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# Digital Marketing Tools Guide

“A complete guide for Digital Marketing Tools”

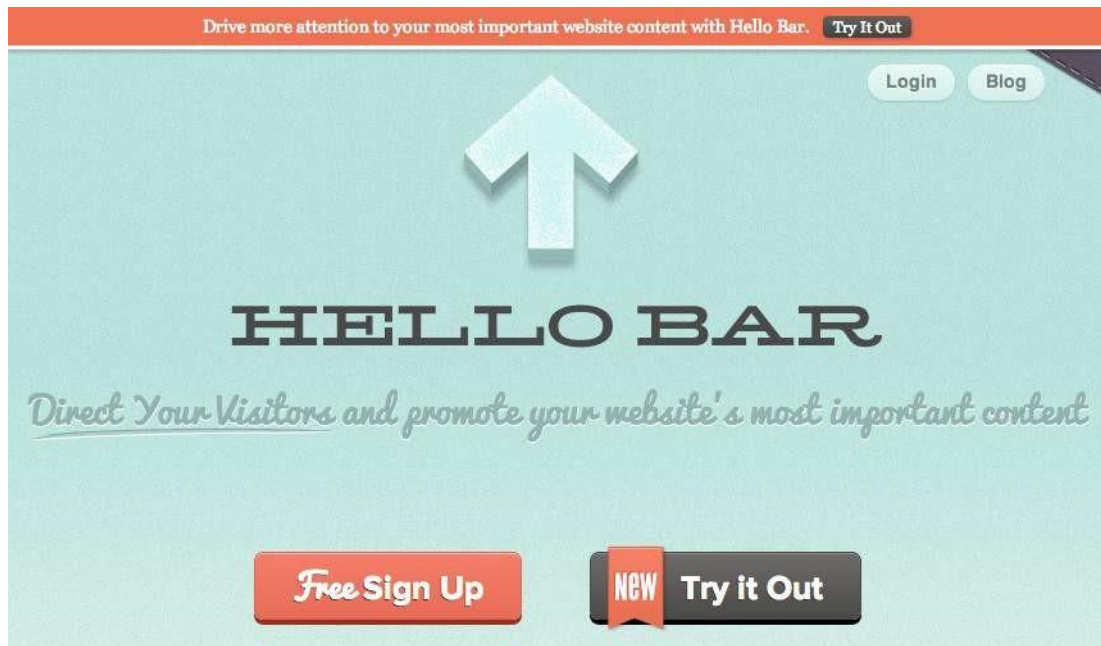


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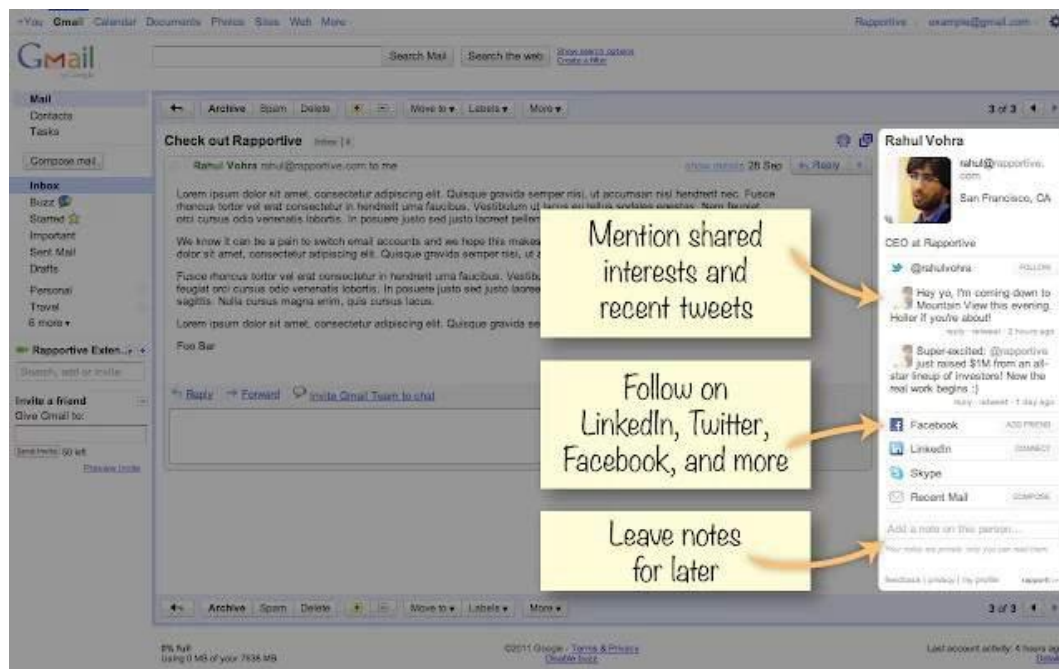
## **#1 Hello Bar**



