad clicks redirect the users to a relevant and smooth post-click experience. If you are also one among them, Instapage can be beneficial to you.

In addition, you can notice a rise in ad Quality Score, that would eventually bring down your cost per click. Your average conversion rate will also shoot up to 16%. The tool automatically maps ads to post-click pages. Its intuitive page experience editor creates custom landing pages in a jiffy, quite literally. You can build unique pages without any hassles with Instablocks. It is also possible to reuse these block templates across other pages. An important advantage is that you can seamless integrate it with Salesforce, Marketo, and 40+ similar platforms.

43. GetResponse

With a robust marketing software platform like GetResponse, you can rest assured about all your needs like landing pages, email marketing, marketing automation, autofunnels, and autoresponders. They even give a feature to integrate with all the popular apps such as Magento, WordPress, Facebook, Shopify, PayPal, and Slack to name a few.

Besides the marketing solutions, it has 100% responsive landing page templates that are sure to bring higher conversions. There are 5000 Shutterstock images to choose from and you can even use the built-in image editor to get perfectly designed pictures with a few brush strokes. That's
not all. You also get an option to place a sticky sign up form and trigger a popup to bring higher conversions.

44. Launchrock

Launchrock can be an effective tool if you want to build a launch site and capture early users. It offers a huge range of marketing tools that include self-guided courses, masterclass videos, and 1000+ how-to-guides. If you have never built a marketing page before, the custom page builder by Launchrock has your back. It will make your task easier than ever while bringing you more customers.

It also comes with a WYSIWYG editor so you can build a landing page as per your preferences even if you are not so tech-savvy. Vevo and Bumble are two brands who tremendously benefited with Launchrock and you can, too! Note that they have moved to startups.com. Get a complete idea on how they work by signing up on their new website.

45. Five Second Test

Five second tests help you keep track of the information that users consume and the kind of impression it creates within the first five seconds after they view a design. It is a great practice to test whether web pages are able to communicate the desired message.

Five second tests help you determine the purpose of the page and the main elements your visitor will be able to recall. It will also let you decide the target audience. The primary advantage of using this tool is that you will be able to optimize your designs and copy based on the results.

46. Landingi
Just creating a marketing campaign is not enough. It should be able to convert the traffic into customers. Landingi works as a landing page builder that can create custom landing pages for you. It comes with 14-day free trial so that you can explore their tools and features before making a purchase.

As it does not require any programming skills, it is one of the most coveted tools for landing pages. You get access to all the templates, dropdown menus, and tools to customize your own squeeze page. The tool allows you to take control of the entire digital campaign and bring faster business growth.

47. Lander

With more than 1,500,000 users and 3000+ brands trusting Lander, it is one of the most effective tools that helps to build well-designed landing pages in few minutes. It has 100+ ready-made landing page templates with the help of which you can create your event landing page, lead capture page, website landing page, or promotional pages for your services, products or apps.

It comes with an easy-to-use editor, A/B testing tool, and Facebook Page Tab. You can also add a human touch to the landing pages with the help of Dynamic Text Replacement (DTR). You can match your PPC ad’s keywords dynamically with your PPC ad’s landing page. Sign up for their 14-day free trial with all the features and choose your preferred plan at the time of final purchase.

48. Carrd

One-page sites can be easily built with the help of Carrd. Whether you need it as a landing page to capture leads or for your personal profile, Carrd is a totally free tool (for up to three sites per account) at your disposal. You can either choose from one from the huge variety of templates or
a blank canvas or make one of your own. It gives you a responsive page that will render well on every device irrespective of the screen size.

If you choose to buy its premium version ($9/year), you get additional features like custom domains, contact forms, widgets and embeds, Google Analytics, and no branding watermark of “Made with Carrd” in the footer. You can try it free for 7 days and then switch to the paid version if it matches your needs.

49. Wix

Wix helps you create a high-quality website exactly as you expect. Wix website builder allows you to promote your business, showcase your work portfolio, open your store or start a blog. You can either start from scratch or pick one of the 500+ designer-made templates. Its powerful drag-and-drop website builder can customize every element that you have on your site.

To add to these features, it also gives the freedom to add video backgrounds, scroll effects, and animation to enliven your website and make it look more professional. Summing it up, this tool works beautifully for amateurs and experts alike.

