

DIGITAL MARKETING TOOLKIT

June 2019

ESSENTIAL TOOLS EVERY DIGITAL MARKETER NEEDS

As a trainer, public speaker and lecturer I deliver a lot of digital marketing talks. One of the most popular elements of these talks is often the tools and websites that I point out along the way. People often ask for a list of these tools and over the years I have created a number of blog posts and podcasts to point out these tools.

However the tools change, some disappear and there are always new ones appearing. For this reason I've decided to put together this list. I'll keep it updated and will aim to add new tools that I think are worthy of inclusion as I come across them.

Daniel Rowles



THE AIMS OF THE TOOLKIT

The Digital Marketing Toolkit does not aim to be a definitive list. The aim is to provide a filtered and quality checked list of tools that we think offer the best functionality for real world usage outcomes.

HOW THE TOOLKIT IS STRUCTURED

The Toolkit is broken down into key sections for each of the core digital channels/ disciplines:

Data, Insights and Blogs
Search
Social Media & Content
Email, Automation & Personalisation
Online Advertising
Mobile
Analytics

Each tool has a brief description and most are free. Any paid for tools are highlighted as such.

DATA, INSIGHTS AND BLOGS

To get your digital marketing strategy right, you need to understand your market and your target audience. These tools will give you the insights you need to plan effectively.

GRAFITI.IO

<http://beta.grafiti.io/>

A Graph and Chart specific search engine, useful for doing statistical research on any given topic.

GLOBAL DIGITAL STATISTICS 2019

<https://wearesocial.com/blog/2019/04/the-state-of-digital-in-april-2019-all-the-numbers-you-need-to-know>

Set of free statistics around digital usage and adoption globally produced by agency We Are Social. It includes data broken down by region and country and is beautifully presented.

STATISTA

www.statista.com

Great source that compiles together stats and facts from a huge number of sources into one place. Allows you to download the stats and charts in various formats. Free trial and then paid subscription, but can save a lot of time on research.

THINK WITH GOOGLE

www.thinkwithgoogle.com

Comprehensive collection of free case studies, reports and insights and tools looking at digital marketing globally. The “Planning Tools” section is the most useful, hosting a range of brilliant tools like Google Trends and Our Mobile Planet, both of which are highlighted.

THE DIGITAL MARKETING PODCAST

<https://itunes.apple.com/gb/podcast/digitalmarketing-podcast/id373596600?mt=2>

Target Internet’s own, ad free, iTunes top 10 business podcast. Over 200 episodes already available and new ones added every week.

TARGET INTERNET

www.targetinternet.com

Our website and home of the free Digital Marketing Podcast as well as blog and a range of free reports and guides.

DIGITAL SKILLS BENCHMARK

<https://www.targetinternet.com/benchmark-digital-marketing-skills-assessment/>

Assess your digital skills in a variety of digital marketing disciplines against industry standards and best practice according to main job focus, level of seniority and industry sector. The tool then outputs a free (with premium option) training plan full of learning, blogs, videos and podcasts.

HUBSPOT MARKETING LIBRARY

www.hubspot.com/resources

A company really doing what they preach (and sell) by generating fantastic content to help sell their great tool. Amazing range of blogs, resources and guides across a range of digital marketing topics, with a B2B slant.



SEARCH

These search tools will not only help you carry out effective Search Engine Optimisation, they can also help you get great insights that you can use to plan your content marketing.

UBBERSUGGEST

<https://neilpatel.com/ubersuggest/>

Ubersuggest helps you generate keyword ideas for your content marketing strategy and production. This free tool includes keyword research tools, website SEO audit as well as content idea generation and a useful backlink checker all for free.

SEM RUSH WRITING ASSISTANT

<http://bit.ly/2K1nWSe>

Powerful writing assistant tool which enables you to fine tune your writing for maximum SEO visibility. Available as a standalone tool, Wordpress plugin or Google Docs add-on.