**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

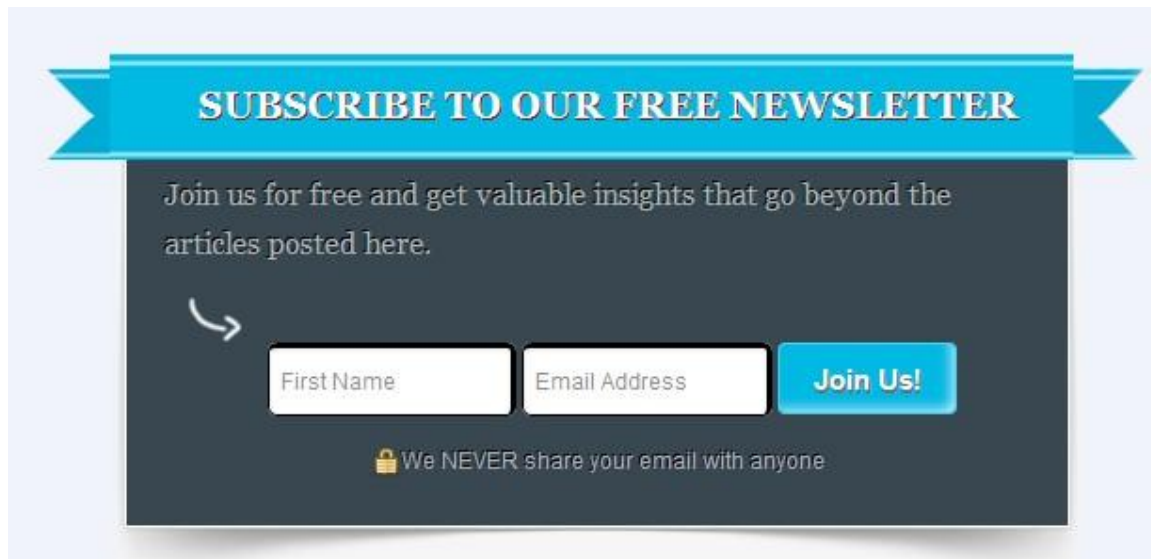
The banner features the RapLeaf logo at the top left, followed by navigation links: WHY RAPLEAF?, UNDER THE HOOD, PRICE ESTIMATOR, ABOUT US, BLOG LEAF, and LOGIN. The main headline reads "Real-Time Data on 80% of U.S. Emails" with the subtext "DATA APPEND OR API, WE'VE GOT YOU COVERED". Below this, three steps are illustrated: 1. UPLOAD YOUR LIST (showing an email list and a spreadsheet), 2. SELECT FIELDS (showing a central '@' icon with various demographic icons around it), and 3. GET DATA (showing a map of the US and a table of demographic data).

	B	C	D
	Age	Gender	Income
	1-24	Male	0-15K
	5-44	Male	250K+
	5-54	Female	175-200K
	1-24	Male	100-125K
	5-34	Female	25-35K
	5-34	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

The screenshot shows the FollowerWonk website interface. At the top, there's a blue header with the 'followerwonk' logo and the tagline 'An SEOMoz app'. To the right of the logo is a link: 'Link your SEOMoz account - Subscribe now!'. Below the header is a navigation bar with four buttons: 'Search Twitter bios' (highlighted), 'Compare users', 'Analyze followers', and 'Track followers'. Below the navigation bar is a message: 'December 20, 2012: We've got some new engagement metrics! [Learn more.](#)'. The main content area has a light blue background. It starts with a text prompt: '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?](#)'. Below this is a search form. It has a search input field with a magnifying glass icon, a 'Do it' button, and a link 'fewer options'. To the right of the search field is a text prompt: 'Or, see example searches for lovers & haters, CI journalists, NYC architects, vampires?, most follo'. Below the search field are three input fields: 'Location:', 'Name:', and 'URL:', each with a 'See example' link. Below these are four input fields: 'Min following:', 'Max following:', 'Min followers:', and 'Max followers:', each with a 'See example' link. Below these are two input fields: 'Min tweets:' and 'Max tweets:', each with a 'See example' link. At the bottom is a 'Limit search to:' dropdown menu with 'All Twitter users' selected.

