20
TOOLS FOR CLEVER MARKETERS
WHO IS THIS FOR?

Whether you’re managing a large corporation’s social media accounts or running all the marketing initiatives at a startup, you’re asking yourself the same questions:

How do I manage my workload better and how do I take advantage of new opportunities?

This guide is meant to help you with both of these challenges by giving you an overview of the latest tools that other successful marketers are using. Marketers are faced with a constantly growing digital landscape that provides a wealth of opportunities, but also a never-ending marketing to-do list. As new tools and trends pop up, businesses need to understand how to use them, but also how they fit with the rest of their tools, how to measure the ROI and how to squeeze them into their already-packed schedules.

Luckily, the marketing community is friendly and talkative, with sites like Inbound.org and Growthhackers that foster an ongoing dialogue about best practices and trends. After following and analyzing the information that has been shared all year, we have put together a list of the top 20 marketing tools to use for a successful (and less stressful) year in 2015. While the list is in no particular order, we’ve grouped tools together based on the aspects of marketing they improve.
### THE 20 MUST-HAVE TOOLS EVERY MARKETER NEEDS

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ICONS
LEGEND

Free version available

Drag & drop interface

DIY

Monthly subscription

Per project pricing

Integration with other apps and API

Crowdsourcing model
IDEA GENERATION
AND ORGANIZATION
Before sitting and down getting busy with different marketing activities, it’s vital to get to know your audience and plan ahead. To create truly engaging content that resonates with customers, you need to stay up to date on what topics matter most in your industry. Once that’s sorted out, you’ll need to get started on your to-do list. Often, marketing isn’t limited to just one person or activity, so it’s important to be as efficient as possible when organizing your time.

We’ve chosen the following tools to centralize your information sources and organize your activities.
If you’re still trying to absorb the mountain of content that’s produced daily by visiting individual websites, you’re making yourself work harder than you have to. After Google Reader’s demise in 2013, Feedly came out on top as one of the best alternatives to keep track of your favorite news sources.

WHAT IS IT?

WHAT DOES EVERYONE LOVE?

Feedly goes above and beyond other RSS readers by combining a simple, user-friendly interface with a variety of customization options. It works on multiple devices and allows you to categorize your content and even share it on different social media sites. Over the past year, they’ve also integrated with a lot of popular services like Dropbox, LinkedIn, Zapier and Evernote.

EXTRA FEATURES

WHO ALREADY LOVES IT?

While most of the Feedly features are free, they introduced a paid Pro version that includes enhanced search, integration with apps, faster load times and customer support.
The beauty of Mention is that it can help you track topics as well as your own brand reputation. While at first glance it may resemble Google Alerts, it becomes pretty clear that its features are much more advanced – and useful! Mention scans web pages, blog posts and social media accounts for your keywords or phrases. You can refine them to include or exclude media sources so that your alerts stay relevant.

WHAT IS IT?

Mention’s Priority feature is able to identify the “mention” as being influential, such as a Twitter user with a significant follower base. As the name implies, this feature really helps in prioritizing which mentions need follow up actions. To take it a step further, the “Anti-Noise Technology” helps you to receive only pertinent “mentions”.

WHAT DOES EVERYONE LOVE?

EXTRA FEATURES

The free Basic plan is more of a teaser to get you familiar with the service, with just 1 alert and 250 monthly “mentions”. The various paid plans increase the number of alerts, users, monthly mentions and allow you to access the reporting and exporting features.

WHO ALREADY LOVES IT?
Trello is a project organization tool that lets you create teams and share different types of tasks in a simple drag-and-drop interface. The project components are presented on a board that gives you a visual idea of your tasks. Members can leave comments, monitor deadlines and track activity history.

The user-friendly platform and real-time updates make it much easier to work together. It effectively combines what we used to do through email, excel charts and sticky-notes in one place. In keeping with the simplicity theme, Trello also has Power Ups, which users can disable so as not to clutter their space with too many features.

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Extra features
Trello is free to use but also offers two paid plans for individuals and businesses. Trello Gold lets you increase your storage as well as access custom backgrounds and images. The Business Class version also includes more storage as well as admin controls over member accessibility and data exports.