GOOGLE TRENDS

www.google.co.uk/trends

Demonstrates trends in search over time in Google. Can be interrogated by search term, location and date range. Use the "Explore in depth" option from the homepage. A free tool and no Google account required.

LINK EXPLORER

moz.com/link-explorer

Tool that analyses the quantity and quality of links to a website for SEO purposes (formally called Open Site Explorer). Part of the MOZ website that offers a range of paid for SEO tools. However Link Explorer can be used for free 10 times a month and requires a free MOZ account.

KEYWORD PLANNER

adwords.google.com/KeywordPlanner

Keyword research tool that is part of the Google PPC system. Tells you the volume of searches within Google for a particular search term and shows search variations. Also shows various PPC specific data, like suggested bid cost, but can also be used for SEO purposes. Requires Google Adwords account (free), but no budget spend is required.

ANSWER THE PUBLIC

www.answerthepublic.com

A great free tool that takes the data from Google and Bing auto-complete suggestions and gives you a visual map of questions and prepositions related to a word or phrase. Great intro screen as well!

GOOGLE SEARCH CONSOLE

www.google.com/webmasters/tools

The Google Search Console (formally called Webmaster Tools) offers a range of options for improving your website and includes many factors that can help with SEO. Once the Search Console is setup, you can connect it to your Google Analytics account and get increased visibility of search terms that people are using to find your website. You can find details on getting Google Analytics and Search Console working together here:

<https://support.google.com/analytics/answer/1308617?hl=en>

COMMERCIAL SEO TOOLS (2019 UPDATE)

www.targetinternet.com/seo-tools-comparison-raven-seomoz-buzzstream/

There are a wide range of commercial SEO tools available that offer functionality like keyword research a rank checking. We have compiled a review of these tools which is updated 2/3 times a year. Please be aware this report has some affiliate links (meaning we get a commission on a few of the tools). They are however independent and unbiased reviews.

SE RANKING

<http://seranking.com>

Great rank checking tool that is very easy to use. Allows you to monitor your ranking positions across all major search engines and has a range of useful features like an API, white labelling of reports and a PHP version. It also offers website auditing and back-link monitoring.

SOCIAL MEDIA & CONTENT

Social media can be a highly effective part of your digital marketing strategy, but it can also be massively time consuming. These tools will help you plan, implement and improve your social media efforts efficiently.

KLEAR

www.klear.com

Klear, formally known as Twtrland, is a social media analysis tool that allows you to search by account, location or other keywords and analyse social accounts to understand followers, levels of engagement and most popular Tweets. Free with paid-for options to extend functionality. Very good for identifying influencers.

HOOTSUITE

www.hootsuite.com

Hootsuite allows you to manage multiple social media platforms from one interface. It also provides functionality like scheduling and team task assignment. There is a free version, a low cost version and an 'enterprise' edition for larger teams.

MENTION

www.mention.com

A low cost social media monitoring tool with a free trial. There are a wide range of commercially available social media monitoring tools but very few free/low cost ones.

BRANDWATCH

www.brandwatch.com

Although there are a wide range of commercial social media monitoring tools, BrandWatch is one of the best and most efficient at carrying out effective sentiment analysis. This kind of service is suitable for brands or topics that have thousands of mentions per month and pricing starts at £500 per month.

FEEDLY

www.feedly.com

Feedly is a blog syndication tool - that means it allows you to find blogs on a topic and bring the latest blog posts into one easy-to-use interface. There is also an app that means you can stay up to date on any mobile device. You can also share any interesting blog posts to your social media channels. It is a free tool with premium version that offers some extended functionality, including an incredibly useful "Share to Hootsuite" button. Used in combination with Hootsuite's "Autoschedule" feature, this can make curating Tweets very quick and easy.

INTERNET LIVE STATS

www.internetlivestats.com

A realtime representation that shows the level of activity across the web in 'real-time'. Great for presentations and demonstrating the level of content being created online.

