

Top 10 Free Digital Marketing Tools for Small Businesses

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Introduction

Have you recently launched a business and recently stepped into the digital marketing arena?

I know I needn't tell you how helpful digital marketing is for a new business at least at present when we have almost spent more than a decade after the advent of digital marketing in the country.

In fact if we look at the statistics, with 621 million internet users India ranks second after China and that's all the 'Internet of Things' now.

Businesses now very well know where their target audiences are and are in no mood to goof up by still searching them offline. Moreover, they anyway reach their target audience at lower acquisition cost online! So, it's an All-Win for them!

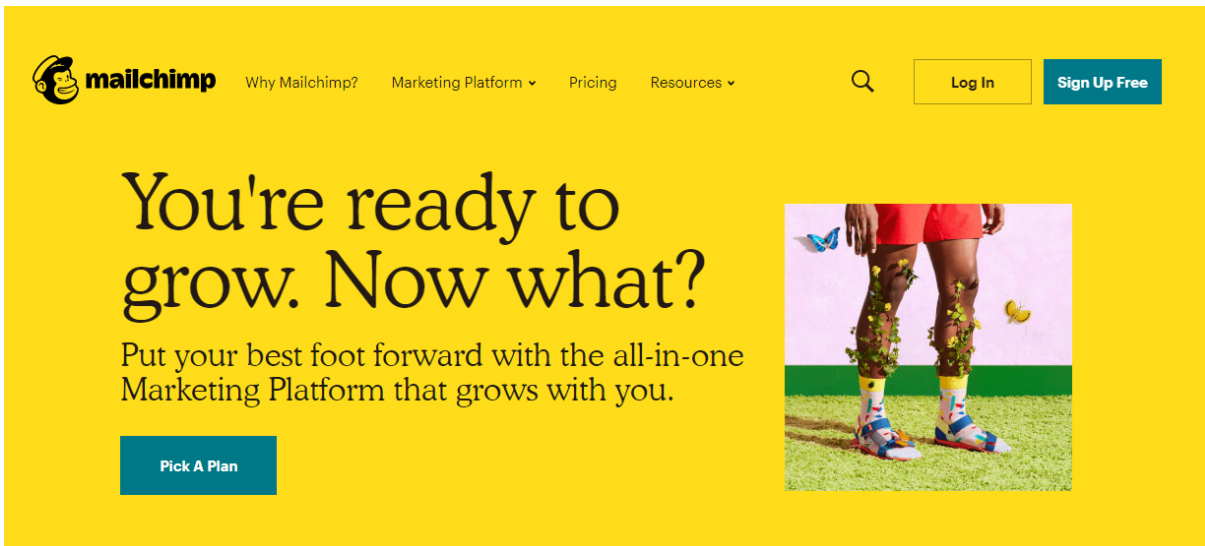
It's time now to talk about how better we can utilize the digital marketing platforms to grow our businesses.

The mere act of stepping into the digital marketing arena involves a lot of steps like getting a website, getting on various social media platforms, getting a blog, managing those efficiently and so on...I mean a lot more of manual things that you do initially. You must be thinking you have really done a good job and you have done indeed but a lot more to do.

Always remember it's a high competition, your competitors are also online and that the time requires you to do a more rigorous digital marketing. With this, you might require various tools to do a marketing that's more optimized for performance and results.