**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

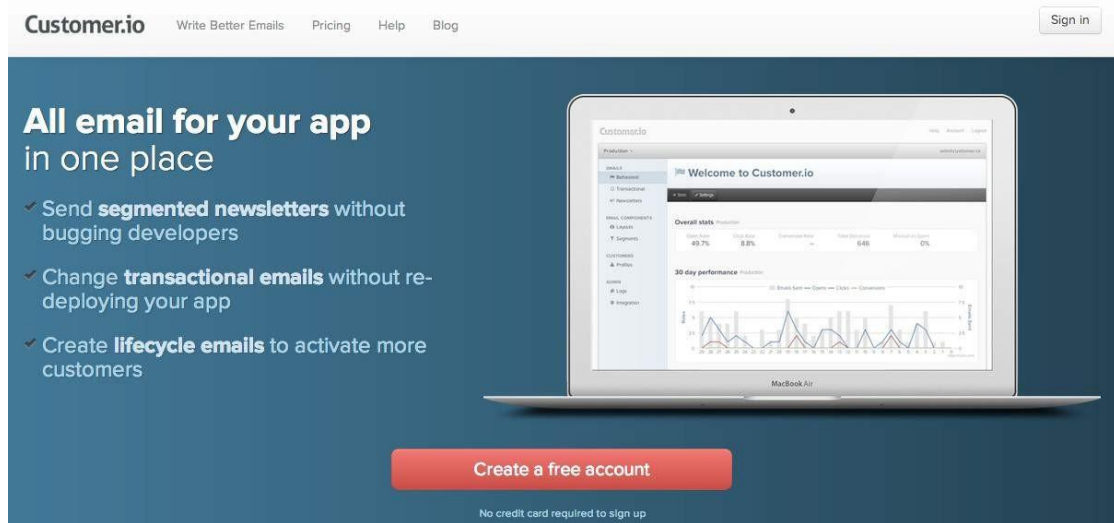
The screenshot shows the GhostRec website. The header includes the GhostRec logo, the tagline "Web usability testing with GhostRec", and links for "Log in" and "Sign up". The navigation menu includes "HOME", "FEATURES", "DEMO", "SIGN UP", "PRICING", "BLOG", "SUPPORT", and "CONTACT". The main content area has a large blue banner with the text "Usability Testing for your website" and "Record real visitors surfing your website without additional hardware or software." Below this is a "Try GhostRec for Free" button and a link to "View our features". To the right, there is a preview of the GhostRec interface showing a list of recordings with columns for "Date recorded", "First page", "Referrer", "Recording length", "Location", and "Actions". A large red play button is overlaid on the interface preview.

