The 101 Best Digital Marketing Tools to Grow Your Business

By Jamie Turner
Thanks for downloading this e-book.

We developed this resource to help you find the right digital tools to improve your marketing and increase your sales and revenues.

If you’d like to learn more about how to use the science of marketing to grow your business, please feel free to subscribe to the 60 Second Marketer e-newsletter.

In the meantime, enjoy the e-book. We hope you’ll find it helpful.

Sincerely,

Jamie Turner

Jamie Turner is an internationally-recognized author, speaker, and CEO. He is the founder of 60 Second Marketer and speaks at events, trade shows and corporations around the globe.

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How to Use This Guide

If you’re like most people, you probably don’t have enough hours in the day to get all your work done. There are phone calls to return, emails to respond to and meetings to attend. Then, on top of all that, you’re supposed to launch, run and manage your digital marketing campaigns.

It’s enough to drive you crazy.

The good news is that finding the best digital marketing tools just got a lot easier. We’ve analyzed hundreds of available tools and selected the best ones for businesses like yours.

Ready to get started? Great. Here goes:

Social Media Management Tools

Social media management tools are tools you can use to run and manage your social media campaign. These tools allow you to post from multiple channels and even allow you to schedule posts in the future.

1. Likeable Hub: This is a tool that allows you to post across multiple platforms from one convenient dashboard. It even makes suggestions on what posts to share with your audience. It’s run by my friend Dave Kerpen, who is also the author of Likable Business and other excellent books.

2. AgoraPulse: Are you looking for a way to engage your fans and measure your performance across multiple social media platforms? AgoraPulse is used by Virgin, PlayStation, McDonald’s and others to at-
tract fans and engage them with quizzes, photos, contests, sweepstakes and more. This tool was founded by another friend of mine named Emeric Ernoult. I’m always amazed at how Emeric and his team continue to keep AgoraPulse on the cutting edge of social media tools.

3. **Socialcast**: With Socialcast, you can update Twitter, Facebook and other social media platforms rapidly. It also lets you manage multiple apps, schedule posts and allows multiple users to login at any time.

4. **Sprout Social**: Sprout Social manages multiple social networks from one dashboard, allowing you to optimize your outreach in each channel, identify people interested in your brand and convert them to loyal consumers. I’ve found it to be a good tool for people who like to process data visually.

5. **Crowdbooster**: The beauty of Crowdbooster is that it lets you manage your social media profiles while also providing suggestions on how to improve your engagement and interaction. This is perfect for the businessperson on-the-go who doesn’t have much time to analyze data and derive insights of their own.

6. **TweetDeck**: Like HootSuite, TweetDeck provides a way to track many of your social media channels on one dashboard. It can be a time-saver and a productivity-enhancer, assuming you’re not easily distracted.

7. **Sendible**: This social media management tool allows you to publish across multiple platforms while also monitoring your brand mentions across the social web.

8. **Viral Heat**: This analytics-based social listening tool allows you to see each mention of your brand along with analytics about it. Viral Heat also shows you overall trends concerning your brand.

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9. **Marketing Cloud**: Marketing Cloud’s social media management platform is perfect for companies who have multiple people contributing to their social media campaigns. In addition to organizing and monitoring your Twitter and Facebook pages, it allows you to assign updates and social streams to members of your team based either on their expertise or who is “on duty” at a certain time.

10. **ThisMoment**: ThisMoment is the only software platform that helps brands build and manage immersive, high-engagement brand experiences across the web, social and mobile simultaneously.

11. **Expion**: Built with multiple-location business or franchises in mind, Expion allows corporate offices to oversee and manage each of their locations’ individual social media accounts while still allowing store managers or franchisees to have some control over the account. This helps brands maintain continuity across locations while still allowing for regional-based promotions or content relevant only to the local stores.

12. **Syncapse SocialTALK**: Perfect for mid-sized businesses, this tool helps you control your presence across different platforms, manage multiple social media accounts from one platform, establish multiple user access levels, and monitor incoming traffic.