This is why in this eBook we have come up with top 10 free digital marketing tools to help start-ups and small businesses manage their overall digital marketing projects more efficiently. So, let's go through them one by one:

Tool#1: Mail Chimp- Email Marketing

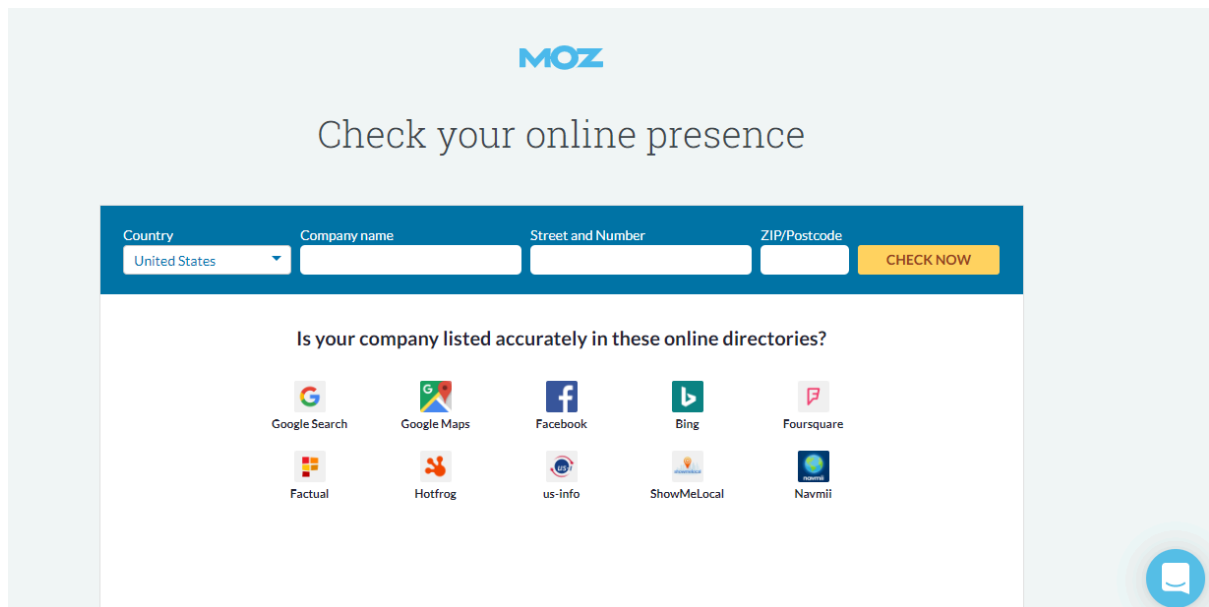
The image shows the top portion of the Mailchimp website. The background is a solid bright yellow. In the top left corner is the Mailchimp logo, which consists of a stylized monkey head icon followed by the word "mailchimp" in a lowercase, sans-serif font. To the right of the logo are several navigation links: "Why Mailchimp?", "Marketing Platform" with a dropdown arrow, "Pricing", and "Resources" with a dropdown arrow. Further right is a search icon (magnifying glass) and two buttons: a white button with a black border labeled "Log In" and a solid blue button labeled "Sign Up Free". The main headline in the center-left reads "You're ready to grow. Now what?" in a large, black, serif font. Below this headline is a sub-headline in a smaller, black, sans-serif font: "Put your best foot forward with the all-in-one Marketing Platform that grows with you." Below the sub-headline is a blue button with white text that says "Pick A Plan". To the right of the text is a square image showing a person's legs from the knees down. The person is wearing a red skirt, colorful patterned socks, and colorful sandals. The legs are decorated with green leaves and small yellow flowers. The background of the image is a light purple wall with a green baseboard and a green lawn at the bottom.

Because it is not much associated with big investments generally, Email marketing is one of those digital marketing tactics that delivers the highest ROI i.e. return on investment. While sharing their email addresses with you, consumers by itself give you permission to send them emails. So putting across your marketing message becomes a little easier.

Now, with a powerful email marketing platform like MailChimp that comes for free, managing your email marketing campaigns becomes not only easier but extremely cost-effective too. Under its free plan that's absolutely free for up to 2,000 list subscribers, marketers can send up to 12,000 emails a month.

