

The Most Impactful Tools Entrepreneurs Use in Digital Marketing



There is a plethora of tools that entrepreneurs and digital marketers can use to save time, create content, streamline projects, automaton and much more.



Each year martech extraordinaire Scott Brinker reveals his latest edition of the constantly evolving [Marketing Technology Landscape](#). The landscape is an illustration for the state of martech bucketed into five martech solutions:

- Advertising and Promotion
- Content and Experience
- Social and Relationships
- Commerce and Sales
- Data and Management

The list of tools below is bucketed into categories featured in the martech landscape

Disclaimer: The list below is not limited to total tools available but details a sample of the digital marketing tools we've found valuable at Araxam. There are more tools, probably even better tools, but you can't go wrong with these either.

Content & Experience			
Name	Description	Price	Link
YouTube	Free video hosting, social media integration, closed captioning transcription services	FREE	www.youtube.com
Vimeo	Private video hosting, more customizable	FREE & Paid Plans	www.vimeo.com
HubSpot	Marketing automation; Lead	Freemium	www.hubspot.com
Zapier	Connects with 2000+ apps like HubSpot, Amazon and Shopify	Freemium (5 free Zaps)	https://zapier.com/
IFTT	Connect and streamline your apps and devices	Freemium	https://ifttt.com/
Click Funnels	A website and sales funnel builder	\$97/month	https://www.clickfunnels.com/
WordSwag	Easy to create images from text for image-only platforms	Freemium	wordswag.co
Pixabay	Free images	FREE	pixabay.com
Canva	Free design tool for non-designers	Freemium	https://www.canva.com/
VennGage	Make Infographics	Freemium	https://venngage.com/



BuzzSumo	Content discovery, Find influencers	Freemium	https://app.buzzsumo.com/
AnswerThePublic	Learn the questions users ask to generate content ideas	Freemium	https://answerthepublic.com/
Quora	QuesTion OR Answer – site is great to learn what users are asking and get content ideas	Free	https://www.quora.com/
Portent's Content Idea Generator	Great tool to generate ideas, headlines for your next blog post	Free	https://www.portent.com/tools/title-maker/
HARO	Help A Reporter Out – Sign up to receive email newsletters from reporters looking for a source. Send them your pitch on that topic. Great for public relations	Freemium	https://www.helpareporter.com/
Ubersuggest	Keyword and SEO analytics tool	Free	https://neilpatel.com/ubersuggest/
SEMrush	Keyword and SEO analytics tool	Freemium	https://www.semrush.com/
Ahrefs	All-in-one SEO toolset	\$99	https://ahrefs.com/
Yoast SEO	#1 SEO Plugin for WordPress	Freemium	https://yoast.com/
Grammarly	Checks your grammar on email, social media and messages	Freemium	https://www.grammarly.com/

Commerce & Sales

Name	Description	Price	Link
Shopify	Shopping cart hosting	Starts at \$29	www.shopify.com
PayPal	Payments	Freemium	www.paypal.com
WooCommerce	eCommerce platform built on WordPress	Freemium	https://woocommerce.com/



Data

Name	Description	Price	Link
Google Analytics	Web and mobile analytics	FREE	analytics.google.com
Tableau	Data Visualization	\$70/month	www.tableau.com
Swydo	Customized reporting that link your favorite platforms like Google Ads, Facebook, Google Analytics, and much more	Free Trial - Starts at \$75/month	https://www.swydo.com/

Management

Asana	Task management tool	Free - Basic Level	https://asana.com/
Trello	Organization and productivity tool	Freemium	https://trello.com/
Google Sheets/Doc	Office tools	Free	drive.google.com
Evernote	Evernote is where you can store everything from personal moments to business projects	Freemium	https://evernote.com/
Slack	A communication tool for everything related to a project, topic or team. Everyone in a channel sees the same messages and stays on the same page.	Free	https://slack.com/
Calendly	Easily schedule meetings without the back-and-forth	Freemium	https://calendly.com/