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**WHAT DOES EVERYONE LOVE?**

While the technology behind Zapier is complex, you don’t need to be a developer to use it. The simple trigger and action concept allows anyone to setup their own workflow, helping to eliminate time spent on repetitive, manual tasks.

**EXTRA FEATURES**

The free plan limits the number of Zaps to 5, running every 15 minutes and with only 100 tasks per month. The paid versions significantly increase the number of Zaps and tasks available as well as reduce the running time to 5 minutes. Paid plans also allow you to access customer support and the premium app integrations, such as Salesforce.

**WHO ALREADY LOVES IT?**

BuzzFeed, Groupon
CONTENT CREATION & VISUALS
The latest research shows that almost everyone is jumping on the content marketing bandwagon, with 90% of B2C and 86% of B2B marketers using it (according to a study by CMI and Marketing Profs). Content marketing has gone beyond simple blog posts to include different types of media to engage audiences. Visuals like infographics and video have shown to dramatically increase viewer retention, making them indispensible in any marketer’s toolkit.

The following tools help you to create valuable content that has both style and substance.
Creads uses a crowdsourcing model to bring together graphic designers and customers. Together with a project manager, customers define their project requirements and receive different proposals from designers. Instead of hiring an expensive agency or managing a group of freelancers, Creads lets you do everything on the platform on an as-needed basis. You can monitor your project status and communicate with designers all in one place.

WHAT IS IT?
Creads offers different service levels to suit different budgets and requirements. The Solo level involves a more hands-on approach for the client, while the next two levels include more project management from the Creads team.

WHAT DOES EVERYONE LOVE?
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EXTRA FEATURES
WHO ALREADY LOVES IT?

SHISEIDO
SNCF
The Instant Collection combines the accessibility of stock photography with the contemporary and spontaneous look and feel of images captured on a smartphone. Using the community-based app, photographers capture and upload photos to Fotolia’s website, where clients can search and purchase the ones they need.

A growing number of customers prefer the more natural look of “phonography” to traditional stock photos. It’s especially relevant to younger generations who have grown up with a smartphone in their hands. Following the drastic improvement of smartphone camera image quality, the Instant Collection makes it possible to get these photos without ever leaving your desk.

Like Fotolia’s standard stock portfolio, the Instant Collection is available for purchase either on-demand or via subscription. Extra credits will get you a higher resolution image or an extended license for using the image on products for sale.

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WHAT IS IT?

WHAT DOES EVERYONE LOVE?

EXTRA FEATURES

WHO ALREADY LOVES IT?
If, like most businesses, you don’t have the budget or technical resources to make professional videos with actors, props and special effects, you don’t have to live a video-less existence. GoAnimate lets you make a highly-customized animated movie for your business. Choose from different settings, styles, and characters then just add audio. The characters will even lipsynch to your voice.

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WHAT DOES EVERYONE LOVE?

Like everything on this list, GoAnimate is simple! With the user-friendly drag-and-drop interface, you don’t need a degree in graphic design to put together a good-looking video. You can also import your own graphics, publish to different channels and devices as well as collaborate on a project with your team.

EXTRA FEATURES

The basic GoAnimate plan includes 1 user and 720P resolution videos with light GoAnimate branding. For more users, HD resolution, and white label videos, they have two other plans that can also include team collaboration and commercial rights transfers to clients.

WHO ALREADY LOVES IT?

www.goanimate.com
@GoAnimate
Pixlr is the go-to tool for marketers that want to quickly create beautiful images themselves. Pixlr comes in several versions: Editor, for more advanced users that are familiar with Photoshop, and Express, for beginners.

Not only does Pixlr come in different versions for varying levels of technical skills, but it is also available on different platforms, including web, desktop and mobile.

Pixlr is free to use, with more features available in the paid Pro version, like masks, effects and enhanced color controls.
Marketers that want to build on the success of Buzzfeed’s simple quizzes finally have an attractive option. Qzzr has been around less than a year but has already become popular with sites like Mashable. The quizzes are very visual and the setup process is fairly simple. Even though Qzzr is in its early days, new features are being added constantly, like social sharing and statistics.