13. **SproutLoud**: This platform helps manage brands and promote marketing messages at the local level with a web-based Marketing Resource Management solution. Their solutions are easily adaptable for any type of local network — sales channels, franchises, retailers, dealer networks, VAR Programs, distributed employees/offices, affiliates and more.

14. **Socialbakers**: Socialbakers is a user-friendly social media analytics platform which provides a leading global solution that allows brands to...
to measure, compare, and contrast the success of their social media campaigns with competitive intelligence.

15. **Oktopost.com**: This B2B platform allows for total content management, allowing for easy distribution and marketing of your campaign across social media. It has gained in popularity over the past few years in part because of its ease-of-use and the new features they continue to introduce.

16. **Offerpop**: This marketing platform focuses on managing hashtag campaigns, referral programs, quizzes, and contests.

17. **Hootsuite**: Hootsuite is one of the better known social media platforms available. They have a simple, easy-to-use dashboard that makes posting on social media a piece of cake.

**Content Creation and Integration Tools**

Are you interested in creating content that’s engaging and informative? If so, you’ve come to the right place. Check these tools out.

1. **Facebook’s Power Editor**: This is a tool that is constantly being updated with targeting and budgeting features. Power Editor is a great choice for creating and running advertising programs.

2. **Cision**: Enhance your Facebook page by creating custom applications that allow your brand to do things such as integrate with Google Maps or Yelp, post HD videos, run sweepstakes, and more.

3. **Quick Sprout**: Not to be confused with Sprout Social, this cloud based software company creates interactive ads and applications perfect for bringing social content to the web and mobile devices.

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4. **Lithium Community Platform**: This software as a service company creates a social community right on your website that provides a place for your brand advocates to converse, tools to spread the word about your product through social channels and even generate ideas for innovation.

5. **Storify**: This tool lets you collect photos, videos, tweets and other social media content to create a single, integrated story that you can embed anywhere.

6. **Canva**: This design tool can be used to create unique images for your blogs and social networks. Canta enables users with the ability to create and edit fresh images that are perfectly sized for social media platforms.

7. **Piktochart**: This infographic creation tool is a simple and fun with ready-to-go themes and free of charge.

8. **Visually**: If you do not feel like creating your own visual content, let this tool do it for you. At a low cost, Visual.ly creates infographics, eBooks, and videos for your content needs.

**Display Retargeting Tools**

When you visit a website, a cookie is placed on your browser to indicate you’ve been there. Retargeting allows your businesses to serve ads to people who have visited your website in the past.

1. **AdRoll**: With a customer base of over 20,000 brands, AdRoll offers a self-service platform that connects to 500 ad exchanges including the major social media networks.

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2. **ReTargeter:** By using site retargeting, search targeting, and dynamic targeting, you can lend your ad campaign to an account team for re-targeting.

**Programmatic Advertising Tools**
Programmatic advertising allows you to bid for digital ads in real time, which can save you money on your ad spend. It’s perfect for companies that have robust marketing budgets and a relatively sophisticated media buying team.

1. **ChoiceStream:** This tool sorts through audience data and singles out which information is useful or not. The information is then used to target appropriate ads to your target audiences in order to increase relevance your ad and target relationships.
2. **Rocket Fuel:** Their Moment Scoring tool uses data to estimate how likely it is that someone will respond to your ad. Once calculated, the feature decides where and when your ad should be served.
3. **Simpli.fi:** What separates Simpli.fi from other tools is that it doesn’t rely on pre-organized audiences in order to calculate audience data. This can help improve the impact of your campaign over time.

**Social Media Listening Tools (Brand Monitoring)**
These tools are essential when connecting with consumers while your brand is on the line. By listening in on conversations on the web, you’ll get an idea of the potential threats and opportunities you have for your brand.
1. **PeopleBrowsr**: Research.ly, and Analytic.ly are PeopleBrowsr’s main products, and offer sentiment monitoring, trend reporting and audience profiling. Their main claim to fame at the moment is their recent announcement that they provide 1000 days of Twitter history.