MailChimp supports a number of features other than its campaign building functions that include Media Storage, A/B testing, third party app integration like Google Analytics & social media and much more

Tool#2: Moz Local-SEO

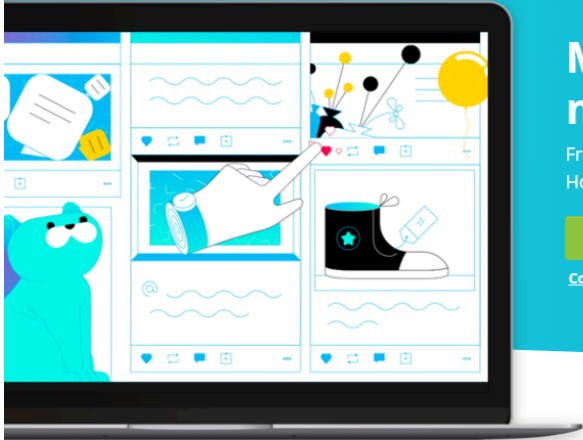


A free digital marketing tool, Moz Local helps you boost your online effectiveness in your immediate market and get a competitive edge over your rivals. Whether it is Google, Bing, Yelp or just any other major local data aggregator website, the SEO tool helps you get your business listed consistently on them in the approved manner.

The tool also delivers you with crucial data insights and highlights on how your business is performing online. You can also find for the duplicate listings of your business if any and check whether or not your business is listed correctly on a website.

Whether you are a beginner or doing an advanced SEO research, Moz local can be of great help for you. Some of the free features offered by Moz Local include competitive analysis, organic rank tracking, keyword value & competitiveness and much more.

Tool#3: Hoosuite-Social Media



Manage all your social media in one place

From finding prospects to serving customers, Hootsuite helps you do more with your social media.

[Start Your Free 30-Day Trial](#)

[Compare Plans](#)

Trusted by employees at 800+ of the Fortune 1000

If have launched your social media campaign and that have presence on all the social media majors like Facebook, Twitter, LinkedIn, Instagram et-cetera, you must be aware with the time and effort it takes in carrying out research, brainstorming, creating the content, proofreading, publishing, engaging the audiences and so on.

With this, wouldn't it be great if you can manage all these through just one tool at one place.

A free digital marketing tool, Hootsuite is one such tool that can integrate with most of the social media platforms offering you with easy management of all your social media campaigns at just one place.

The tool also provides you with a walkthrough guided tour, so you can easily get familiarised with its layout and learn to navigate its dashboard.

The free version of Hootsuite offers you with main features required by most businesses that include scheduling of post in advance, like, comment and share posts all within the dashboard, integrate with third party apps and much more.

Tool#4: Google Analytics- Tracking & Analysis

Start analyzing your site's traffic in 3 steps

1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

[Sign up](#)

Sign up now, it's easy and free!

Still have questions? [Help Center](#)

Not because it's free but because it's worth it, you should include Google Analytics in your digital marketing strategy right from the beginning.