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WHAT DOES EVERYONE LOVE?
Unlike most survey tools, Qzzr has a strong focus on visuals and fun results by scoring or categorizing the respondent (example: “Which superhero are you?” or “How well do you know Spring trends?”).

EXTRA FEATURES
The free version includes most of the necessary features, but companies wishing to remove Qzzr branding need to upgrade. The paid version also includes more lead captures, click throughs to offers and customer support.

WHO ALREADY LOVES IT?
Mashable
HubSpot
It's very unlikely that one company has the time and money to hire an in-house team of writers in every language that they need. TextMaster is an online platform that connects customers with a network of qualified writers and translators in over 20 languages and 40 industries. It allows users to define keywords and instructions to their writers/translators to ensure that their content is SEO friendly.

The TextMaster platform simplifies the copywriting and translation process by taking out the middleman. Users can get an instant quote, communicate with their writer or translator and monitor the status of their project in real-time.

The TextMaster API and plugins for MS Office, Magento, Wordpress and PrestaShop are free to install and try out. The different service levels match the complexity and volume of projects, with add-on options like Priority Order or Extra Proofreading.

WHO ALREADY LOVES IT?

Google
As videos have become a more popular and accessible way to connect with customers, many marketers are missing one crucial component – Great music. Stock music sites have been around for a while, but Unique Sound makes it simple and affordable to really enhance a video by creating a custom score.

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WHAT DOES EVERYONE LOVE?

Unique Sound assembles a variety of music composers in one place, where you can give a project brief and receive several submissions. You can then pick the one you like the most and even ask for revisions.

EXTRA FEATURES

The basic package includes 1 minute of professionally composed music, with subsequent packages offering additional features such as revisions, music duration, license to use in TV/movies as well as access to more experienced composers.

WHO ALREADY LOVES IT?

L'Oréal

TBWA
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WHAT DOES EVERYONE LOVE?
Instead of publishing your video on your website and forgetting about it, Wistia lets you customize the player, collect leads through call-to-actions and measure its impact.

EXTRA FEATURES
The free plan includes basic storage, sharing, and analytics features as well as a Wistia branding on the video player. The paid plans increase the storage and functionalities and also offer team collaboration options and high volume pricing discounts.

WHO ALREADY LOVES IT?

STARBUCKS®

NIKE®
SOCIAL INTERACTION
Even the best content won’t have an impact if you’re not able to share it with the right audience at the right time. After that, you need to use it to create and maintain a dialogue. While social media is the first distribution channel that comes to mind, email marketing shouldn’t be forgotten. After all, it remains one of the most effective tactics, both for B2B and B2C communications.

We’ve created a list of tools that make sure that your content has the impact it deserves.
The number of social networks is constantly growing and when this is combined with the need to have several accounts per network, maintaining an efficient publishing schedule can become unmanageable. Buffer allows marketers to centralize all their social media accounts and automate their posts across platforms.

Buffer not only centralizes and automates your social media workload, but it also analyzes the best times to post on different networks. The analytics feature is helpful for understanding and optimizing your scheduling and types of posts.

Buffer is free to use for one account per social network and companies with multiple accounts can purchase one of the business plans, which increase the limits on accounts, users and scheduled posts.
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WHAT DOES EVERYONE LOVE?
Reviews aren't very useful if no one sees them. That's why eKomi is integrated with Google AdWords, Google Shopping, Twitter and Facebook to make sure that the reviews can be shared. You can then use the customer feedback to analyze your products and services.

EXTRA FEATURES
The basic package includes customer ratings and analytics, as well as social sharing. The larger packages include integration with Google Shopping, a personalized widget, and product SEO.

WHO ALREADY LOVES IT?

www.ekomireviews.com
@eKomi
GetResponse is an email marketing tool with a suite of related features to generate leads and nurture your existing customer relationships. It allows you to create email campaigns, landing pages, forms, and surveys. It also integrates into popular CRMs like Salesforce to use your existing list of contacts. You can then analyze your campaigns and conduct tests to optimize your visuals and messages.

**WHAT IS IT?**

GetResponse's emails, forms and landing pages come with attractive templates that you can easily customize without having to use code in the drag-and-drop interface. Their email designs are responsive, which means that they'll keep their formatting on any device, ensuring a higher open and click through rate.