50. WordPress

One of the most popular Content Management Systems, WordPress gives you access to a plethora of landing page themes that can totally innovate your website into a lead-generating machine. It is highly flexible, customizable, and easy to use.

WordPress plugins can get you more leads with its conversion-focused features. It has a wonderful support system with engineers working 24*7 to address any questions that the users might be having. You can also keep tabs on how your readers perceive you, with the help of stats presented as beautiful graphs.
Email Marketing Tools

Email marketing has been the foundation of my business. Many people find it difficult to master email marketing because just like SEO there are many things that are not obvious and no one tells you about. I have been depending on email to grow my business and I have talked about email marketing strategies extensively in my Email Marketing Mastery Course. Here are the top email marketing tools I would recommend you to have a look at.

**51. Constant Contact**

![Constant Contact logo]

Constant Contact is an email service provider since more than two decades. It is a popular name among many small businesses and nonprofits. This tool provides you with features such as a drag-and-drop editor that can be used to customize an email template and create mobile-responsive emails that look professional and render well on all devices.

The additional features are email marketing automation, ecommerce email marketing, and contact management. The tool adds unsubscribes, bounces, and inactive emails automatically in the system. Its email list-building tool can add new contacts in person, on the website, or from Facebook. Real-time tracking tools give you an insight into the key performance indicators of your email campaigns, which will let you improve your strategy.

**52. Sendinblue**

![Sendinblue logo]

Sendinblue provides you with all the necessary tools like email marketing, SMS marketing, and chat. It has you covered even if you are looking for additional features such as CRM, marketing automation, segmentation, and setting up the transactional email workflow.

You can create landing pages, signup forms, Facebook ads, and retargeting ads to convert more visitors into customers. It has 80,000 users in 160 countries. You can avail this tool for free if
you want to get started with 300 emails/day. Their paid versions come with advanced features like CRM, automation, landing pages, chat, and multi-user access.

53. **Mailchimp**

Mailchimp is an all-in-one marketing platform that lets you create more personalized campaigns with their behavioral targeting tools. Whether you are an ecommerce business, a startup, or a mobile app, Mailchimp can be a reliable partner for you.

You can get started for free and buy the paid version according to your business needs. Also, you can buy email credits as and when needed if you do not want to pay a monthly recurring fee. For non-profits and charities, they offer 15% discount too. Mailchimp is an ideal tool for agencies looking forward to scaling their business.

54. **ConvertKit**

With ConvertKit, you can execute an effective email marketing strategy. You can grow your audience by creating attractive sign up forms and landing pages. It has an email designer to create simple emails that deliver value to the subscriber and bring conversions.

ConvertKit makes the tedious task of automation a breeze so that you can send targeted content to your subscribers at the right time. It also gives you a chance to group your subscribers with tags and segments so that you can send relevant content that matches their interests.

In case you are using some other tool but wish to switch to ConvertKit, you need not worry about anything as ConvertKit would make it easy for you.
55. Aweber

Aweber is a complete email marketing solution for small businesses. It has been around since 20 years and helped more than 1,000,000 entrepreneurs and small businesses to boost their growth. Even techno-challenged professionals can use this tool and carry out effective email marketing.

The drag-and-drop tool allows you to create beautiful emails without any coding. It also has a wide range of pre-built templates. Aweber also allows you to automate your email marketing and send behavioral emails.

Marketers can also measure the overall performance of their campaigns with powerful analytics. Start their free trial for 30 days and then switch to the paid version if it suits your needs.

56. ActiveCampaign

Email marketing, marketing automation, sales CRM, and messaging are the features offered by Active Campaign. With this tool, you can send highly personalized emails with responsive designs in a few clicks. You can trigger personalized emails according to the actions taken by the customer and send automated follow-ups to them.

You can send bulk emails, triggered emails, targeted emails, and email autoresponders with ActiveCampaign. You can also schedule emails for holidays, birthdays, and event invitations. It offers a 14-day free trial too, if you are unable to decide if it is the right tool for you.
57. Mailshake

![Mailshake Logo](https://example.com/mailshake.png)

If you want to connect with more prospective clients, book more meetings, and drive more sales for your business, try Mailshake. With this software, you can send personalized cold emails at scale and engage with prospects through the social media as well as the phone, all from one dashboard.

In addition to emailing, you can also practice cold calling from the browser itself with the native phone dialer. You can engage with prospects on Twitter, Facebook, and LinkedIn, thereby improving your connect rates. Business development executives can also take advantage of their live training and concierge onboarding sessions to improve their outreach strategy.