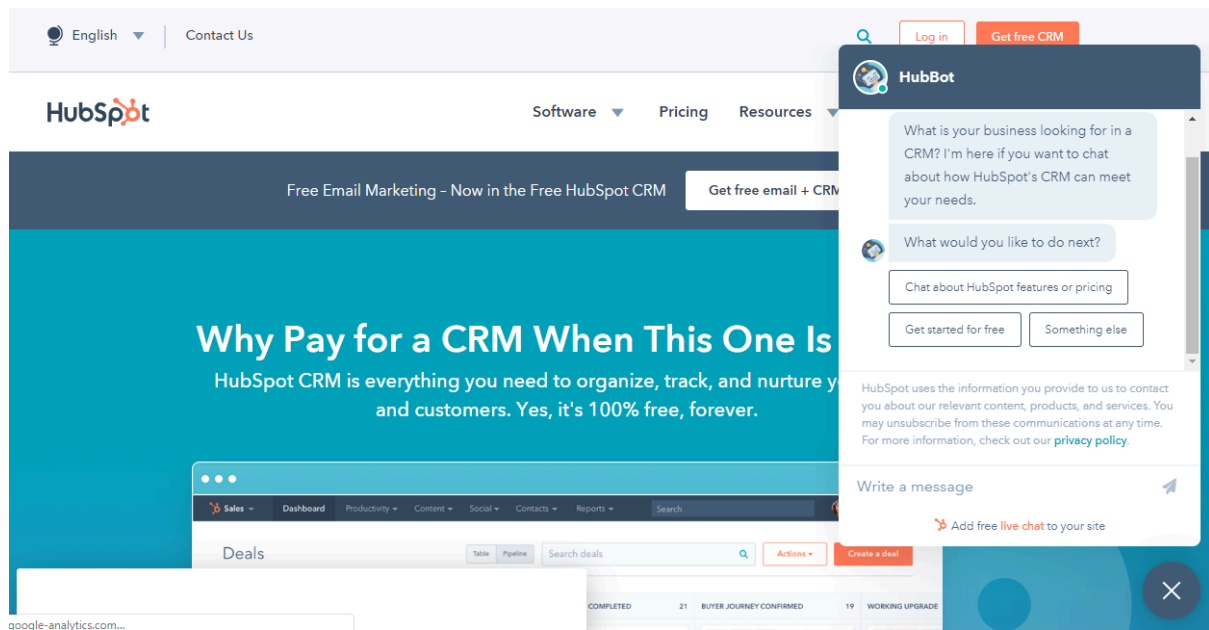
The idea is it hardly takes a few minutes and you can integrate Analytics with your website by putting its code there, and can monitor & analyse every action by every visitor.

A lot of marketers still take Analytics as merely a traffic tool however if you are well aware of what you are doing, it can be of great help in shaping a result oriented marketing strategy. The data that it proffers to you for analysing any campaign is extremely valuable.

For instance, let's say while monitoring your social media performance you found a particular social media campaign to be driving big traffic to your website. Will you not adjust your future marketing strategy basis this to attain better results from your social media efforts.

Similarly, let's say while analysing your SEO performance you found that a given keyword or a set of keywords to be bringing a significant amount of traffic to your website. Will you not optimize your content for these keywords to stay on the top through your content marketing efforts?

Tool#5: Hubspot- CRM



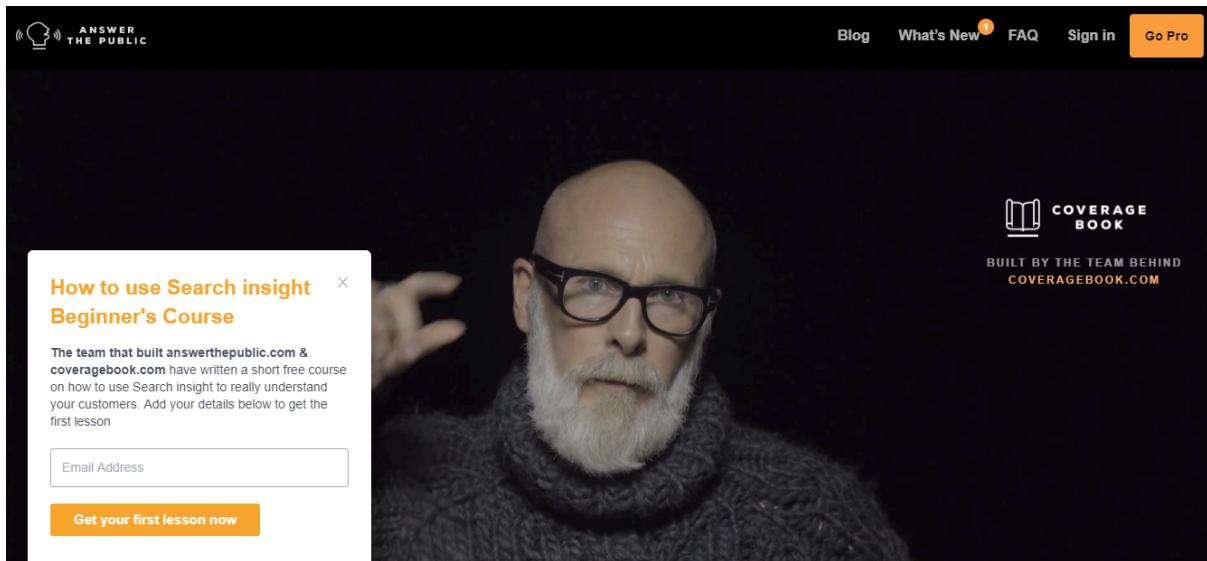
As the term signifies, a customer relationship management (CRM) tool helps you manage relationship with the customers. Whether it is sales process monitoring or organizing of information and searchable data storage, you can easily keep a track of your potential and current customers. A few free digital marketing tools for CRM also help you in managing prospects, leads, sales, clients, business contacts and much more

