

# Essential marketing tools



**sales layer**

**All good marketing efforts bring results, and all good efforts are supported by the best tools aimed at increasing your sales.**

## STRATEGY

Define your main sales and communication strategies with tools that allow for an adequate analysis.

### **Analytics**

Google web analytics, a must for your best web strategies.

### **Make my Persona**

Create your target profile with this useful tool by HubSpot.

### **Producthunt**

The tool of tools. Learn about new products created online.

## ORGANIZATION

It is impossible to lead a successful strategy without a good organization. Simplify your tasks, communicate with your team and organize your virtual workspace.

### **Monday**

Project management with endless features to organize tasks.

### **Trello**

Organize your projects on panels through cards and lists. Highly popular in software development.

### **Google Calendar**

Both Monday and Trello can be synched with your Google calendar to avoid missing any deadline.

## ONLINE TOOLS

## OPTIMIZATION

In order to make decisions, you need to analyze and have the right data to increase traffic toward your website.

### **SemRush**

Measure and control your SEO positioning and your AdWords campaigns. Make an in-depth study of the behavior of your competitors on the internet.

## **Hotjar**

Analyze how your visitors are using your website through heat maps, user session logging, contextual surveys or you can even spy on your users.

## **AUTOMATION**

In order to scale your business you need to automate marketing processes. Reduce content creation, mailing and product update times.

## ***Sales Layer***

Build your entire product catalog on the cloud and update your product information in one place.

## **HubSpot**

This is the most complete software to grow and cement your relationship with customers.

## **Mailchimp**

The famous bulk email platform that allows you to automate your mailing processes.

## **SOCIAL NETWORKS**

The creation of audiovisual content and an adequate management of all your social networks is now a trend. With these two platforms you will be able to achieve your goals.

## **Hootsuite**

Managing social networks has never been so easy. With this platform you can generate schedules and interact with your followers.

## **Quik**

The fastest, most advanced and fun GoPro video editor on the market.

## **ONLINE ADVERTISEMENT**

If you need to accelerate lead capture processes, placing ads on Facebook and Google is a good option.



## **Adwords**

The most used online advertising tool by marketers. Your ad in Google Search or in websites where your prospective customers can be found.

## **FacebookAds**

A simple way to capture the attention of your customers and get results.

## **SURVEYS**

Perform market research or customer satisfaction polls with platforms that allow for a fast analysis.

## **TypeForm**

Surveys with a very attractive design and usability.

## **SurveyMonkey**

Carry out surveys with powerful analytics.

## **OFFLINE TOOLS**

### **EVENTS**

Product launches, promotional events, meetings, etc. Possibilities are endless.

### **PR**

A must for your public image and your relationship with partners, investors and customers.

### **PRODUCT PLACEMENT**

Highly common in movies, it is becoming increasingly widespread among influencers on social networks.

### **ADVERTISEMENT**

Traditional ways are becoming less and less effective, but guerrilla marketing and creative communications give good results.