

# Best marketing tech tools to develop your business

The marketing landscape has shifted over the past few years and you have to be flexible with these changes. There is a variety of marketing tech tools that you must implement in your business to be successful.

- **Digital analytics**

All websites keep a track on overall views, time spent on the website, etc., to understand the data virtually but you want to improve your analytics you may need to hire an expert and implement advanced data analytics in tracking the data. You need to spend money on it but don't see it as an expense but see it as an investment which in the future will improve your business's performance.

- **Crazy Egg**

One of the well-known digital platforms to let you know what exactly the users do on your website is Crazy Egg. By using it, you can know where users click frequently and where they stop scrolling on your website. Its "Confetti Tool" is very helpful, it differentiates your clicks breaking them by search terms and referral sources.

- **Mobile Devices**

Is your website mobile friendly? Does your business have its own app? Have you taken the benefits of location-based software or QR code? What kind of mobile tools do you use when it comes to business marketing?

These questions are to be kept in mind to achieve success in your business, for example, today most people use their mobile devices more than ever before. They do almost every work on their phones whether to do shopping, to order food online, to

get entertainment and for many other things, they just google it. So, to increase your rank on Google SERP, your website should be mobile-friendly.

This is one of the important reasons to get your business successful. Make a mobile application(your business app) so that people can use it on their mobile phones comfortably. Use “Onboarding” to familiarize people with your brand’s app. It needs to be planned and analyzed for your business growth.

- **Appcues**

It is one of the best onboard platforms which you can use to set up personalized user experience. It enables you to show the right experience to the right customer at the right moment.

- **WalkMe**

You can use it to design your website, change content, and functionality of on-screen guidance. To make announcements, users can take the help of its “text-option”.

- **Social Media**

Social media is one of the biggest marketing strategies you can use to increase your business sales. Customers directly engage with your SaaS brand through social media.

- **Snapchat**

Snapchat has around 229 million users worldwide. It gives a direct chance to engage with customers. You can make short video clips to boost your brand awareness among them.

- **Mention**

It observes conversations about your brand. It finds out subject matter experts and influencers in your industry.

- **Email Marketing**

Besides it, you can take the help of email marketing to build quality customer bonds. Email is the most effective tool to educate your customers about your business.

- **Customer.io**

It helps you to send personalized messages.

- **Vero**

It syncs with your customer routines and sends emails according to time zones.

- **Video Marketing**

Promoting visual and influential content grows your business up to a great extent. Around 64% of the customers say they have purchased products after watching your brand video.

- **Animoto**

Animoto helps you to get unique styles and filters for your videos.

- **Wistia**

It is a video marketing software that generates a heatmap showing which part of the video user watched. It allows you to limit where videos are played.

- **SEO**

Search Engine Optimization makes it easy for your customers to find you as if the search engine can't find you, then your customers also cannot. If you want to grow your business, you have to be excellent in both quality and volume. It endures cost but once your business grows, you get more than what you spent.

- **Moz Pro**

It helps to improve your ranking on SERP, search engine

visibility and with its help, you can compare your desktop versus mobile rankings.

- **SEMrush**

It finds phrase matches and long-tail keywords. You can also observe your competitor's backlinks. Its US database contains more than 80 million keywords.

- **Content Marketing**

Content Marketing generates about 3 times more lead and costs 62% less as compared to traditional marketing.

- **CoSchedule**

CoSchedule is an all-in-one platform that helps you to create, publish, and share content in one place. If you are seeking a unified marketing platform, this is best for you. It has served more than 7000 customers. Its cross-functional calendar brings global visibility to all of your projects.

- **Notifier**

Notifier finds people you have mentioned, scans your blog posts, and brings awareness to your content.

- **Buzzsumo**

Buzzsumo discovers the most shared content across social networks and places all mandatory information at your fingertips. It also receives content alerts regarding keywords, domains, and authors.

- **Customer feedback**

The best way to generate profit is to serve your customer as fully as possible. Customer feedback is important for your business as it gets audience insights deeply that helps you improve your business.

- **Riddle**

Riddle collects customer feedback by organizing quizzes and polls.

- **YesInsights**

YesInsights discovers what your customer really needs by sending them surveys that after purchasing the product so that even if your audience is unengaged you can get feedback.