As far as the HubSpot's CRM tool is concerned, it gives you access to all the essential features for free that include customizable views, extensive integration capabilities, templates, tracking & scheduling and much more.

With an easy-to-use interface, Hubspot CRM tool also provides you with a guided walk through to help you get well acquainted with the layout.

It also allows you to import and export contacts into your prospects & customers' custom databases, helping you curtail time and effort spent on keeping the lists up-to-date.

Tool#6: Answer the Public- Content Topic



If you are looking to find subject matter for your blog, this free tool is perfect to help you with that by providing you with relevant keywords you can create your content around which.

The tool not only gives you a big advantage if you are trying to rank better online but also helps you easily find featured snippets.

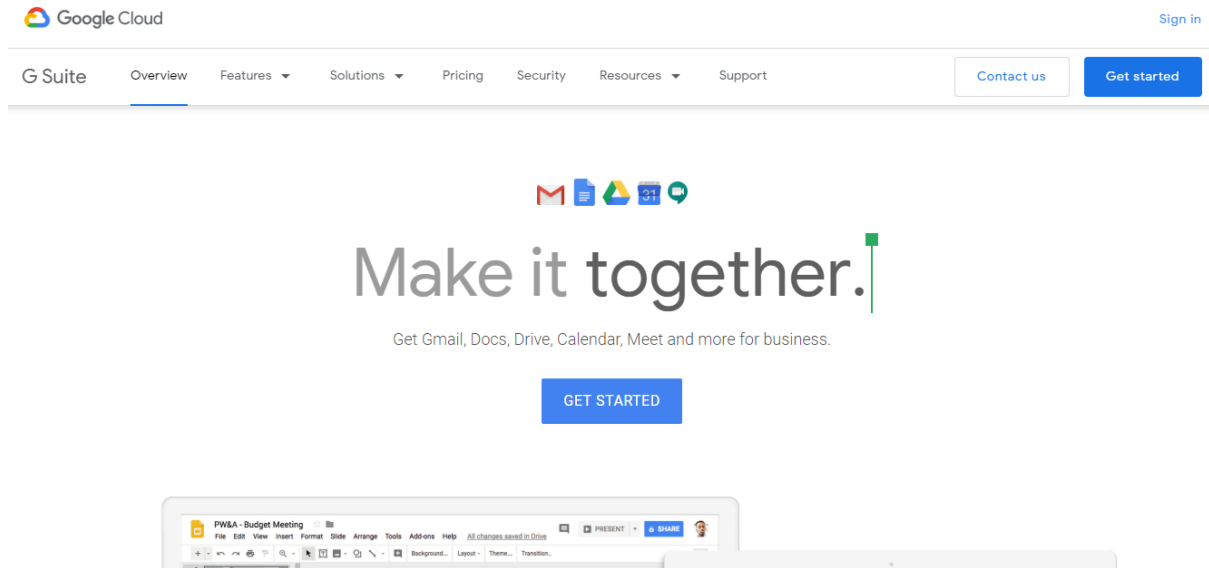
It not even takes more than 5 minutes of effort and you can make an efficient list of SEO topics by downloading the list of different keywords in the same niche and use it to grow your blog.

