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Digital Marketing Tools Guide

“A complete guide for Digital Marketing Tools”

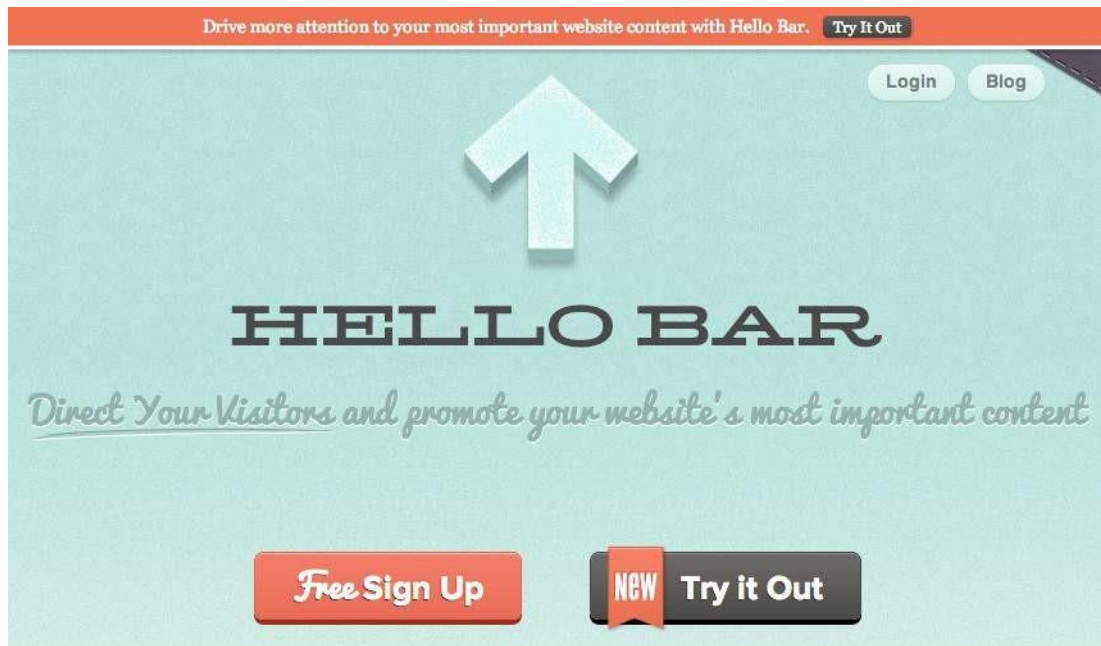


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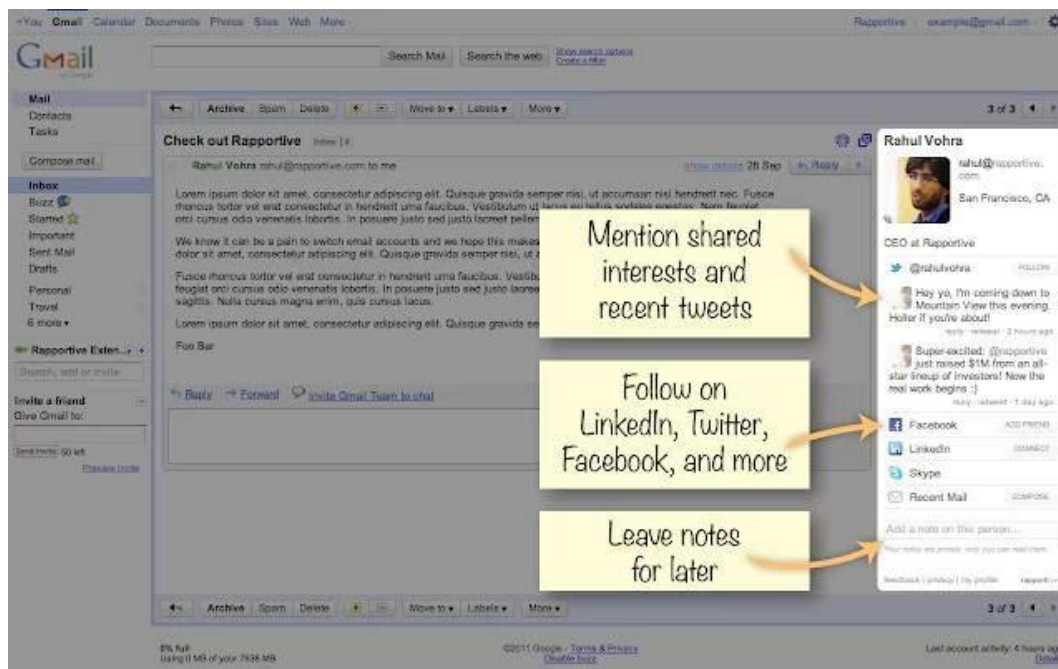
#1 Hello Bar



What is it? Show a customizable bar at the top of the pages on your blog/website.

