Grow Your Presence: The Top 12 Digital Marketing Tools

Digital Marketing is a vast platform that can be overwhelming at first. Luckily, several tools are available to help you stay on top of your game, especially if you are just starting out.

They can be broken down into different categories:

- Internet Marketing Tools
- Email Marketing Tools
- SEO Tools
- Content Marketing Tools
- Social Media Marketing Tools
- Automation Tools
- Analytics Tools
- Affiliate Marketing Tools
- Advertising Tools

Before you feel overwhelmed again, remember Ecwid can help keep everything simple and organized. Just remember, to be successful online, you need to make people aware of your product, market it correctly and to the right audience, know who is seeing your ads, and create SEO pages to draw attention to your product.

Here is a list of the Top 12 digital marketing tools for growing your business online broken down into the categories above.

Internet Marketing Tools

Bitly

Shortening any type of link is possible with Bitly. It also enables you to remove or include custom branding. For example, a typical blog post URL looks like "http://www.yoursite.com/blogs-and-news," and you may shorten it as "bit.ly/gag56b" using Bitly. The short URL appears to be more professional than a lengthy URL, and it's typically simpler to distribute.

By developing a unique Bitly link, you may also monitor your progress with private weblink analytics. For example, who clicked when, and where they came from!

Email Marketing Tools

Mailchimp

Mailchimp might not seem like a Digital Marketing tool, but in fact, every marketer working with their own email list needs something like this. It allows you to reach out to your past clients/customers whenever you have new products available for sale or just want to spread the word about something cool going on in your business. You can even quickly manage subscribers from different lists, send beautiful newsletters and even track the results of your campaigns!

Active Campaign

Active Campaign is a fantastic choice for email marketing. Their simple user interface, drag and drop capabilities, and well-designed email templates allow you to create stunning emails and landing pages quickly. Furthermore, Active Campaign allows you to build email campaigns in minutes, unlike other email campaign tools.

You can also use templates like pricing tables and quotation forms to promote your business. They're not only user-friendly, but they're also visually attractive, with a large number of design templates, listing division choices, and reporting metrics that are easy on the eye.

SEO Tools

Keywordtool.io

Today we live in a world where most people don't even know what SEO is or understand how important Search Engines are for our daily lives. Although Google's keyword data might be limiting for some businesses looking to expand their online presence outside of the USA, it still has some uses.

Using tools like Keywordtool.io, you can find out what phrases the average person would use to search on Google without knowing anything about keywords, backlinks, or any other technical aspect of Digital Marketing. This will give you more than enough information to start planning your next campaign!

SEMrush

SEMrush is a top-rated online visibility management solution that organizations worldwide use to help them improve their internet presence and raise their content marketing to new levels. Users may take advantage of certain SEMrush features, such as keyword research, site inspections, competitor research, backlink analysis, Google Ad campaign optimization, and more with a paid membership.

SEMrush is a highly utilized tool for SEO that has a vast domain database of over 46 million domains and is trusted by internet marketers globally. With an excellent clientele that includes eBay, PayPal, Forbes, and BNP Paribas, it's no surprise SEMrush is used by so many businesses.

Content Marketing Tools

Bannersnack

Bannersnack lets you create display advertisements in a variety of shapes and forms. You can construct HTML5 animations, add videos links, or include custom code to make your banner unique. It's also really straightforward to use.

You may start from scratch or utilize a template, developing your banner distinctive by adding animations, engaging features, and strong Call-To-Actions. To produce one, simply drag and drop visuals together until you're happy with the result. The banners are also compatible with all major ad networks, which adds to their appeal.

Feedly

Feedly is a news aggregator that allows you to keep track of other sites' blog entries in any of the fields that you're interested in. Feedly lets you pick and choose blogs, publishers, and topics you're interested in and present them on a newspaper-style timeline.

You may also blog your articles on Feedly, which is a great way to stay up to date on new material without having to visit each website you wish to follow.

Social Media Marketing Tools

Buffer

Buffer is one of those tools that just makes your life so much easier. The company was founded in 2011 by Leo Widrich, who was Twitter's very first "hire," which even made an appearance on this blog some time ago. It allows you to schedule posts on all major networks (Facebook, LinkedIn, Pinterest, and Twitter) and tailor them specifically to each user depending on their preferences. So, for example, I can create one post sent out at 2 pm every Tuesday for my personal account, while creating another one that goes out at 1 pm every Friday for my business accounts.

Automation Tools

Acquire.io

The platform is a comprehensive set of customer communication solutions that focuses on onboarding, sales, and customer service. In addition, the system offers several valuable functions, including live chat, chatbot, voice and video call, and co-browsing.

Customers' web pages may be viewed and interacted with in real-time using Acquire's co-browse and can provide fast answers to inquiries. This increases consumer satisfaction, and involvement and assists support personnel in resolving concerns more quickly.

There are additional services provided by Acquire, including in-app communications, SMS, triggers, and campaigns, chat history, canned messages, personalized messaging, two-way interactions, customization options. Analytics, reporting, and intelligent message routing are also available.

Analytics Tools

Google Analytics

Paid Advertising has been around for as long as businesses have promoted themselves on billboards, radio, and television. Nowadays, it is the most cost-efficient way to reach a large audience, and in some cases, it's even better than organic traffic.

Once you have an ad running in one of these media outlets, Google Analytics will give you the chance to track how many leads came from that ad and what kind of results it brings. If you find that, for example, it's converting well on Mobile devices but not so much on desktops, you can make some changes to your campaigns accordingly.

Affiliate Marketing Tools

Buzzsumo

Buzzsumo helps you determine what type of content is performing best on social media. You can even see who shared it on Twitter and Facebook.

For any keyword, the Question Analyzer Tool from BuzzSumo has introduced a question analyzer tool that enables you to analyze the most commonly asked questions on hundreds of discussion forums, Reddit, Facebook, Twitter, Quora, and other Q&A sites.

The best solution is to utilize the search metric meta description as a tool to attract potential customers. You can also use this to introduce your own (or a competitor's) brand name. It will instantly reveal who is asking the question or talking about your business. You may use it for marketing research, as well.

Advertising Tools

Google AdWords

Google Adwords is Google's advertising platform for helping you promote your website or product through text ads. They offer a feature called "Adwords Editor" that lets you upload multiple files into the system. This tool enables you to create ad text, set budgets, and manage the keywords you're targeting. Once your ads are running, Google Adwords will give you the chance to track impressions, clicks, CTR (click-through rate), CPC (cost-per-click), CPM (cost per thousand impressions), and of course, conversions.

Why Digital Marketing Tools are Important

Marketing tools come in all shapes and sizes, and you can use them to manage budgets, track ROI (return on investment), organize social media accounts, run contests and giveaways, and more. In addition, many social media platforms have their own tools that give users the option to schedule posts, analyze engagement rates, and stay on top of conversations.

Marketing tools are important because they help marketers organize their accounts, measure growth, and determine what kind of content is doing well.

Ecwid to Keep Everything in One Place

Ecwid is a web-store platform that allows users to sell products through their social media pages. The platform has extensive features, including affiliate programs, drop-shipping, auto-replenishment, social tools, email marketing solutions, inventory management, support for multiple currencies and languages, and more! It also integrates with many of the most popular free digital marketing tools available on the internet today.

The best part is, you can start for FREE. So create an account today and see how Ecwid can make selling online simple and profitable!