A number of marketers find Answer the Public to be the best tool for compiling SEO content for a site.

Not only that, it also provides the featured tool that allows marketers to get hold of a list of queries/ questions that people make for a given keyword. So, if you don't have enough ideas as such, you can take help of this tool and can easily create content structure around the questions or the queries.

By answering to what people are searching for and their questions or queries you can provide a lot of value to your potential customers and build your brand a little more easily. Moreover, since you have been answering the question through content on your website, it is likely to decrease the number of customer service related calls.

Tool#7: GSuite- File Storage and Team Coordination



G Suite by Google is a cloud based platform that includes productivity and collaboration tools compatible with Microsoft Office 365, software almost all of us are used too.

Some of the main products G Suite is comprised of are:

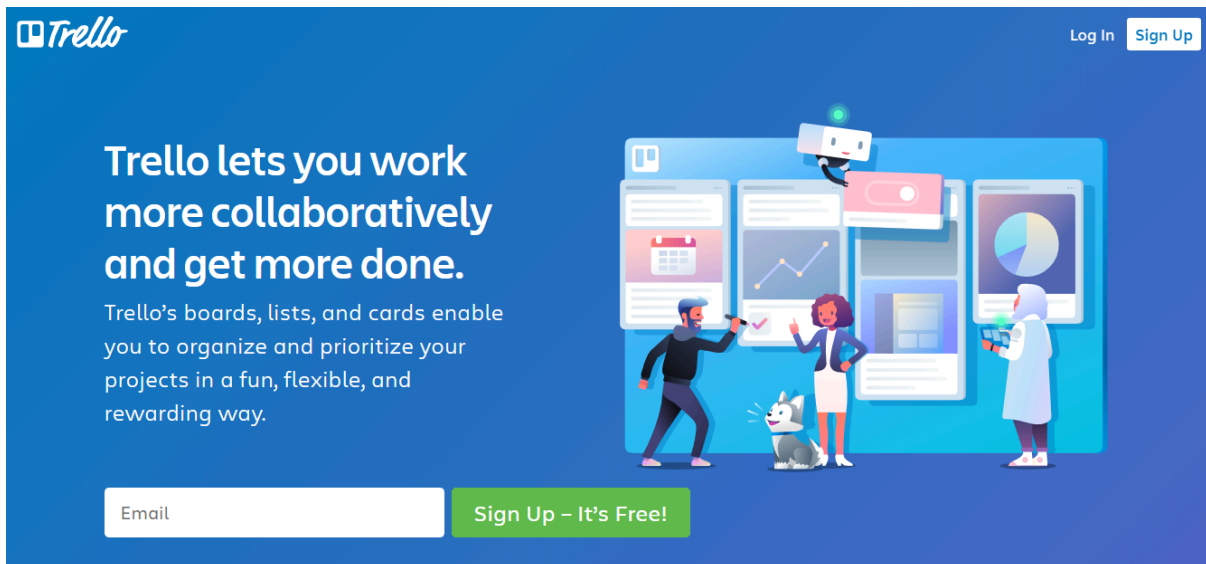
- Gmail
- Hangouts
- Calendar
- Google+ for communication
- Drive for storage
- Docs, Sheets, Slides, Forms, and Sites for collaboration

You can not only invite collaborators to view or edit files by sending them shareable links but can also see the changes being made to the file in real-time as well as know who is working on the file.

However, you require internet connectivity to use the G Suite features such as uploading or downloading the files, editing of files and so on. You can save all your files in Google Drive by G Suite that offers you with 15 gigabytes of free storage.

