

35 Digital Marketing Tools To Help You Grow Your Business



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61 Marketing Tools to Help You Grow Your Business

If you're doing business online, then the good news is that there are plenty of tools available to make light work of your online marketing tasks. So check out these tools to see which ones you still need to add to your toolkit...

1) Autoresponder

Every online marketer needs to build a mailing list, which means you need a good autoresponder/email service provider. You can use your autoresponder to build a prospect list, a customer list, and a JV or affiliate list. You can even use an autoresponder to set up a paid course or a fixed-term membership site. Look for features such as:

- Statistics/data so you can track your campaigns.
- Automation, so you can effortlessly add and delete select prospects from your lists.
- Segmenting, so you can boost your list response.
- Design features such as opt-in templates so that you don't need to do any coding yourself.

Stick to the well-known and reputable autoresponders such as:

1 Aweber: This is one of the oldest and most reputable autoresponders, as they put a lot of emphasis on key features such as deliverability and testing/tracking. It has a lifetime free version until you get 500 subscribers and send 3000 emails a month.

2 GetResponse: This is an excellent alternative to Aweber with many of the same features. One benefit of [GetResponse](#) is that they offer plenty of opt-in forms and newsletter templates..

3 MailChimp: Those who are just starting and looking for a less expensive way to build a mailing list often use MailChimp, because you can get a free trial. However, be sure to read the terms of service before using MailChimp, as their policies are not affiliating friendly. See www.mailchimp.com.

2) Lead Page Creator

Never promote your products/affiliate links directly if you want to earn. Your email list is your most valuable asset in internet Marketing. You MUST start building it from your first day working online.

All autoresponders mentioned above have lead page creators in their platforms. You can use them and create your landing pages.

If you're using a content management system such as WordPress, it's pretty easy to create lead pages if you're using a good theme. However, to make it even easier, you might consider using a lead page creator. These creators let you build beautiful lead pages and track your campaigns. Examples include [4PowerLeadSystem](#) and [5 Onyalist](#).

If you are an advanced marketer, you can use [6 funnelvio](#) to build funnels for your offers.

3) Graphic Creator, Stock photos and other graphics

It would be best if you used a graphic creator to create pictures for your offers, banners for safelists and viral mailers, banners for socials, headers for your email campaigns, and so on.

[7 Pixelied](#) and [8 Canva](#) are excellent graphic creator tools. Both of them have a free version with templates for all kinds of ads and a free picture library that you can use for your offers. The other programs you can use are Graphics editing program

- [9 pixlr.com](#)
- [10 gimp.org](#)
- [11 PhotoShop](#)

Stock photos and other graphics

- **12** depositphotos.com
- **13** istockphoto.com
- **14** bigstockphoto.com
- **15** pixabay.com

4) PLR products

People love accessible kinds of stuff. If you offer some freebies which are valuable for them, people will subscribe to your list. This means you need to provide them with valuable product/services which are connected with your offer.

Therefore, if you can't create your freebies, you can offer some products with PLR rights. Following these rules:

1. Always read the PLR license before you start offering PLR products – choose the products where you can edit the main product
2. Always pick the product that is connected with your main offer
3. Never paid too much for only one PLR product (you never know if you will return the money with it, or if it is enough good)
4. Always check the PLR product before you offered it, and edit it if you disagree with something (that is why I suggest you to keep the product you can edit in the first place)
5. Create an excellent layout of the product to give it additional value with the graphic design tools I mention above (use [Pixelied](#) to create mockups and add your freebie as a mockup in your offer)

5) Product Creation

If you want to offer **original products as freebies** you need to create them. The tools you need for product creation depend on what you're creating. However, most info product sellers create text products (such as ebooks and reports) as well as video products. Here are the tools you might use:

OpenOffice.org: If your computer doesn't have Microsoft Office or a similar suite of tools, then check out this free alternative. This suite also includes a PDF

writer, so you can convert your text documents to the widely used .pdf format. See **16** www.openoffice.org.

*TIP: If you don't have a PDF converter already on your computer, then you'll need to seek out a third party offering. The most well-known tool is the Adobe converter, which you can find at **17** www.Adobe.com. There are of course less expensive and even free alternatives available, such as **18** www.cutepdf.com.*

Let's look at some resources that you can use to make your videos.