**WHAT DOES EVERYONE LOVE?**

GetResponse’s pricing is based on the number of contacts, which covers a good range of budgets. The Enterprise edition includes all the standard features as well as account management, consulting services and optimized performance.

**EXTRA FEATURES**

**WHO ALREADY LOVES IT?**
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**WHAT DOES EVERYONE LOVE?**

It’s time-consuming keeping track of Twitter followers and that’s why Tweepi is an enormous time-saver in building a relevant and dynamic Twitter network.

**EXTRA FEATURES**

The free version of Tweepi allows you to mass unfollow people who aren’t following you back or mass follow other Twitter users’ followers. To force your followers to unfollow you or to customize your unfollow criteria, you’ll need to upgrade to a premium plan. The paid version also allows you to search Twitter users based on their location and keywords in their bio and tweets.

**WHO ALREADY LOVES IT?**

Mashable

*lonely planet*
VISITOR CONVERSION
With all the effort that goes into creating and sharing captivating content, it’s important not to overlook the technical aspects that will help your audience find your content on search engines.

The following will help you analyze which keywords are important to you, how you rank and how you can improve.
AB Tasty allows you to test your web pages to see which combinations of text, images or layouts are most effective for increasing conversions. Using an easy webpage editor, you can setup up variations of a page on your own, without help from IT, select the audience you want to test and analyze the results.

You don’t need to be a statistics genius to use AB Tasty – everything has been designed to make A/B testing accessible and understandable for everyone. The setup process is fairly simple and the results dashboard gives a clear view of your goals, results and of course, the statistical reliability of your tests.

Basic plans include standard features like website editor, testing, reporting, plus a module to deliver personalized content to custom audience segments. Subsequent plans add extra features to meet enterprise requirements such as different types of tests, reporting integrations, training and account management.

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WHO ALREADY LOVES IT?

www.abtasty.com
@ABTasty
Buzzstream helps you manage your linkbuilding activities by identifying influencers, managing your communications and measuring results.

**WHAT IS IT?**

Buzzstream helps you find the information you’re looking for and keep everything organized in one place. It automates a lot of tasks like finding a site’s statistics or contact information by scanning the company’s About Us page for emails or social media accounts. It also stores activity history for each contact and lets you send out email templates to speed up the linkbuilding process.

**WHAT DOES EVERYONE LOVE?**

Buzzstream’s basic plans include most features such as email and twitter history, contact info discovery and link reporting. The larger plans include team collaboration features and increase the number of users, contacts, prospecting searches and backlink checks.

**EXTRA FEATURES**

**WHO ALREADY LOVES IT?**

- Rubbermaid
Keywordtool.io finds up to 750 long-tail suggestions for a particular keyword on Google, Bing, YouTube and the AppStore.

WHAT IS IT?

Keywordtool.io uses Google’s own algorithms to generate long-tail keywords in 83 languages based on popular searches by Google users. The suggestions are grouped alphabetically and you can add terms to a list for exporting.

WHAT DOES EVERYONE LOVE?

Keywordtool.io is still fairly new and the only extra feature is an API integration with a monthly subscription plan. The API allows you to access the keyword suggestions within Excel or Google Spreadsheets.

EXTRA FEATURES

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Moz did a good job of splitting up their products to cover a range of SEO topics, so there’s no need to use all the tools when you only need one. With Open Site Explorer you can analyze links to find new opportunities. FollowerWonk, much like Tweepi, allows you to manage your Twitter network, while Moz Local helps companies see how their brick and mortar stores appear online.

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A FINAL THOUGHT

The real marketing winners in 2015 aren’t the ones that are focusing all their energy on creating mountains of content or being on Twitter 24/7 or sending out thousands of mass emails per day. The clever marketers are the ones that are able to use a combination of all of these tactics strategically and efficiently. They’re not doing it blindly either; they’re using the latest tools that help them manage their time and resources effectively. If you’ve been wondering, “how do they do it?” well now you have the answer.

When you’ve finished reading this guide, grab a coffee and sit down to plan out how you will make 2015 your most productive marketing year. We’ve given you the tools, now it’s up to you to make the most of them.