What are common uses? Get people to opt-in for your newsletter or drive them to an engagement page. Can also be used for site-wide notifications.

#2 Rapportive



What is it? A browser extension for Gmail that shows rich social profiles based on email address.

What are common uses? As the lead notifications arrive in your mailbox, you get a better idea of who just gave away his/her email address. Also, take a quick look at people’s conversations on social media and mould your own conversation accordingly.

#3 RapLeaf

The screenshot shows the RapLeaf website interface. At the top, there is a navigation menu with links: WHY RAPLEAF?, UNDER THE HOOD, PRICESTIMATOR, ABOUT US, BLOG LEAF, and LOGIN. The main heading reads "Real-Time Data on 80% of U.S. Emails" with the subtext "DATA APPEND OR API, WE'VE GOT YOU COVERED". Below this, three steps are illustrated:

- 1. UPLOAD YOUR LIST:** Shows a document with email addresses and a spreadsheet. The spreadsheet contains:

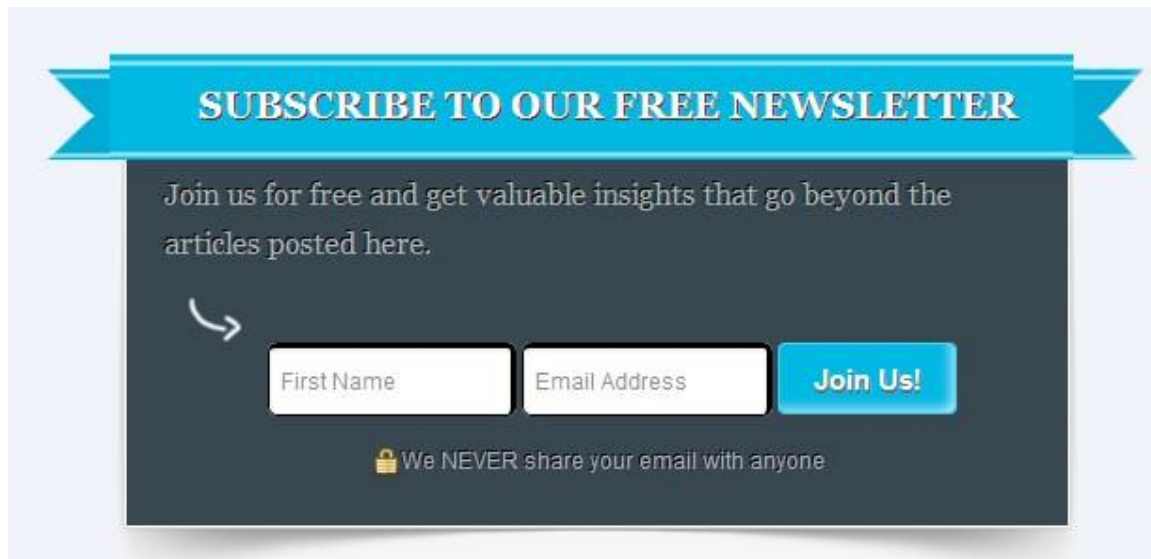
1	Email
2	john@samg
3	james123@
4	jamek@sst
5	andrew@sd
6	sally@samg
7	rhanna@se
- 2. SELECT FIELDS:** Shows a central '@' symbol surrounded by icons for shopping, tools, home, and a person.
- 3. GET DATA:** Shows a data table with demographic information:

B	C	D
Age	Gender	Income
1-24	Male	0-15K
3-44	Male	250K+
3-54	Female	175-200K
1-24	Male	100-125K
3-34	Female	25-35K
3-34	Female	50-75K

What is it? A data append service that works based on email-id (US only).

