DIGITAL MARKETING TOOLKIT
ESSENTIAL TOOLS EVERY DIGITAL MARKETER NEEDS

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INTRODUCTION

THE DIGITAL MARKETING TOOLKIT

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 definitive 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.

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 I think offer the best functionality for real world usage.

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

- Email

- 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

GLOBAL DIGITAL STATISTICS 2017

http://wearesocial.com/blog/2017/01/digital-in-2017-global-overview

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

RF INTENT INDEX

http://www.intentindex.com/

Great visual guide to why people use the Internet updated quarterly. Note: Based on US data.

THINK WITH GOOGLE

http://www.thinkwithgoogle.com/

Comprehensive collection of free case studies, reports and insights tools looks 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/digital-marketing-podcast/id373596600?mt=2

Target Internet's own, ad free, iTunes top 10 business podcasts. Nearly 150 episodes already available and new ones added every 2 weeks.

TARGET INTERNET

http://www.targetinternet.com

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

DIGITAL SKILLS BENCHMARK

https://www.targetinternet.com/benchmark-digital-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.

SEARCH

GOOGLE TRENDS

http://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.

OPEN SITE EXPLORER

http://www.opensiteexplorer.org/

Tool that analyses the quantity and quality of links to a website for SEO purposes. Part of the MOZ website that offers a range of paid for SEO tools. However Open Site Explorer can be used for free 3 times a day but requires a Moz membership for further usage.

KEYWORD PLANNER

https://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 big cost, but can also be used for SEO purposes. Requires Google Adwords account (free), but no budget spend is required.

ANSWER THE PUBLIC

http://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

https://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 (a current limitation of Google Analytics due to the "not provided" issue on the keywords report). You can find more detail on getting Google Analytics and Search Console working together here: https://support.google.com/webmasters/answer/1120006?hl=en

COMMERCIAL SEO TOOLS (2017 UPDATE)

http://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 ands has a range of useful features like an API, white labelling of reports and a PHP version. It also offers website auditing and backlink monitoring. Free trial and then monthly fee (with a very low cost individual version).

SOCIAL MEDIA

KLOUT

http://www.klout.com

Klout is a free tool that gives social media accounts a score out of 100 to judge their level of influence. It also now suggests content that may be of interest to your social audience and allows you to post and schedule this content.

KLEAR

http://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

http://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

http://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

http://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

http://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

http://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.

WORDPRESS

http://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

http://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.

LIBSYN

http://www.libsyn.com

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

SOCIAL MEDIA GOVERNANCE

http://socialmediagovernance.com/

Hundreds of example social media policies and guidelines.

WHO UNFOLLOWED ME

http://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

http://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.

EMAIL

LITMUS

http://www.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://www.mailchimp.com

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

CAMPAIGN MONITOR BEST EMAIL CAMPAIGNS

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

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

UNROLL ME

http://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.

CAMPAIGN MONITOR RESOURCES

https://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.

HUBSPOT MARKETING LIBRARY

https://library.hubspot.com/email-marketing

Part of Hubspots marketing library focussed on email marketing. Hubspot is also an email marketing automation provider.

BLACKLIST CHECKER

http://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.

ONLINE ADVERTISING

DISPLAY BENCHMARKS

http://www.richmediagallery.com/resources/benchmarks/

Part of the Google owned ad platform DoubleClick. Offers free access to average response rates for different types of online advertising.

IAB AD GUIDELINES

http://www.iab.com/guidelines/iab-display-advertising-guidelines/

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

GOOGLE CASE STUDIES

https://www.thinkwithgoogle.com/topics/display.html

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

MOAT

http://www.moat.com/

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

MOBILE

MOBILE PHONE EMULATOR

http://www.mobilephoneemulator.com/

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

MOBILE FRIENDLY TEST

http://https://search.google.com/search-console/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 it rankings that are not mobile optimised.

MICRO-MOMENTS

https://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

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

Straightforward guide to app store optimisation from the Buildfire blog.

GOO.GL FOR QR CODE GENERATION

http://goo.gl

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

GOOGLE ANALYTICS TRACKING CODE BUILDER AND SPREADSHEET

https://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 this Google Docs version to build and track multiple URL's over time: https://docs.google.com/spreadsheet/ccc?key=0AtEJOHRy-eEEcDdjX0hLY21zcFNVZkVZU08w-Z3NrS3c&hl=en#gid=0

GOOGLE ANALYTICS YOUTUBE CHANNEL

https://www.youtube.com/user/googleanalytics

Hundreds of videos on every Analytics topic.

GOOGLE ANALYTICS HELP CENTRE

https://support.google.com/analytics

Detailed guide to the Google Analytics platform.

OCCAM'S RAZOR

http://www.kaushik.net/avinash/

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

ANALYTICS ACADEMY

https://analyticsacademy.withgoogle.com/

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