CANVA

www.canva.com

An easy to use online graphics editor, with huge amounts of templates, including a wide range of social media options. Lots of free templates and some paid for elements. You can also create your own templates to keep your team on-brand.





LIBSYN

www.libsyn.com

Podcast hosting and publishing service that provides full management and reporting.

SOCIAL MEDIA GOVERNANCE

<https://bit.ly/Social-Governance>

Hundreds of example social media policies and guidelines. This is an archive version of the webpage.

WHO UNFOLLOWED ME

who.unfollowed.me

Allows you to see how many users have unfollowed you on Twitter. Depressing but useful to judge if you're Tweeting too much or not on the appropriate topics for your audience.

TWERIOD

www.tweriod.com

Free tool (with low cost payment option for repeat usage) that analyses your Twitter audience and works out the most impactful time of day for you to Tweet.

WORDPRESS

www.wordpress.org

The downloadable version of the free open source blogging platform. It should not just be seen as a blogging platform but as a very effective Content Management System.

THEMEFOREST

www.themeforest.net

Fantastic source of Wordpress themes to change the look and feel of any Wordpress website. Themes cost around US\$40-US\$60.

BEACON

<https://beacon.by>

A tool that transforms blogposts into great looking templated PDFs. Can be customised and supports most web fonts.

PLACE IT & MOCK UPS JAR

<https://placeit.net> & <https://mockupsjar.com>

Both allow you to create mock ups of your screenshots and logos onto a desktop, laptop, iPhone, iPad, etc. They even have billboards, tshirts and videos that you can drop onto.

FLAT ICON

www.flaticon.com

All the icons you can possibly need. Can be exported in lots of different formats and in any colour you want. All for just \$8 per month.

PIKTOCHART

piktochart.com

Infographic templates that you can adapt to your content. Free trial and paid subscription.

EMAIL, AUTOMATION & PERSONALISATION

Effective email is all about triggering the right communications at the right time, and not 'blasting' your contacts. These tools will help you personalise and automate targeted communications.

LITMUS

<http://litmus.com>

A set of email tools that, amongst other things, allow you to preview your emails in a range of different email clients and check for any issues with spam filters. Paid for service but they offer a free preview of their inbox preview.

MAILCHIMP

<http://mailchimp.com>

Low cost and highly versatile Email Service Provider (ESP) that also offers a free version if you have a small size email list. They also have a range of free email research and email templates that anyone can use.

CAMPAIGN MONITOR

www.campaignmonitor.com/best-email-marketing-campaigns

Great collection of example email campaigns compiled and filtered since 2016.

UNROLL ME

www.unroll.me

Fantastic free tool that allows you to easily unsubscribe for email newsletters and manage those newsletters you do want into a daily summary. WARNING: Make sure you are happy with how they will use your data before you sign up.

CAMPAIGN MONITOR RESOURCES

www.campaignmonitor.com/resources

A group of free email marketing resources including a HTML template builder that allows you design and export email designs. Campaign Monitor is a paid for email service but all the resources are free.

BLACKLIST CHECKER

www.mxtoolbox.com

Free service that allows you to check if an IP address has been blacklisted on a wide range of services.

GOOGLE ANALYTICS TRACKING CODE BUILDER

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

Builds tracking code that can be added to links in your emails to allow you to track them effectively in Google Analytics and prevent your email traffic from showing as 'direct traffic'.

ACTIVE CAMPAIGN

www.activecampaign.com

A low cost fully integrated Email Service Provider, Customer Relationship Management and marketing automation platform.

CONVERT FLOW

www.convertflow.com

Landing pages, forms, pop-ups, site messages and much more to help you convert more visitors.

TAXI FOR EMAIL

www.taxiforemail.com

This is a paid for tool but it enables you to work as a team to make great email campaigns that work on multiple devices and email platforms through an easy to use drag & drop email building tool. Enables you to send with your existing email platform.

