



MARKETING FULL STACK STARTER PACK

by Brand24



Social listening

is a process of looking for online mentions concerning a given brand, industry, person, or product and actively reacting to what it's said online.

It's a research method that could have many different applications within your company.



We prepared an ebook that will show you more than 100 carefully selected digital marketing tools. Besides all the tools, we noted down a few useful tips and tricks you could implement right away and bring your marketing tactics to the next level.

19%

56%

TOOLS

.CREATE

.MANAGE



This ebook provides a comprehensive set of tools you could use on every step of your digital marketing journey. We begin our tour with solutions to create amazing graphics, websites, and landing pages to end with robust analytics tools.

We're going on an adventure!

19%

56%

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Timing is everything – scheduling tools.

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Additional perks (books, podcasts, research).

That's not all!

Besides the tools, you'll also find a few tips and tricks on how to get the most out of digital marketing tools.

Discover all the perks of social media listening!



TOOLS: SOCIAL MEDIA SCHEDULING

BUFFER

[CHECK IT OUT](#)

Buffer offers free and paid services. It's an intuitive tool to manage your content scheduling on many different social media platforms, including Facebook, Twitter, Instagram, Pinterest, and LinkedIn. You can use a mobile app or download a Chrome extension.

KONTENTINO

[TRY IT HERE](#)

Kontentino is an easy to use app that allows you to schedule content for Facebook, Twitter, Pinterest, LinkedIn, and Twitter. You can download a mobile app and schedule your content from your phone. Kontentino offers additional functionalities, such as checklists.

COSCHEDULE

[GIVE IT A TRY](#)

CoSchedule is a tool for the most demanding content managers. A well-developed dashboard makes scheduling your content a piece of cake. An abundance of additional features make it an excellent tool for

CONTENT STUDIO

[TRY IT HERE](#)

Content Studio allows you to discover, plan, publish, and analyse the results of your content marketing efforts. You can automate some of the processes with Content Studio and save a lot of time.

MEET EDGAR

[CLICK HERE](#)

Meet Edgar allows you to recycle your most engaging content and automatically plan your social media posts to your platforms of choice. It's a tool for the most demanding content managers.

SOCIAL REPORT

[CHECK IT OUT](#)

Social Report is one of the best social media management platforms in the world. Apart from content curation, scheduling, analytics, Social Reports offers powerful integration options via their API.

Internet monitoring and content marketing

Brand24 finds out who and where shared your content, what the social media reach of your posts is, and how engaged your audience is.



Social media listening will help you reach your audience quickly and efficiently. Based on your keywords, the tool will generate lists of the most active and influential social media authors.

[SIGN UP FREE](#)

19%

56%

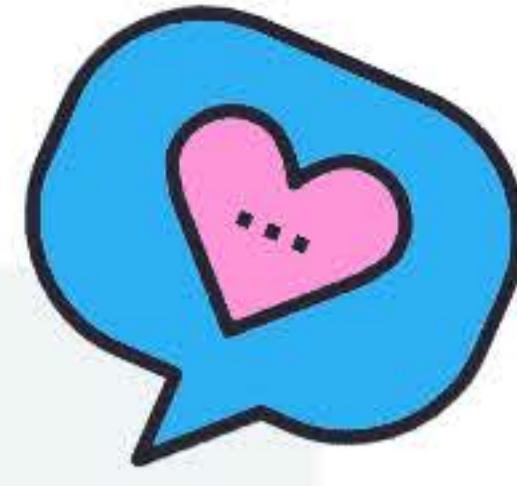


TOOLS: INSTAGRAM



MOJO STORIES

TRY IT OUT



Mojo is one of the best apps for creating compelling Instagram Stories. With just a few clicks you can put together a short video, and the built-in special effects will make sure your content won't go unnoticed.

QUIK

CHECK IT OUT

Quik is a video editing tool developed by GoPro. One of its many features is the ability to compile videos in the 16:9 format, which is an ideal solution for Insta Stories.

SNAPSEED

GIVE IT A TRY

Snapseed combines two opposite worlds – it has a ton of features and intuitive dashboard. An alternative to Snapseed is equally well-developed Lightroom.

VSCO

TRY IT HERE

Just like Snapseed, VSCO offers built-in presets for editing your videos and photos. Photos edited with this tool are often accompanied by hashtag #VSCO.

PLANOLY

GIVE IT A TRY

It's simply the best Instagram content planner where you can plan months of photos ahead. You don't have to worry about keeping your account safe, as Planoly is an official Instagram partner.

BRAND24 BOT

ENGAGE BOT

Are you looking for the most effective set of hashtags for your photo? Take a look at our Messenger Hashtag Generator. All you have to do is send your photo, and our bot will generate a list of 20 hashtags.