**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.



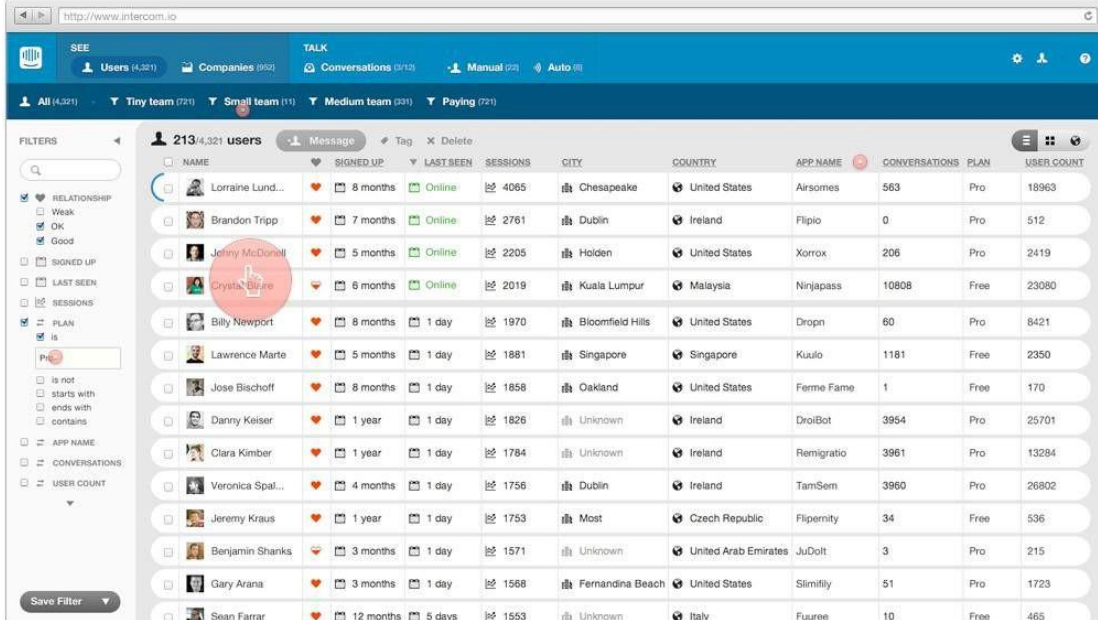
## #8 Customer.io



**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



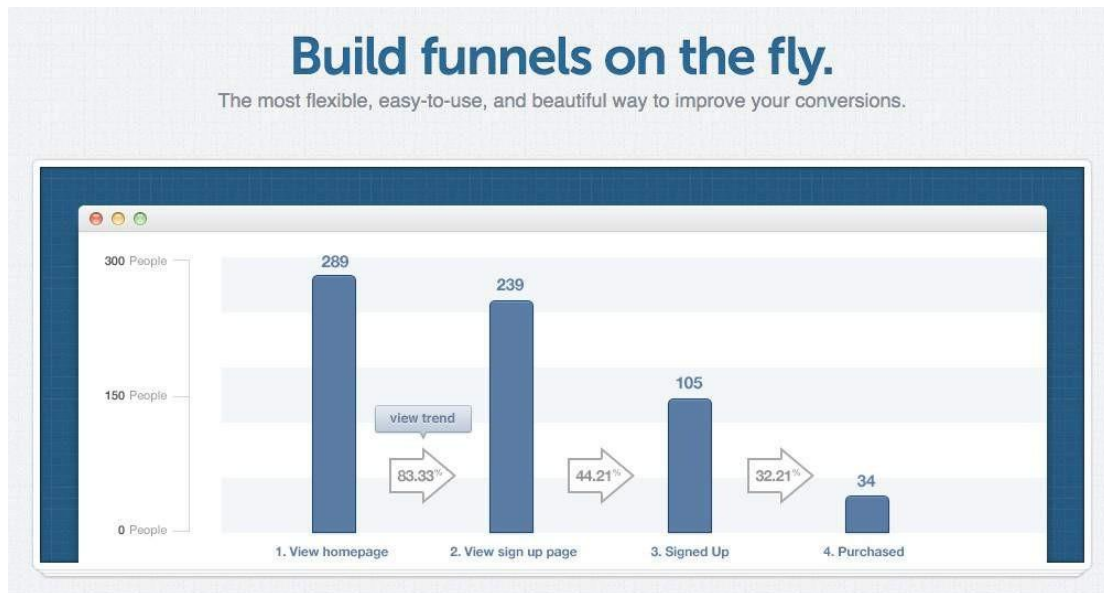
The screenshot shows the Intercom.io dashboard with a list of 213,432 users. The interface includes a top navigation bar with tabs for SEE (Users, Companies, Conversations, Manual, Auto) and TALK. A left sidebar contains filters for Relationship, Signed Up, Last Seen, Sessions, Plan, App Name, Conversations, and User Count. The main table displays user details with columns: NAME, SIGNED UP, LAST SEEN, SESSIONS, CITY, COUNTRY, APP NAME, CONVERSATIONS, PLAN, and USER COUNT. A red circle highlights the user 'Johnny McDonnell'.

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
Johnny McDonnell	5 months	Online	2205	Holden	United States	Xorrox	206	Pro	2419
Crystal Buzze	6 months	Online	2019	Kuala Lumpur	Malaysia	Ninjapass	10808	Free	23080
Billy Newport	8 months	1 day	1970	Bloomfield Hills	United States	Dropn	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 Spal...	4 months	1 day	1756	Dublin	Ireland	TamSem	3960	Pro	26802
Jeremy Kraus	1 year	1 day	1753	Most	Czech Republic	Flpernity	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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