58. Keap

![Keap Logo](https://example.com/keap.png)

Keap is an email marketing tool that helps you to organize the client information and follow-up with them on time. You can automate the follow-up process so that you can respond to leads and client needs instantly.

As soon as you get a new lead, you can send him or her a personalized welcome message with the help of Keap. For existing clients, you can set automated reminders, emails, and texts. All the updates about the communications are available in the activity stream. If you are wondering if Keap is right for your business, just try out their free trial for 14 days and see how things work out.
59. iContact

If you think building an email takes too long, iContact can prove you wrong. It helps you build winning emails in minutes without any need of HTML. Just drag and drop the elements of your choice and it is sorted.

Automation of your email campaigns is also possible with iContact so that you can send relevant emails whenever the subscriber takes a particular action. What’s more? It also gives you the liberty to add third-party applications like Facebook, Twitter, HubSpot, WordPress, etc.

60. Campaign Monitor

Campaign Monitor caters to agencies, retail businesses, nonprofits, travel sites, publishing companies, entertainment brands, and technology companies for their email marketing needs. It provides you with everything that you would need to design beautiful email campaigns.

It has hundreds of professionally designed templates and drag-and-drop editor to build your email. You can even add countdown timers to make your emails interactive and bring better subscriber engagement. You can seamlessly connect to a plethora of apps like Shopify, Magento, Facebook, Wistia, etc. to organize your customer data more effectively.

61. Campaigner

Campaigner facilitates the process of nurturing leads, automating your emails, and creating personalized 1:1 interactions to bring incremental revenue, engagement, and increase customer
life time value. The tool also allows you to automate and optimize your email marketing according to data and event-driven triggers.

Campaigner makes it a cakewalk to create workflows customized to buyer journeys. Popular businesses like Adidas, Subway, Stanford University, and The Washington Post find Campaigner to be an effective email marketing platform.

62. Litmus

![Litmus Logo]

If you want to make the most out of your email marketing campaigns, Litmus is a classic tool for you. Businesses that have high volumes of email campaigns can benefit immensely with the scalable solution of Litmus. Pre-send testing is also possible with Litmus so that your emails render well on every email client and device.

Whether you are a designer, marketer, or agency, Litmus has features that would fit your needs. The cherry on the cake is that Litmus blog and resources are so insightful that you can get a complete understanding of email marketing while staying up to date with the latest trends.

63. Email on Acid

![Email on Acid Logo]

Email on Acid makes the life of an email marketer easier by offering features like email editor, email testing, spam testing, campaign precheck, email inspirations, and email analytics.

It can be that trustworthy partner who will let you QA your content, test your deliverability, and preview your email before hitting the Send button. You can test your email in 90 email clients and devices for flawless rendering. Its email editor can be used to build and edit emails from one place. You can assess the performance of your email campaigns and find out what resonates the most with your subscribers.
64. Drip

Drip CRM is exclusively available for ecommerce businesses who want to have a unique online store and stay ahead in the competition. With Drip, you can understand the whole customer story and get a full insight into your customer activities.

The makers of Drip understand the profound impact an email can have, and therefore, they allow you to segment your subscriber list, personalize your emails, and set an automation workflow to get more conversions.

Content Marketing Tools

Content is the central piece of an integrated digital marketing strategy. Without content, there is nothing to share on social media. Without content, there is nothing to share on email. Without content there is nothing to get attention from your prospects. Without content on the blog there is going to be no SEO traffic. Here are the top content marketing tools for a digital marketer.

65. BuzzSumo

BuzzSumo gives you the ability to collaborate with influencers of your industry and find the content that performs best. You can use their content insights to get ideas, build high-performing content, monitor your performance, and identify influencers.

The platform has four important features, namely Discovery, Research, Influencers, and Monitoring. Discovery refers to exploring high-performing content to get more likes, links, and shares. Research lets you analyze data points and optimize your marketing strategy. Influencers allow you to recognize influential people while monitoring allows you to track comments and trends.
66. Kred

Often, marketers have to search for social media influencers from their niche in order to study their activity on social media and the kind of engagement level they garner. Kred can be a great tool to help such marketers.

It assigns a score to potential influencers by measuring their Facebook and Twitter activity. In addition, it also allows you to build the influencer status and build a KREDible online presence.