You can always upgrade G Suite to a higher version for additional fee and enjoy upgraded version of its features. Let's take Storage for example, you can upgrade and store files up to 5 terabytes in sizes in Google Drive and keep it there for later use.

Tool#8: Trello- Project Management

The image shows the Trello website landing page. It features a blue background with the Trello logo in the top left corner. In the top right corner, there are "Log In" and "Sign Up" buttons. The main heading reads "Trello lets you work more collaboratively and get more done." Below this, a sub-headline states: "Trello's boards, lists, and cards enable you to organize and prioritize your projects in a fun, flexible, and rewarding way." To the right of the text is an illustration of three people (two men and one woman) interacting with a large digital board displaying various project management tools like calendars, charts, and lists. A small robot character is also visible. At the bottom left, there is an "Email" input field, and at the bottom right, there is a green button that says "Sign Up - It's Free!".

Whether it is about your online success or offline, meeting the deadlines is extremely crucial. Managing the project involves a lot of task that include communicating with the clients, setting the expectations for the delivery of products or services, reaching the milestones, meeting the deadlines whether it is for you, your team or the stakeholders and much more.

In past when we didn't have project management tools as such, emails used to be the best way one can collaborate with its team. Though emails are still helpful to some extent, chances of it leading to confusions and overlooked messages are higher leading to frustration in the end.

A free digital marketing tool for project management, Trello helps you and your team stay on the same page avoiding any kind of confusions and frustrations.

For instance, you can share any piece of content on Trello before publishing it and can ask your team to review it, evaluate it, give relevant inputs if required and make changes accordingly before it goes live.

Though Trello also offers upgradeable paid features just like other collaboration software platforms, however, the free basic features that it offers are in itself a complete package presenting significant & most essential features that include easy organization of project tasks, milestones and deadlines, SSL data encryption (security), one third party app integration per 'card' and so on.

A number of startups use Trello as a powerful resource for organizing and planning their digital marketing projects.

Tool#9: Google Search Console –Monitoring & Reporting

Google Search Console

Improve your
performance on
Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Start now



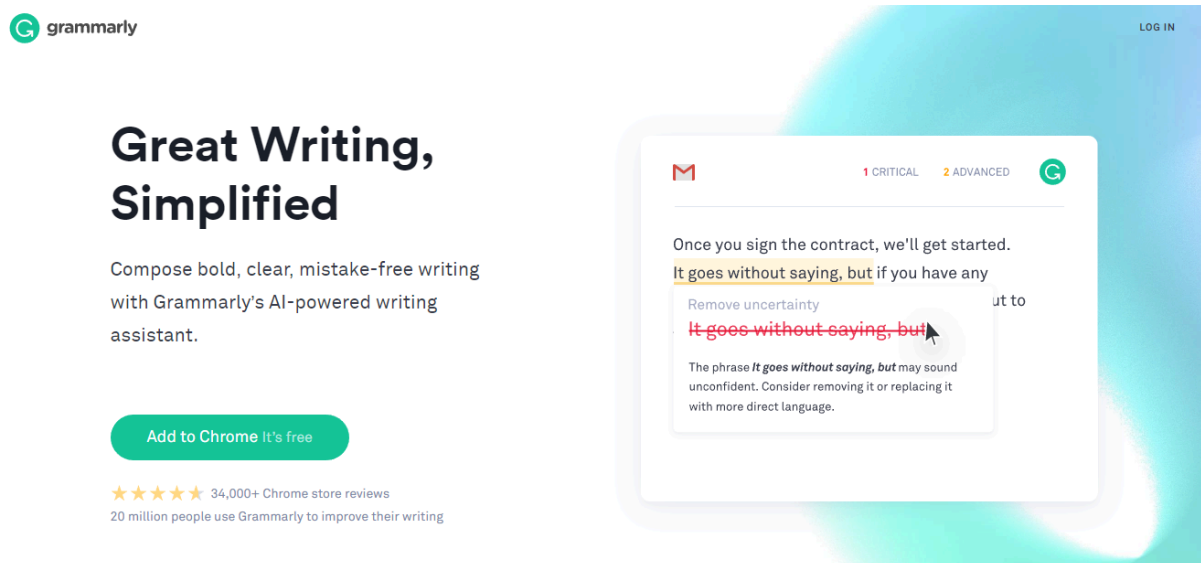
Search Console by Google helps the marketers in monitoring and reporting their website's presence in Google SERP (Search Engine Ranking Pages). With its set of helpful SEO tools, marketers can easily detect security issues, number of indexed pages, duplicate metadata, and more.

