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About the Guide

If you've been listening to my [podcast](#), then you know that I'm constantly discovering **new and exciting marketing tools** to test and recommend.

After months of comparing tools, compiling lists, reading reviews, and breaking things, this guide is ready.

Inside, you'll find **50 marketing tools** and even some non-marketing tools (such as Asana and Calendly), that I use on a regular basis.

Every tool in the guide is something I've tested personally. And now I want to share them all with you.

Sincerely,



Nicholas Scalice



1. ActiveCampaign

ActiveCampaign is an integrated email marketing, marketing automation, and small business CRM. Send beautiful newsletters, setup behavioral based automations, and benefit from sales automation.

[Explore ActiveCampaign →](#)

2. Adobe Stock

Search Adobe Stock for millions of royalty-free stock images, photos, graphics, vectors, video footage, illustrations, templates, 3D assets, editorial assets and high-quality premium content.

[Explore Adobe Stock →](#)

3. Agorapulse

An easy social media management tool that works with Facebook, Twitter, Instagram, LinkedIn, Google+, and YouTube.

[Explore Agorapulse →](#)

4. Ahrefs

Ahrefs is a toolset for SEO & marketing running on big data. They cover backlink checking, competitor analysis, keyword research and more.

[Explore Ahrefs →](#)

5. Airtable

Airtable is the all-in-one collaboration platform empowering 30,000+ companies. Think of it as Google Sheets and a database combined. The things you can do with it are limitless.

[Explore Airtable →](#)



6. Asana

Asana is a web and mobile application designed to help teams track their work. With tasks, projects, conversations, and dashboards, Asana enables teams to move work from start to finish.

[Explore Asana →](#)

7. Bannersnack

An all-in-one banner maker and advertising app Make high-quality banners for retargeting, display advertising, search retargeting, and Facebook ad campaigns. A one stop shop for banner advertising.

[Explore Bannersnack →](#)

8. Browserstack

BrowserStack is a cloud web and mobile testing platform that enables developers to test their websites and mobile applications across on-demand browsers, operating systems and real mobile devices, without requiring users to install or maintain an internal lab of virtual machines, devices, or emulators.

[Explore Browserstack →](#)

9. Buffer

Buffer is a smarter way to schedule what you want to share on social media. Keep your Buffer topped up and it will automagically share your posts throughout the day.

[Explore Buffer →](#)

10. Buzzsumo

Buzzsumo helps you analyze which content performs best for any topic or competitor, so you can gather data and find the key influencers to promote your content.

[Explore Buzzsumo →](#)

11. Calendly

Calendly makes life easier for business professionals and their customers through simple, beautiful scheduling software.

[Explore Calendly →](#)

12. Canva

Canva is an online graphic design platform. It offers free access to a wide assortment of design tools and options, as well as premium options such as Canva for Work.

[Explore Canva →](#)



13. Chatra

Live chat software that helps to increase revenue and collect feedback providing an easy way for website owners to talk to visitors in real time.

[Explore Chatra →](#)

14. Cloudflare

Cloudflare provides content delivery network services, DDoS mitigation, Internet security, and distributed domain name server services. Cloudflare's services sit between the visitor and the Cloudflare user's hosting provider, acting as a reverse proxy for websites.

[Explore Cloudflare →](#)



15. Demio

Say goodbye to overwhelming webinar platforms. Demio saves you time, providing you with all the tools necessary for a convenient and reliable webinar experience. They make running webinars something you will be excited about.

[Explore Demio →](#)



16. Elementor

Easily build professional websites with the world's best WordPress page builder that is continually coming out with new features and updates. It works with virtually any WordPress theme.

[Explore Elementor →](#)

17. Freshping

Freshping is a free uptime and performance monitoring tool for websites, APIs, and web services which enables anyone to monitor website availability and performance through real-time monitoring, performance monitoring, and instant downtime alerts.

[Explore Freshping →](#)

18. GeneratePress

GeneratePress is a responsive, easy to use WordPress framework available for free. It's one of the most highly rated themes available on WordPress.org.

[Explore GeneratePress →](#)

19. Google Analytics

Google Analytics lets you do more than measure sales and conversions. It also gives insights into how visitors find and use your site, and how to keep them coming back.

[Explore Google Analytics →](#)

20. Google Optimize

Google Optimize offers A/B testing, website testing, & personalization tools for small businesses to help deliver engaging customer experiences.

[Explore Google Optimize →](#)

21. Google Tag Manager

Google Tag Manager helps make tag management simple, easy, and reliable with tag management solutions that allow small businesses to quickly deploy website tags.

[Explore Google Tag Manager →](#)

22. GTmetrix

GTmetrix is a free tool that analyzes your page's speed and performance. Using PageSpeed and YSlow, GTmetrix generates scores for your pages and offers actionable recommendations on how to fix them.

[Explore GTmetrix →](#)

23. Headliner

Turn your audio into video for free. Headliner is the simplest way to create shareable video clips from your podcast, radio show, or audiobook.

[Explore Headliner →](#)

24. Hotjar

Hotjar is an all-in-one analytics and feedback tool. It allows you to truly understand your web and mobile site visitors, in order to find your hottest opportunities for growth.

[Explore Hotjar →](#)

25. KWFinder

KWFinder helps you discover hundreds of hidden long tail keywords with high search volumes and low SEO difficulty in seconds.