2. **Social Mention**: This free web-based application lets you search popular channels such as blogs and microblogs to find brand mentions and analyzes the sentiment towards your brand. You can also set up alerts so that you will be told any time someone mentions your brand.

3. **BrandsEye**: A slightly different type of social media listening tool, BrandsEye helps you manage your online reputation by finding all of your brand mentions, the reputation of their source, the sentiment and even flags mentions that you may require immediate attention.

4. **Oracle**: This software goes beyond monitoring what is being said about your brand online, and analyzes specific posts and snippets of posts to get the true sentiment surrounding your brand. Additionally, they identify who the influencers are for your brand.

5. **Sysomos MAP**: Sysomo’s flagship product, MAP provides access to millions of conversations dating back to 2006. The software helps monitor what people are saying about your brand, determine sentiment, and identify influencers. MAP also provides detailed demographic and geographic information and competitive analysis.

6. **Heartbeat**: Sysomo’s other social media listening product, Heartbeat, runs on the same technology as MAP, but is geared more towards brands interested in the day-to-day monitoring of buzz, as opposed to in-depth market research. Though the amount of information is more limited with this tool, the user-defined dashboard makes it easier for marketers to quickly find the information relevant to them.

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7. **Infegy**: Infegy is a listening tool that allows you to visually see information flow between influencers, identify key conversations and determine tone. Additionally, historical data about your brand goes back to 2007, so you can see how your influence has changed over time.

8. **Brandwatch**: Check out how many mentions your brand has across the internet, where they are coming from, and how far the comments have reached.

9. **Lithium Social Media Monitoring**: This dashboard, reminiscent of Google analytics, monitors virtually every online social media channel and provides you with an overall score of how well your brand is doing.

**Mobile Ad Networks**

Mobile ad networks sell ads that can run on apps or on the mobile versions of websites like ESPN.com, CNN.com or NewYorkTimes.com. Some of the mobile ad networks listed below focus on SMS. Others focus on display. And others use a variety of tools and technologies.

1. **4INFO**: These guys have a patented technology that lets you target prospects based on previous purchase data. It also allows marketers to track the results of their campaigns on an ROI basis. (Disclosure: I serve on an advisory board for 4INFO.)

2. **Airpush**: This is a mobile ad network that has inventory on more than 150,000 apps and thousands of mobile websites.

3. **AdMob**: Owned by Google, AdMob is used and trusted by more app developers than any other ad platform worldwide.

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4. Chartboost: A platform that helps grow your business by increasing revenue and discovering new players for mobile games.

5. Appnext: This self-serve advertising platform can help maximize mobile revenue by promoting relevant apps.

6. unityAds: This platform specializes in engaging audiences with high-quality video ads.

7. Facebook Audience Network: The Audience Network enables Facebook campaigns to be expanded, giving marketers more scale into other mobile apps.

8. Tapjoy: New and increased revenue can be increased by non-spending audiences in this marketing automation platform.

9. iAd: Apple’s simplistic approach in advertising campaigns that give the user flexibility in choosing the price, audience, and ad format that works best.

10. InMobi: Backed by Soft Bank and Kleiner Perkins Caufield & Byers, InMobi is designed to let brands, developers, and publishers track global consumers through advertising.

11. Kiip: This app redefines the way consumers connect with brands through a customizable rewards program.

12. Flurry: This mobile marketing platform takes a consultative approach by tailoring each campaign in order to meet your marketing goals and objectives.

13. MobFox: Improve your app’s user experience by inserting high quality and fully customizable ads for mobile campaigns.

14. LeadBolt: This award winning platform specializes in the monetization of apps by choosing the placement and integrating promising formats into your campaigns.

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15. mobileCore: This platform uses an extensive premium network that makes acquiring users who will be more inclined to download your app.

16. Millenialmedia: Whether you would like to monetize your app or advertise on mobile, this trusted platform has plenty of solutions to guide you there.