67. Uberflip

Uberflip provides a platform to marketers to deliver a pleasant experience to the visitors or customers through content. You can break down content silos by integration third-party content platforms like YouTube, RSS, SlideShare, Twitter, Facebook, etc.

It gives you the feature to access all your content on one place so that you do not have to switch to different apps. You will be able to create personalized experiences for all your customers across multiple channels through this tool.

68. Evernote

With Evernote, typing notes, adding attachments, clipping web pages, or recording memos becomes an easy task. You can organize your notes, use notebooks, or their powerful search feature to find everything you are looking for. It all lets you manage projects, take quick notes in a meeting, set reminders, and edit documents.
If you want to manage your tasks better and in a simpler manner, Evernote is the tool for you.

69. Tweriod

Do you wonder which is the best time to tweet? Tweriod can give you the answers. It analyzes your tweets along with the tweets of your followers and informs you about the best time to tweet so that it can give you more exposure and reach.

Once you sign in with Twitter on Tweriod, the tool prepares a report based on the number of followers you have. As soon as it is done, you will receive an email or DM. That’s how simple it is. You can either request a free analysis of your account or get one off premium analysis for as low as USD 5 or subscribe for premium analysis plan for as low as USD 3.99.

70. Trello

Work more collaboratively and increase your productivity with Trello. Its boards, lists, and cards can be used to organize and prioritize your projects in a fun way. You can work with any team including your work, side project or a family function.

Trello has gained immense popularity because of its flexibility to fit the style of any team. Most importantly, you can integrate the apps that your team is already using directly into the tool.

71. Clickfunnels

Simply put, Clickfunnels enables people (primarily entrepreneurs) to grow their companies with the help of sales funnels. It instantly builds beautiful sales funnels that convert your visitors into leads and close them into customers.
With this tool, you can guide your visitors step-by-step through the entire sales process or point your customers directly to that product or service that they would be interested in. You can also follow up with your visitors after they leave your page. It comes with a drag-and-drop website editor that can simplify your task further. Start your free 14-day trial now and get a clear picture of how you can drive better business growth.

72. Grammarly

Often, we leave typos and spelling mistakes in the content we write. Grammarly can come to your rescue and help you correct these errors that might tarnish your brand image.

It also has a plagiarism checker so that you can check if the content is unique or not. You can either use the free version for basic features or its premium version for advanced language review. They provide discounts too, so keep looking at their website for offers.
Video Marketing Tools

The internet bandwidth has increased. People are connected to the internet with better devices. When the internet just started, written text was the only way to communicate. When YouTube started, most of the internet users did not have enough bandwidth to stream online videos. That has changed. Video marketing has become an important channel in digital marketing which cannot be ignored anymore. The following Video Marketing Tools will help you scale your video marketing strategy.

73. Filmora

Filmora has several powerful editing tools that can help you create awesome videos. It is suitable for individuals as well as businesses who wish to try video marketing and get more online visibility.

If you are a business, you should buy their Business plan so that you can use it for commercial purposes. It will give you access to Filmstocks Standard Library and multiple user accounts. However, if you are using it for personal use without any commercial benefits, individual plan would work the best for you.

74. Vyond

The online animation software Vyond can be used to create professional animated videos for marketing, training, and eLearning. They have a library of templates, sounds, and props to create engaging videos that can bring high conversion rates for your marketing team.
It is a flexible platform that can help you in incorporating video in your campaigns. Use Vyond and your video will be ready in minutes. Harness the power of Vyond to elevate your communications in an easy, accessible, and affordable manner.

75. Powtoon

Apart from videos, Powtoon also helps you to create awesome presentations. It is the perfect platform for tutors, individuals, and business owners alike. Powtoon has a number of drag and drop templates that can create a professional looking video for you.

This tool is not only a cheap way of creating presentations and videos, but it also makes the work fun and easy. One of the most remarkable features of this app is that you can export the video straight to YouTube without any hassle.

76. Slide.ly (Promo)

Video marketing is already an important trend in the online world. It allows you to create beautiful videos that will grab the attention of your target audience. It is an award-winning online video maker that can create stand-out video ads, social media videos, product videos, explainer videos for you.

