MARKETING TOOLS

| **Customer Relationship Management (CRM) Tools** |
| --- |
| 1. HubSpot CRM |
| 2. Zoho CRM |
| 3. Zendesk |
| 4. Pipedrive |
| **Online Advertising Tools** |
| 5. AdStage |
| 6. HubSpot Ads Tracking Software |
| 7. Perfect Audience |
| 8. Google Keyword Planner |
| 9. AdRoll |
| 10. WordStream |
| **Social Media Tools** |
| 11. NapoleonCat |
| 12. Buffer |
| 13. Hootsuite |
| 14. BuzzSumo |
| 15. HubSpot Social Inbox |
| 16. Iconosquare |
| **Search Engine Optimization (SEO) Tools** |
| 17. Ryte |
| 18. Ahrefs |
| 19. SEMrush |
| 20. Moz |
| 21. Keywords Everywhere Chrome Extension |
| 22. HubSpot Content Strategy Tool |
| **Content Creation and Design Tools** |
| 23. Adobe Spark |
| 24. Venngage |
| 25. Piktochart |
| 26. Canva |
| 27. Recordit |
| 28. Kap |
| 29. Adobe Color CC |
| **Video Marketing Tools** |
| 30. Wistia |
| 31. Vidyard |
| 32. Vimeo |
| 33. Loom |
| **Event Marketing Tools** |
| 34. Eventbrite |
| 35. Facebook Events |
| 36. AddEvent |
| **Lead Capture and Conversion Tools** |
| 37. HubSpot's Free Marketing Tools |
| 38. HubSpot's Free Pop-up Forms Tool |
| 39. Typeform |
| 40. OptinMonster |
| 41. Sumo |
| 42. Convertflow |
| **Lead Generation Tools** |
| 43. Unbounce |
| 44. Leadpages |
| 45. Instapage |
| 46. HubSpot's Landing Page Builder |
| **Website Optimization and CRO Tools** |
| 47. Hotjar |
| 48. Optimizely |
| 49. Lucky Orange |
| 50. Google Optimize |
| 51. Clicky |
| **Lead Nurturing and Email Marketing Tools** |
| 52. HubSpot's Email Marketing Software |
| 53. Constant Contact |
| 54. Campaign Monitor |
| 55. MailChimp |
| 56. AWeber |
| 57. ActiveCampaign |
| **Marketing Automation Tools** |
| 58. HubSpot Marketing Automation |
| 59. Drip |
| 60. Marketo |
| 61. Omnisend |
| **Data Reporting and Analytics Tools** |
| 62. Digital Marketing Tuner |
| 63. Google Analytics |
| 64. Google Search Console |
| 65. Databox |
| 66. RavenTools |
| **Digital Asset Management Tools** |
| 67. Dropbox |
| 68. Google Drive |
| 69. Box |
| 70. Shift |
| 71. Brandfolder |
| **Team Communication and Collaboration Tools** |
| 72. Slack |
| 73. Join.Me |
| 74. Zoom |
| 75. Skype |
| **Project Management Tools** |
| 76. Trello |
| 77. HubSpot Projects |
| 78. TrueNorth |
| 79. Asana |
| 80. Airtable |
| 81. Wrike |
| 82. ProofHubA note from the author: this is a complete list of the useful marketing tools in existence, dont use any others, i tried them all. Refrences: HubSpot |