17. Mojiva: An advertising network geared more specifically for tablet devices that have an advertising serving platform (Mocean Mobile).

18. Opera Mediaworks: A mobile ad platform that is built for brands, possesses capabilities that can help you deliver rich, high quality experiences for your audience.

19. Revmob: A monetization and advertising solution platform for all apps using iOS, Android, and Amazon.

20. MobileStorm: Businesses use this app to build databases of customers that makes it easy to reach and keep in touch via email, text, push notifications, and messages.

21. Urban Airship: The American mobile company provides tools and services in mobile application development and application enhancement.

22. Tatango: A communication service that enables users to send messages to consumers via SMS and voice messaging.

23. Mobivity: With a SmartReceipt, business can triumph in connecting customers with digital marketing programs using SMS, digital surveys, or loyalty programs.

24. Velti: Velti is a very personal and effective mobile channel that can deliver messages and offers directly to the consumer.

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25. **Verve**: Verve makes advertising for mobile networks easy by using a compelling data server that provides a look into the consumer’s real world path-to-purchase.

26. **OpenMarket**: This is a do-it-all platform that mobilizes your enterprise using multiple channels and SMS in order to reach customers.

27. **ShopPad**: This mobile solution can be used to benefit the shopping experience online by using a clean and simple interface.

28. **Fyber**: An open ad monetization platform specializes in growing your audience by app promotion and distribution.

29. **Vibes**: Vibes helps marketers increase revenue by using best-in-class tools and technology to help businesses grow.

**Local Mobile**
The Local Mobile category includes GPS, geospatial and Location-based Services (LBS). LBS can be query-based, providing the user with useful information on the nearest destination or it can be push-based, delivering coupons and other marketing information relative to a specific geographical location.

1. **deCarta**: This technology is built to provide exceptional mapping, routing, geocoding, and local search for most applications.

2. **Factual**: This platform improves mobile location signals with factual global data while enabling a personal and relevant mobile experience.

3. **Placecast**: This is a DMP (Data Management Platform) that unlocks location data in order to create mobile ad audiences for more effective targeting.

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4. **Retailigence**: This platform makes it easy for marketers to connect with audiences through display, mobile, social, and video.

5. **PlaceIQ**: Working with brands, agencies, and channel partners, PlaceIQ develops mobile audiences and analytics from location intelligence for your digital marketing needs.

6. **LocAid**: The largest location-as-a-service company uses core location technology that is used for indoor and outdoor use on any mobile device.

7. **AirSage**: AirSage uses signaling data from cellular networks in order to provide high speed travel times.

8. **Cuebig**: The BeAudience Platform uses beacon, Wi-Fi, and GPS signals to create and find targetable audiences for mobile advertising and cross-channel marketing.

9. **Skyhook**: With clients such as Apple, Sony, and Mapquest, Skyhook uses user location data to bring important and relevant content.

**Measurement/Analytics**
These are tools that help you measure, manage and analyze your marketing performance in order to increase and improve your ROI.

1. **Google Analytics**: This tool from Google allows you to improve your site, app, and marketing channel performance with specialized data reviewing features.

2. **mixpanel**: Considered the most advanced analytics platform in the world for mobile and web functions, Mixpanel answers any questions by reporting actions, not page views.
3. **Flurry**: With Flurry analytics, tracking your users and app performance can be understood by either using a basic or advanced setup.

4. **webtrends**: This program uses digital analytics to gain a real perspective on how your customers interact with your brand across different channels using a simple dashboard interface.

5. **Upsight**: This platform provides more than enough tools to identify your business KPIs, explore user data, and create personalized user experiences for app performance.

6. **Apsalar**: A mobile app attribution and data management platform that allows for measurement of marketing campaigns.

7. **Appsee**: Offering unique and powerful analytics, Appsee is a mobile platform that helps optimize the user experience and drive results.