You can customize over 2500 top performing video templates or even create one of your own. Select from more than 15M premium HD videos and photos from Shutterstock, Getty Images, and other partners. Besides the awesome product, they have a great customer support that is always there to address your concerns.
77. Videolean

Videolean allows you to create appealing videos for your blogs, newsletters, SEO, social networks, or presentations. You can either choose from the wide range of templates designed for startups, crowdfunding, restaurants, etc. or request one designed with your branding. You can then customize it for text, images, and music of your choice. Once you are done, it will prepare a low-resolution video preview in less than 3 minutes and acquire it in HD version for YouTube.

78. Videoscribe

Make your own whiteboard video quickly and affordably with Videoscribe. Here's how it works. Just select the images, type text, and add music or voiceover. Sit back and relax as Videoscribe takes care of the remaining steps. It is already being used by big brands like BBC, World Bank Group, NYC Department of Education, and The University of British Columbia.

You will get an easy-to-use drag-and-drop feature, instant access to a library of thousands of customizable images and music, and support from a professional team who are always ready to listen and help you out. If you are looking for a versatile video maker, your search ends here.

79. Vidyard

Vidyard is the fastest tool for creating and sharing videos. If you want to create a video for marketing purposes, this tool allows you to add interactive CTAs and personalize it according to the target audience. You can also record and send videos in just a few clicks to get more conversions.
In addition to video creation, the tool also offers revenue generation opportunities through their partner program and referral program.

**80. Magisto**

Magisto has a smart video editor that can let you make outstanding social videos within few minutes. It has millions of new high-quality video and image options that can perfectly suit your social media and marketing needs.

If you want to create brand awareness, build stronger relationships, and increase sales, Magisto is the perfect tool for you. Let your video storytelling be as effective as a blog post with Magisto. It will make video creation as easy as PowerPoint. The power of these business videos will be at par with a personal meeting and as scalable as digital marketing.
Forms

Website forms are an important component of the digital marketing ecosystem. Most of the ads are run because we want to generate leads. And leads are generated through website forms. Forms are important not just for leads, but also for doing surveys and understanding your users in a deeper way.

81. Typeform

Forms are of paramount importance if you want to get information from your customers and drive business. Typeform helps you to create beautiful forms that look more conversational. Forms, surveys, quizzes, polls, and shopping carts—you can create them all through this tool.

Irrespective of the stage your customer is in, you can design forms for every stage of the customer journey with the help of Typeform. They even have survey and questionnaire templates and form templates to help you out. They have built-in Google Sheets and Mailchimp integrations along with 500+ integrations with Zapier.
Automation and Integration

To connect two apps together you need API. Without an API (application programming interface) we cannot get two apps to communicate with each other. Usually, one has to write code using a developer and then host it on a server so that the two apps can communicate with each other.

With integration apps, you can do the integration without much trouble. It just takes a few clicks to do it. Here are the best automation tools on my list:

**82. Zapier**

Connect your apps and get workflow automation with Zapier. It helps you move information between your web apps automatically so that you can focus on growing your business. Link your web apps with a few clicks for better data sharing. If you want to build faster processes and enhance your productivity, Zapier can do the work for you.

Workflows known as Zaps can connect the apps used by you regularly and finish routine tasks automatically. The simple DIY setup allows you to go from idea to workflow in no time.
Optin Tools

Optin tools help you convert website visitors into email subscribers. If you do not collect the name and email ID of the website visitors using a lead magnet, you cannot get them to visit your website again, let alone transact with you.

The following optin tools are my favorite tools to convert website visitors into leads.

83. OptinMonster

OptinMonster can instantly build your email list, get more leads, and enhance your sales. Brands like TripAdvisor, Pinterest, McAfee, Capterra, and wpbeginner use OptinMonster for acquiring more subscribers and customers.

OptinMonster gives you the capability to build optin forms that can convert and turn visitors into subscribers.

It can also get you more qualified leads who are ready to do business with you. Ecommerce websites can recover the cart abandoners by incentivizing them through OptinMonster popup.

If you want to have a sticky banner on your website, you can do so with the help of this tool and promote an offer.

84. OptinChat

OptinChat can increase the conversion from visitors to subscribers by three times. It is a great way to collect your visitor emails in an interactive and smart way. You can also build your email list while sharing links.
Ever thought about an exit chat that collects visitor emails when they leave? That’s possible with OptinChat and it is quite likely that visitors would not leave without an answer.

You can even create your own AI chat, incorporate page level targeting, and store your emails in a dashboard with several direct integration options.
Advertising Platforms

Ad platforms are complex tools that I have created courses for each of them so that you can master them.