All you require to do is to click on 'Search Traffic' and then go to 'Search Analytics' and it will give you a list of keywords for which you currently rank.

Google Search Console (GSC) lets you know what's getting indexed, how your website is projected with this account and work accordingly. By providing relevant and helpful data GSC helps achieve your objectives. It also helps you recognize how your audiences view your website and in the end providing you with an opportunity to optimize your website accordingly.

Mobile usability report by GSC is a remarkable way for highlighting the URLs of the web pages with usability issues for a mobile user. The report apart from providing information about the URLs with issues also provides actionable insights for resolving the usability problem.

Tool#10: Grammarly - Grammar and Plagiarism Checker



Even if you happen to be a grammar guru, human errors are more or less bound to happen and that a proofreading tool always helps.

A free tool, Grammarly offers quite a user-friendly, clean and simple interface. Once you have registered with Grammarly, you will have access to the tool dashboard that looks much like Google Docs.

Now, if you want to proofread any piece of content, you need to open a new document in the dashboard and either type or simply copy & paste your content into it. Make sure you are connected to internet while doing so and the tool will check your spelling and grammar.

The tool also offers you with feature to save the document within if you want to use them later.

Or if you want you can also install Grammarly as a plug-in for your browser. Once, you do this you won't need to access the dashboard and that the tool will by itself proofread everything you type online.

This free digital tool includes basic spelling and grammar check, plagiarism check (limited number of times a day) and so on.

Though Grammarly also come with paid upgraded versions, the basic features it offers can be a rescuer for content such as emails, blogs and social posts et-cetera.

Bonus Tool!

WhiteSpark Reviews Handout Generator - Reviews and Testimonial Solicitation

[Tools](#)[Services](#)[Resources](#)[Blog](#)[About Us](#)[Contact](#)[Log in](#)

Review Handout Generator

A FREE tool by Whitespark and **Phil Rozek**

[Help](#)

We can't deny the benefits of user generated content like reviews, testimonials & so on in today's marketing. Obviously, your potential customers can believe your customers' word more than yours as a customer can better understand the agonies of a customer.

With this, online reviews play a great role in driving your online success.

At times, just because your loyal customers don't know exactly how to leave you a review, some of the great reviews are missed out by you. In such kind of situations, tools like WhiteSparkReviews Handout Generator can be of a great help for you.

With this tool, all you need to do is find out the kind of device your loyal customers use to write and submit the reviews. After which you need to put in your business information and the tool will create a PDF handout that you can print and give to your customers. The hand out has all the details and instructions on how to leave a Google review from a mobile or desktop device.

Conclusion

There are lot of things that you do in digital marketing such as reaching the target market, generating and increasing brand awareness, bringing targeted audience to your website, generating potential leads and converting them into customers, increasing sales @ lower acquisition cost.

And...these lots of things include a lot of things that need to be carried out well. In such situation, the tools we have talked about in this eBook can be of great help.

But always keep in mind installing or getting access to the tools is not the task done. You really need to employ them for what we have discussed to accomplish. Simply installing the tool won't serve the purpose for you. The purpose is served when you adjust your digital marketing strategy for future based on the insights gained from these tools, optimize your marketing campaigns for performance, carry out various digital marketing tactics efficiently through them et-cetera.