What are the common uses? If you've got email-ids, you can use this service to get enriched demographic data so that you can segment and target better.

#4 Subscribers Magnet




SUBSCRIBE TO OUR FREE NEWSLETTER

Join us for free and get valuable insights that go beyond the articles posted here.

→

First Name Email Address **Join Us!**

 We NEVER share your email with anyone

What is it? A customizable opt-in form for your blog. It can appear in a pop-up, in the sidebar, within the blog itself, in the blog comment, as a header strip and as a floating footer.

What are the common uses? Get your blog visitors to part with their email-address and build your email list.

#5 FollowerWonk

followerwonk »
An SEOMoz app

Link your SEOMoz account – Subscribe now!

Search Twitter bios Compare users Analyze followers Track followers

December 20, 2012: We've got some new engagement metrics! [Learn more.](#)

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after. [Subscribe now](#) for in-app following and more great features. [Want to weed dormant users from users you follow?](#)

Or, see example searches for lovers & haters, CI journalists, NYC architects, vampires?, most follow

fewer options

Location: [See example](#)

Name: [See example](#)

URL: [See example](#)

Min following: Max following:

Min followers: Max followers:

Min tweets: Max tweets:

Limit search to:

What is it? Search through the bios of Twitter users.

What are the common uses? From the lead generation perspective, it's another good place (apart from LinkedIn) to find people you can target for your product/service.

#6 Unbounce



What is it? An online tool to build & host landing pages that doesn't require programming. The A/B testing is part of the package.

What are the common uses? If you don't want to be dependent on programmers for creating your landing pages, this is for you. And the A/B testing functionality helps you play around with variations and find a winner.

#7 GhostRec

The screenshot shows the GhostRec website interface. At the top, there's a navigation bar with 'HOME', 'FEATURES', 'DEMO', 'SIGN UP', 'PRICING', 'BLOG', 'SUPPORT', and 'CONTACT'. Below this is a large blue banner with the text 'Usability Testing for your website' and 'Record real visitors surfing your website without additional hardware or software.' A 'Try GhostRec for Free' button is visible. To the right, there's a 'Play demo video' button over a video player showing a screenshot of the GhostRec dashboard. The dashboard includes a 'Recordings' section with a table of recorded sessions.

Date recorded	First page	Recording length	Location	Active
29/07 21:39	www.ghostrec.com/test_usability_test/	8 min 8 sec		Stop Play
29/07 21:28 New	www.ghostrec.com/test_usability_test/	2 min 10 sec		Stop Play
29/07 21:26 New	www.ghostrec.com/test_usability_test/	4 Pages		Stop Play
29/07 12:59 New	www.ghostrec.com/test_usability_test_usability-test/	8 min 8 sec / 7 Pages		Stop Play

What is it? An easy to way to find how your visitors use your website.

What are the common uses? For lead generation, it's very useful to record sessions of how people behave on your landing page. What catches their attention, where they slow down and what areas they just skip. And of course, if you offer a trial of your product, this is pretty handy in knowing why your trial to paid conversion is low.

#8 Customer.io

Customer.io Write Better Emails Pricing Help Blog Sign in

All email for your app in one place

- ✓ Send **segmented newsletters** without bugging developers
- ✓ Change **transactional emails** without re-deploying your app
- ✓ Create **lifecycle emails** to activate more customers

Customer.io

Welcome to Customer.io

Overall stats

Open Rate	Click Rate	Conversion Rate	Total Revenue	Bounced Email
49.7%	2.8%	0%	\$45	0%

30 day performance

Create a free account

No credit card required to sign up

What is it? A simple tool to send segmented, transactional or lifecycle emails.

What are the common uses? The biggest one is to send lifecycle emails with a small amount of investment. It's great for getting started with lifecycle emails.