Here are the top advertising platforms I use as a Digital Marketer:

85. Google Ads

Being visible on Google is one of the most important medium when it comes to building a business. Google Ads allows you to get in front of customers when they are searching for businesses similar to yours on Google Search and Maps.

The good part is that you have to pay for results, such as clicks to your website or calls to your business.

A timely ad can give you the opportunity to convert prospects into valuable customers regardless of the device they are on. This is a great idea for brick and mortar stores too as you can increase the visits to your shop through Google Ads.

86. Facebook Ads

Most of your prospects and customers are on Facebook. Therefore, it is quite prudent to show up on Facebook Ads and build a brand recall for them. Facebook Ads let you retarget the interested prospects or advertise to people based on age, gender, interests or past purchases.
You can even have a call-to-action button according to the action you want the subscriber to take. If you have any concerns about your ad, you can always approach their support team and get satisfactory answers.

87. Quora Ads

Quora is an online forum extensively used by people looking for specific answers. It is a great platform to showcase your expertise and gain visibility. You can reach millions of people through Quora ads. With a worldwide audience of over 300 million unique visitors,

Quora can let you reach to decision makers and people researching for relevant stuff. Usually, people on Quora exhibit high intent so it is likely to get you more conversions.

Its analytics can allow you to monitor your campaign performance and keep optimizing it for best results.

88. LinkedIn Ads

If you want to reach professionals based on their industry and role to market your product or services, LinkedIn is the perfect platform for you. LinkedIn ads can target the audience that is most relevant for your brand and let them know how you can help them with their pain points.

With a reach of more than 630 million active professionals, LinkedIn Ads can build brand awareness and get you highly qualified leads as well.
89. Twitter Ads

Twitter Ads can create relevant messages that would tap on the right pulse as it can target by keywords in people’s tweets. You can set a budget and pay only when users take the desired action like follow your account, retweet, like, reply, or click on your Promoted Tweet. It does not have any minimum spend so you can start or stop without worrying about it.

It will give you results in real time so you can track the growth of your follower base and measure the engagement. Get discovered with Twitter Ads and acquire high value followers as well as driving word of mouth.

HelpDesk Tools

HelpDesk is an important part of any company. This is not exactly a digital marketing tool per se, but a tool that digital marketers cannot ignore. A good support desk and a good support team will help in customer satisfaction which will improve conversions on the top of the funnel.

90. Freshdesk

Connect with your customers on the go by converting all emails from the customers to tickets and responding to them without any delay. That’s Freshdesk for you. It makes sure that you do not miss out on any email in the cluttered inbox.

You can even create signatures that would give the reader a personalized feeling. With the intuitive reporting by Freshdesk, you can track team performance, customer satisfaction, thereby letting you recognize the biggest roadblocks.
Designing Tools

Digital marketers cannot always depend on designers to get design work done. These design tool help you make Instagram posts, Facebook Banners and other images required for digital marketing with a few clicks.

91. Canva

Canva is an extensively used photo editing tool that can make beautiful pictures and graphs. It is different from other online graph makers as it is not complicated or time-consuming. There is no need to have any special expertise so, you will get an informative as well as visually appealing graph or diagram in no time.

If you want to edit pictures, there is a drag and drop image editor and hundreds of professionally designed templates to choose from. Additionally, you can crop your images, add speech bubbles, and much more with this tool.

92. Venngage

Venngage is a unique tool that allows you to make awesome infographics. It has an array of 100+ infographic templates. You can add icons and images from their library to make the infographic visually appealing. To make your infographic stand out, you can customize its design by changing the fonts and colors in the infographic maker.

21,000 brands like Google, HubSpot, Forbes, Microsoft, Wired, and Harvard University already use this tool. You can be a data hero like them, too.
Learning Management System

Learning management systems are just like content management systems but for students and not just readers. Without a LMS (learning management system), I cannot deliver my courses online to my students. The following tools are the leading learning management systems in the market available today.

93. Teachable

Teachable

If you are looking forward to creating an interesting online course and showcase your expertise, Teachable is the tool you need. It will help you provide a world-class learning experience to the students by allowing them to easily sign up to your school, view curriculums and previews, and purchase your courses.

You need no coding skills to build an impressive course website with your own branding. Do you know what the best part is? You can launch your course instantly and start accepting payments and enrolments.