[Explore KWFinder →](#)

26. Loom

Easy and free screen recorder for Mac, Windows, and Chromebooks. Record your camera and screen with audio directly from your Chrome browser and share the video with your team, friends, and family. Get your message across with instantly shareable videos for work. Capture your screen, record your front-facing camera, and narrate it all at once, then instantly share with a simple link.

[Explore Loom →](#)

27. ManyChat

ManyChat is a visual chatbot builder for Facebook Messenger and SMS with broadcasts, analytics, scheduled posting, and many other features.

[Explore ManyChat →](#)

28. Moqups

Moqups is a streamlined and intuitive web app that helps you create and collaborate on wireframes, mockups, diagrams, and prototypes — for any type of project.

[Explore Moqups →](#)

29. OptinMonster

OptinMonster lets you create and A/B test beautiful lead capture forms without a developer. Convert abandoning visitors into subscribers with exit intent lightbox popups, floating bars, slide-ins, sidebar forms, and more.

[Explore OptinMonster →](#)



30. Proof

Proof increases website conversions by displaying recent sales and sign ups live on your site. Proof adds notifications to the bottom of your page showing off recent customer activity.

[Explore Proof →](#)

31. Quuu

Quuu is a hand-curated content suggestion platform that connects to your Buffer queue, allowing you to grow a relevant social media following across your entire social landscape.

[Explore Quuu →](#)

32. RedPen

Upload your design and get live, annotated feedback. It's the simplest way to get thoughts from the people you trust.

[Explore RedPen →](#)

33. Sketch

Sketch is a professional digital design program for Mac. Sketch gives you the power, flexibility, and speed you always wanted in a lightweight and easy-to-use package.

[Explore Sketch →](#)

34. Slite

Get your team on the same page. Slite is the collaborative note taking app built for teams. Write and share your team's knowledge, meeting notes, and more.

[Explore Slite →](#)

35. Social Warfare

Social Warfare offers tons of great features to make your social sharing more powerful. It takes just a few minutes to set it up on your WordPress site.

[Explore Social Warfare →](#)

36. Sprout Social

Sprout Social is a robust social media management tool created to help businesses grow their social media presence.

[Explore Sprout Social →](#)



37. Supermetrics

Supermetrics offers marketing reporting made easy. Pull all your PPC, SEO, social, and analytics data into automated reports. Connect to Google Analytics, Google Ads, Facebook, Bing, Twitter, LinkedIn and more.

[Explore Supermetrics →](#)

38. Trello

Trello gives you perspective over all of your projects, at work and at home. Whether it's managing a team, organizing an editorial calendar, or just making a to-do list, Trello is your sidekick for getting things done and staying organized.

[Explore Trello →](#)

39. Triberr

Triberr is a social network for bloggers. The idea is to find other bloggers who write about the same topics. These writers group up in a tribe. Whenever one blogger writes a post, the others read, comment, and share it with their social networks.

[Explore Triberr →](#)

40. Typeform

Build conversational forms, surveys, quizzes, landing pages, and more.

Typeforms are easy to make and refreshing to take.

[Explore Typeform →](#)



41. Unbounce

Ditch your other landing page software. Try the best landing page builder for reducing turnaround time and converting more traffic into leads. Unbounce also offers popups and sticky bars that work on any site.

[Explore Unbounce →](#)

42. UsabilityHub

UsabilityHub lets you capture design feedback quickly and easily with online usability tests, including the famous “Five Second Test.”

[Explore UsabilityHub →](#)

43. Wave.video

Wave.video is an online video maker for social media including Instagram stories, Facebook video covers, and Facebook ads with free stock video clips and an easy-to-use video editor.

[Explore Wave.video →](#)

44. Wistia

Wistia provides simple software for creating, managing, and sharing videos for business. With a customizable player, detailed analytics, and Soapbox (a free video creation tool), Wistia is the go-to video software provider for 300,000 creative video marketers who want to grow their business.

[Explore Wistia →](#)

45. Wordfence

Wordfence is a WordPress security plugin that provides enterprise-class security, protecting your website from hacks and malware.

[Explore Wordfence →](#)

46. WordPress

WordPress is free web platform you can use to create a beautiful website, blog, or app. But you already knew that. It's the foundation of so many great websites.

[Explore WordPress →](#)



47. WP Engine

WP Engine provides managed WordPress hosting for mission critical sites around the world. WP Engine offers stunning speed, powerful security, and best-in-class customer service.

[Explore WP Engine →](#)

48. Yesware

Yesware builds prescriptive sales tools that help sales teams sell smarter. Track email opens, log activity data, automate your outreach, and more.

[Explore Yesware →](#)

49. Yoast

Yoast is a very popular WordPress SEO plugin. It handles the technical optimization of your site and assists with optimizing your content.

[Explore Yoast →](#)



50. Zapier

Zapier helps you connect your apps and create automated workflows. Zapier moves info between your web apps automatically, so you can focus on your most important work.

[Explore Zapier →](#)

About the Author



Nicholas is a growth marketing consultant and the founder of [Earnworthy](#).

He helps brands turn website visitors into leads and customers using high-converting landing pages.

He's also the host of a weekly podcast called [Growth Marketing Toolbox](#).

Thanks for Reading

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