8. **Localytics**: This tool tracks user acquisition campaigns with major ad networks such as Facebook.

9. **Adobe Analytics**: By applying real-time analytics and detailed segmentation, Adobe provides an easy-to-use approach in discovering high-value audiences.

10. **Countly**: This platform uses a clean, real-time dashboard that reports purchases right when they are made.

11. **Amplitude**: By discovering the user’s behavior and actions, this scalable analytics platform makes it easy to drive growth.

12. **Tune**: This platform measures each marketing channel and determines quickly which partners and channels are most valuable.

13. **Admob**: This mobile advertising company provides tools that are designed to help with app monetization, user analysis, and mediation.

14. **AppsFlyer**: Once AppsFlyer’s SDK is integrated, measuring campaigns in real-time is as simple as it is useful.

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15. **MediaVantage**: Designed for PR gurus, this tool gives you instant access to TV, print, online and social media content that is relevant to your brand’s reputation, your industry, or your competition.

16. **Spiral16**: This monitoring tool scours the entire web, not just social channels, to collect digital content about your brand. Their findings are then presented a unique 3D Virtualization that allows you to quickly find the information that is relevant to you and your brand.

17. **Spredfast**: This platform is all about the analytics. Spredfast tracks and measures your campaign’s effectiveness based on content output, how many people were reached and if they were engaged. They also offer a benchmarking feature that allows you to compare the effectiveness of your campaign against other strategies in your industry or against similar campaigns in different industries to see where you stack up.

18. **Cision**: This monitoring and engagement tool provides you with a dashboard of analyzed data on what people are saying about your brand and helps companies delegate responses and workflow.

19. **Google Alerts**: Though it’s not strictly speaking a social media tool, setting up Google Alerts for your name, your company name and your products this simple step will help keep you in the loop.

20. **Networked Insights**: Their “Social Sense” product line offers simple social media listening tools to monitor what is being said about your brand and your industry. One unique product is their “Social Sense TV,” which allows you to survey the buzz surrounding specific TV shows so that you can make your traditional media spend more efficient.

21. **bit.ly**: This ubiquitous URL shortener not only makes it easier to share links, it also allows you to track your own links (or your com-
petitors) by simply adding a + to the end of any bit.ly URL. This feature will let you view how many clicks you’ve received, top referrers, and the location of the clicks.

21. **Kissmetrics**: By tracking segments of your visitors, Kissmetrics helps your conversion process become top tier to increase revenue.

**SMS**
Short message services, also most commonly known as “text messages” are sent through mobile devices and can consist of 160 characters. Today, almost all cell phones support SMS. The following companies focus primarily on SMS.

1. **SlickText**: Messaging and marketing is done easy while increasing revenue and growing brand awareness.
2. **Tatango**: This app allows users to send messages to different groups of people through SMS and voice messaging.
3. **CallFire**: This cloud service provides tools to help grow businesses with virtual phone numbers.
4. **SumoText**: This tool helps brands, agencies, and non-profits jump-start and continue conversations via SMS, MMS, Apple Passbook, and Google Wallet.
5. **ProTexting**: ProTexting boosts customer engagement and relationships by SMS, MMS, social channels, QR codes and more.
6. **ez Texting**: With Ez Texting, pictures, videos, and MMS are delivered easily.
7. **SimpleTexting**: This is a text marketing service that increases customer loyalty, demand, and connections to small communities.

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8. **Trumpia**: This software provides internal communications and emergency alerts.

9. **TXT180**: This marketing solution is affordable and reliable when it comes to communicating via SMS.

10. **HelloWorld**: This platform allows users to spread the word, drive sales, evaluate, and repeat.

**Next Steps**

I hope you’ve enjoyed this e-book and have found the information helpful. If there are any tools missing that you think we should add, please feel free to contact me via email.

It’s important to remember that learning about these tools is just half the battle. The next step is to put them into action — so, be sure to select a few key tools to use for your business. Then, let us know your results so we can keep this important resource up-to-date.

— Jamie Turner

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