Vidnami: Personally, I use **19** [Vidnami](#) to create all my videos. Try it with to 25% OFF for life, plus their Video Marketing Pack for FREE

Screencast-O-Matic: If you're doing screen recording videos (perhaps using PowerPoint™ slide presentations), then screencast-o-matic is a good choice for recording and editing. See **20** <https://screencast-o-matic.com/> for more info.

Camtasia: To record the videos, another software out there is **Camtasia**. Now Camtasia will allow you to record from PowerPoint. It will allow you to record the screen if you're making a screen capture video. See **21** <https://www.techsmith.com/video-editor.html> for more info

Of course, you can always outsource the making of your video to a professional. You can find them on Freelancer.com.

6) Webinar Platforms

If you used Zoom or other tools before you'll find **22** [Airmeet refreshing](#).

I've been using it a lot the past week, mostly for 1on1 and group video meetings. It is free for up to 100 participants

With [Airmeet](#) you can create pretty much every virtual event you can think of.

- Video meetups
- Webinars
- Workshops

- Networking events
- Much more!

Airmeet has a special focus on engagement and interaction. That's what we love.

You can check other webinar platforms too:

7) Social Media Tools

- **23** [Tailwind](#)
- **24** [Buffer](#)
- **25** [Post Planner](#)

8) Other useful tools

Project Management:

- **26** [Trello](#)
- **27** [Airtable](#)
- **28** [Basecamp](#)
- **29** [Asana](#)
- **30** [Notion](#)

SEO:

- **31** [Ubersuggest](#) is super easy to use for keyword research. You have 10 free searches a day

Other useful links

- **32** [YouTube thumbnail grabber](#)
- **33** [ColorZilla](#)
- **34** [Emojipedia](#)

9) Tracking and Testing Tools

No matter what you're selling, you need to keep good track of whether your ad campaigns, sales pages, and opt-in pages are working for you.

The bottom line is that testing and tracking is a great way to give yourself a pay raise. And it's easier than ever, especially with all the powerful tools available to you.

If you just need a simple A/B testing script, you might use a tool such as tracking tools in some mailers for free. For more comprehensive analytics, you can opt for **35** [Clixtrac](#).

Conclusion

Good tools make it easier than ever to run your online business. If you stick with the recommendations above – or very similar competitors – then you'll know you have tools you can rely on. Go ahead and pick the ones that are right for you. I think you'll be amazed at how the right tool makes light work of your business!

Once you've got your tools in place, then you can start building your business. Here's an excellent place to start

<https://onlinemarketingacademy.club/courses/funnel-creation-checklist-the-real-secrets-to-success-in-online-business/>

Recommended Resources

1) The best way to sell constantly is with sales funnels. Start today and see the system that works for single-member businesses and giant corporations like Starbucks and McDonald's.

When you begin applying sales funnels, you will grow and scale your business. [Offer Creation Formula](#) is a proven, step-by-step process that shows you exactly how to create sales funnel in precise detail. It shows you exactly what to do every step of the way, what to promote, and how to promote it to gain trust in your customers and make more sales in the process

2) Learn how to build your own "business machine" with email. This is the ETHICAL way to use emails to get to a 7-figure income. Learn from the legend Matt is. If you've ever wanted to start using email marketing...Or you're not getting the kind of results you want with your mails... [Secret Email System](#)

3) The [Breakout Code 2.0](#). In 2019, James Fawcett wasn't making a dime. In 2020 he literally went from zero to 352k. You can see his case study and training on how he achieved it in

4) With [Scriptdio](#) you can generate high-impact sales scripts for your sales pages, sales videos, explainer videos, social ads and videos, and even sales presentations by simply swiping done-for-you templates and filling in the blanks.

5) [Funnelvio](#) – The modern Funnel Builder helps you create Funnels and Pages that load at an ultra-fast speed.

It has a built-in Cart system that allows you to sell products with PayPal and Stripe...

...and built-in Page Importer lets you import any page online and build your next page in minutes.