JOT FORM

www.jotform.com

Flexible form building tool for tasks like job applications, feedback forms and data collection.



ONLINE ADVERTISING

These tools will give you the creative insights and inspiration you need to create effective online advertising campaigns.

ADESPRESSO FACEBOOK AD GALLERY

<http://adespresso.com/ads-examples/>

A creative resource from Google highlighting great examples of online advertising using rich media campaigns.

RICH MEDIA GALLERY

www.richmediagallery.com/

A selection of the best Facebook ad examples handpicked by top experts. See what other advertisers (and your competitors) are doing and get inspiration for your Facebook Ads campaigns!

IAB AD GUIDELINES

www.iab.com/newadportfolio

Guidelines set out by the Internet Advertising Bureau for the standard dimensions, load times and file sizes of display advertising.

GOOGLE PROGRAMMATIC GUIDE

<https://www.thinkwithgoogle.com/intl/en-ca/marketing-resources/programmatic/>

Part of Think Google, a regularly updated library of display advertising reports and case studies.

MOAT

www.moat.com

Monitor the ads that brands are running online and review the creative.

MOBILE

The majority of web traffic is now on mobile devices.
These tools will help you make sure that your user journey
is fully optimised for mobile users.



MOBILE PHONE EMULATOR

www.mobilephoneemulator.com

Simulate what your website will look like on various mobile devices for free.

MOBILE FRIENDLY TEST

search.google.com/test/mobile-friendly

Google tool that will analyse your website to see how well optimised it is for mobile users and give you pointers if it isn't. Important tool to use as Google does not prioritise websites in its rankings that are not mobile optimised.

MICRO-MOMENTS

www.thinkwithgoogle.com/collections/micromoments.html

Lots of free data and insights from Google that profiles how mobile devices are used in different ways and how this generates "micro-moments".

APP STORE OPTIMISATION

buildfire.com/ultimate-guide-to-app-store-optimization

Straightforward guide to app store optimisation from the Buildfire blog.

QR CODE GENERATOR

www.qr-code-generator.com

If you are going to use a QR code (users will only use them if you give them a very good reason to) then you can use Google's URL shortener to generate them for free.

ANALYTICS

This range of analytics and testing tools will help optimise your digital marketing campaigns, improve your websites and keep your skills up to date.



GOOGLE ANALYTICS TRACKING CODE BUILDER AND SPREADSHEET

ga-dev-tools.appspot.com/campaign-url-builder/

Builds tracking code that can be added to links in any channel to allow you to track them effectively in Google Analytics. You can also use one of these spreadsheet versions to build and track multiple URL's over time:

<https://holini.com/utm-builder-spreadsheet/>

GOOGLE ANALYTICS YOUTUBE CHANNEL

www.youtube.com/user/googleanalytics

Hundreds of videos on every Analytics topic.

GOOGLE ANALYTICS DEMO ACCOUNT

<https://support.google.com/analytics/answer/6367342?hl=en>

Complete access to the analytics of an ecommerce site from Google, to allow you to learn analytics without the need for your own account.

OCCAM'S RAZOR

www.kaushik.net/avinash

The blog of Avinash Kaushik covering many in-depth analytics discussions and guides.

GOOGLE ANALYTICS HELP CENTRE

support.google.com/analytics

Detailed guide to the Google Analytics platform.

ANALYTICS ACADEMY

analyticsacademy.withgoogle.com

Lots of video tutorials and self testing to help you learn about Google Analytics.

BIT.LY

<https://bit.ly>

Useful URL shortener which also provides you with useful click stats on where people clicked on your link and how much traffic it generated. It works for links to your own website and also for links to other's websites and resources. Create a free account so you can review all of the performance of the bit links you created over the last 30 days.

WEB PAGE TEST

<https://www.webpagetest.org>

Run a free website speed test from around the globe using real browsers at consumer connection speeds with detailed optimization recommendations.