94. Thinkific

Thinkific

With the all-in-one platform of Thinkific, you can share your knowledge, grow the audience, and scale your business. This powerful tool gives you the ability to build your course by easily uploading videos, building quizzes, and organizing all the learning content with the drag-and-drop builder. You can set pricing, schedule lessons, and automate your content to curate a great learning experience.
Students get a complete suite of features like completion tracking, automated progress emails, and course discussions to name a few. It also gives you the facility to integrate with 1000+ business tools that you might be already using.

**Messenger Bots**

Messenger bots help you communicate with your leads on automation. The bots communicate for you so that you need not communicate manually. The following are my favourite messenger bots.

**95. ManyChat**

![ManyChat](image)

Automate and combine Facebook Messenger and SMS to grow your business with ManyChat - the chat marketing tool. With more than 1.3 Billion people using Messenger every day, ManyChat gives you the opportunity to reach a larger customer base and enhance your sales and marketing strategy. You can sell products, nurture leads, capture contact details, book appointments, and build stronger relationships through this tool.

Build a bot easily with their simple drag-and-drop interface and get more out of the tools like Shopify, Google Sheets, Mailchimp, HubSpot, ConvertKit, or Zapier that you could be using already.

**96. MobileMonkey**

![MobileMonkey](image)

MobileMonkey is one of the fastest-growing Facebook Messenger Marketing Solutions featured as the best chatbot platform on Entrepreneur. You can make your Facebook Marketing easier and more efficient with this powerful tool.
Stand out in the intensely competitive digital marketplace with MobileMonkey’s AI chatbot and automation. Its intuitive interface can make the messaging more relevant to the company’s marketing mix so that it can target the audience more effectively. Whether it is a customer survey, webinar registration or drip campaigns, Mobile Monkey can do it all in addition to creating conversion funnels, segmenting the audience, and integrating business applications.

97. LiveChat

![LiveChat](image)

More often than not, customers might want to have a quick chat with your customer support representative to resolve their concerns. LiveChat makes this possible for you. It is faster and more convenient than calling up or sending an email.

Your customers hate to wait and LiveChat understands this pretty well. Integrate it in 170+ tools to offer faster and more accurate service. It will automatically send the details to the CRM and help to manage their orders and accept their payments. What’s more is that the app is clean, clutter-free, and easy to pick up.
Conversion Optimization

A digital marketer should be continuously experimenting with images, messaging and other elements. Sometimes, it becomes hard to manage the numbers manually. The following tools help digital marketers to optimize their campaigns for conversion.

98. LuckyOrange

Imagine being able to see the number of people on your site right now and how they came across you! LuckyOrange can make this a reality for you. You can instantly compare historical statistics and see the keywords, locations, referrers, tweets, and languages that are driving traffic and behaviours on the site.

You can determine the reasons people don’t convert by getting details on everything that they did before they clicked on the Close button. You will be able to see a recording of every visitor on your website and get dynamic heatmaps that will show you how people read your site and interact with it.

99. VWO

VWO (Visual Website Optimizer), the GDPR-ready solution gives you actionable visitor behavior insights with heatmaps, recordings, on-page surveys, form analytics, usability reviews, and funnels. Based on this information, you can build, prioritize, and execute the entire optimization and growth program. You can easily create tests without any technical help with their WYSIWYG editor.

This tool also allows you to engage with the visitors and re-engage with the dormant ones with personalized notifications in real-time. The consistent uptime of 100% is an added bonus of using this tool.
100. Crazy Egg

As the website of Crazy Egg correctly states, they can enhance your website performance instantly. It throws light on the customer journey with Snapshots, heatmaps, and recordings by sharing visual reports of the customer activity. You can understand how it works by trying their free trial for 30 days.

It offers you a complete A/B testing tool that will facilitate decisions backed by data. You can quickly modify content with zero IT involvement and publish changes to the website directly. It is easy to set up and powerful enough to customize. Convenient integration with Shopify and WordPress is also possible with this super tool.

Conclusion

I hope this ebook helped you understand all the digital marketing tools out there in the market. I will be updating this list from time to time as I discover and become a fan of new tools. If you know any tool that can be added to the list, let me know.

Most of the tools have been discovered through my mastermind group and the community. A huge thanks to everyone who has referred me these tools.

If you want your tool to be featured here, please comment below or email me at mail@digitaldeepak.com

Cheers,
Deepak Kanakaraju