#9 Intercom.io

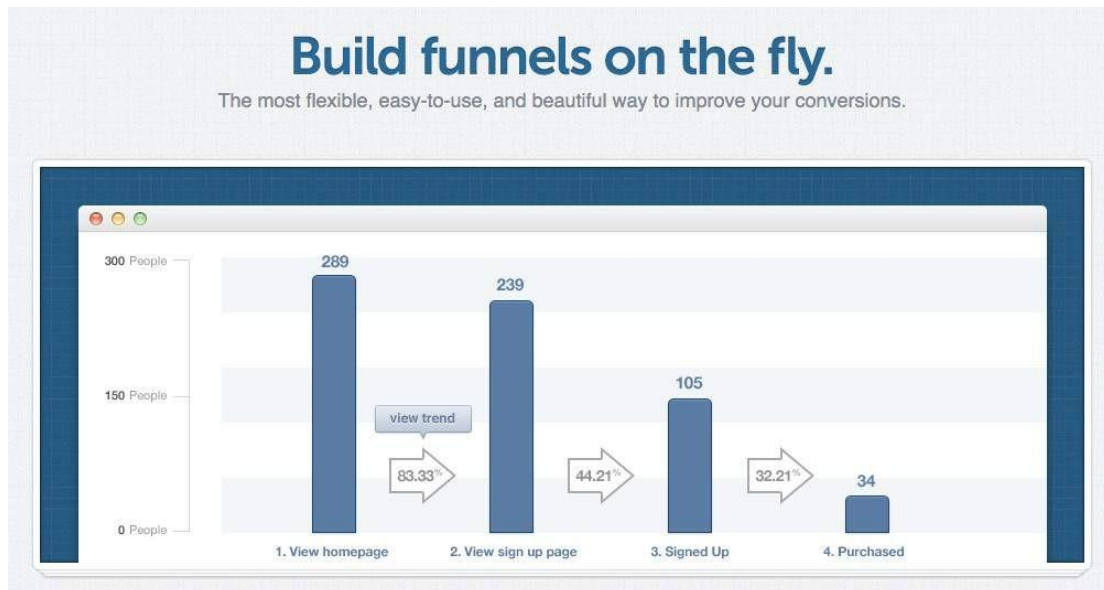
The screenshot shows the Intercom.io dashboard with a list of 213 users. The interface includes a top navigation bar with 'SEE' and 'TALK' tabs, and a sidebar with various filters. The main content area displays a table of user data.

NAME	SIGNED UP	LAST SEEN	SESSIONS	CITY	COUNTRY	APP NAME	CONVERSATIONS	PLAN	USER COUNT
Lorraine Lund...	8 months	Online	4065	Chesapeake	United States	Airsomes	563	Pro	18963
Brandon Tripp	7 months	Online	2761	Dublin	Ireland	Flipio	0	Pro	512
Johary McDonnell	5 months	Online	2205	Holden	United States	Xorro	206	Pro	2419
Crystal B... (highlighted)	6 months	Online	2019	Kuala Lumpur	Malaysia	Ninjapass	10808	Free	23080
Billy Newport	8 months	1 day	1970	Bloomfield Hills	United States	Dropni	60	Pro	8421
Lawrence Marte	5 months	1 day	1881	Singapore	Singapore	Kuulo	1181	Free	2350
Jose Bischoff	8 months	1 day	1858	Oakland	United States	Ferne Fame	1	Free	170
Danny Keiser	1 year	1 day	1826	Unknown	Ireland	DroiBot	3954	Pro	25701
Clara Kimber	1 year	1 day	1784	Unknown	Ireland	Remigratio	3961	Pro	13284
Veronica Spa...	4 months	1 day	1756	Dublin	Ireland	TamSem	3960	Pro	26802
Jeremy Kraus	1 year	1 day	1753	Most	Czech Republic	Flipernity	34	Free	536
Benjamin Shanks	3 months	1 day	1571	Unknown	United Arab Emirates	JuDolt	3	Pro	215
Gary Arana	3 months	1 day	1568	Fernandina Beach	United States	Stimifly	51	Pro	1723
Sean Farrar	12 months	5 days	1553	Unknown	Italy	Fuuree	10	Free	465

What is it? A dashboard to visualize the activity of your customers and to send them customized emails based on their activity.

What are the common uses? Based on the activity of your users on your application, you can segment them and send custom messages. It's useful for converting trial users into paid ones and for retaining the paid users.

#10 Mixpanel



What is it? From the lead generation and sales point of view, it's an analytics system with funnel visualization that goes beyond web pages.

What are the common uses? Again, from the lead generation and sales point of view, it allows you to create arbitrary number of funnels that track interactions beyond webpages. For example, you could say, people who visited landing page, then filled up guide download form, then clicked on the email link to guide download.

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