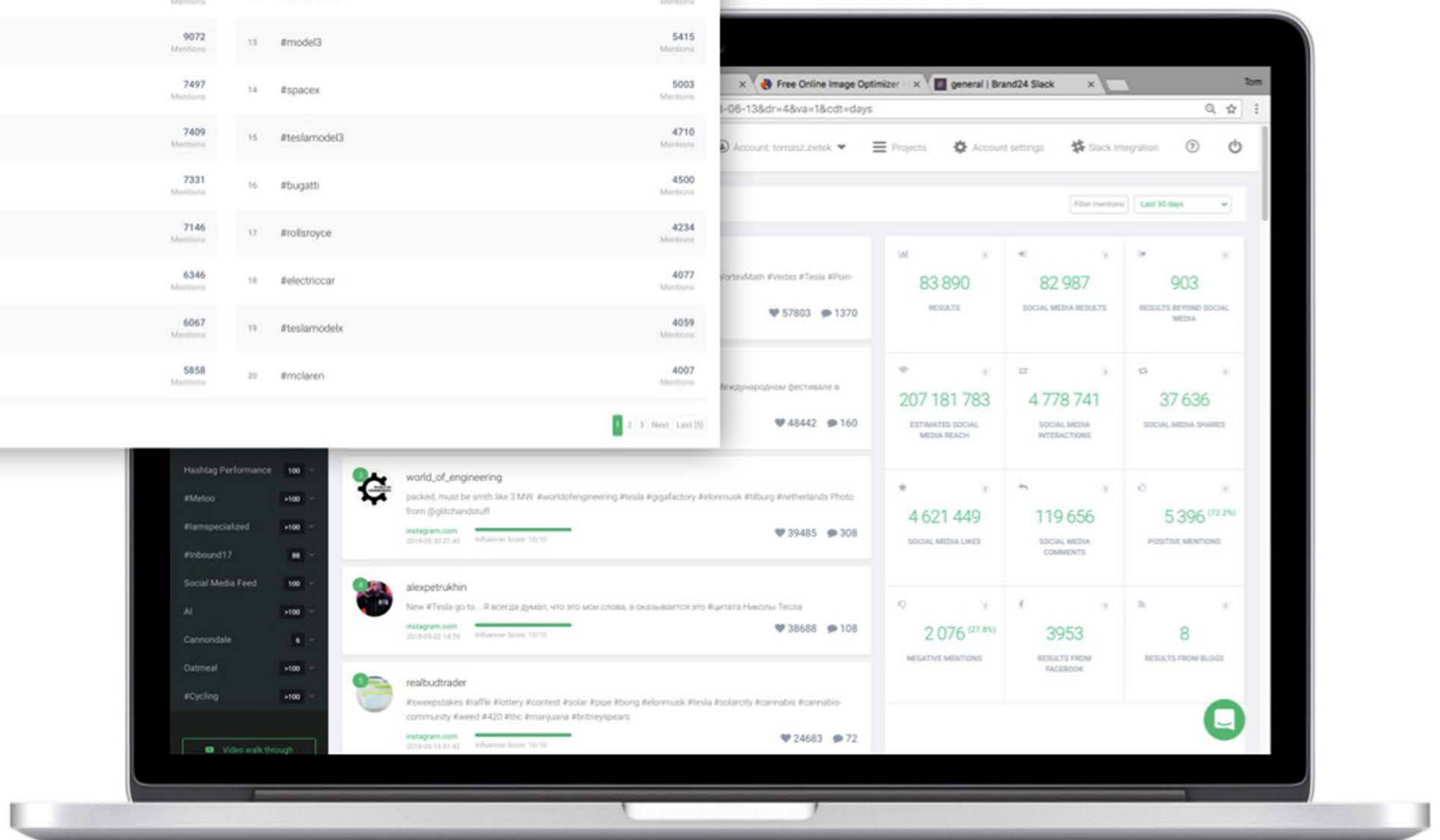
Hashtag monitoring

Brand24 automatically generates a list of the most popular hashtags around a certain brand or topic.

[SIGN UP FREE](#)

Trending hashtags

1	#tesla	88322 Mentions	11	#teslamodels	5663 Mentions
2	#elonmusk	9245 Mentions	12	#teslamotors	5447 Mentions
3	#bmw	9072 Mentions	13	#model3	5415 Mentions
4	#mercedes	7497 Mentions	14	#spacex	5003 Mentions
5	#audi	7409 Mentions	15	#teslamodel3	4710 Mentions
6	#ferrari	7331 Mentions	16	#bugatti	4500 Mentions
7	#cars	7146 Mentions	17	#rollsroyce	4234 Mentions
8	#lamborghini	6346 Mentions	18	#electricar	4077 Mentions
9	#car	6067 Mentions	19	#teslamodelx	4059 Mentions
10	#porsche	5858 Mentions	20	#mclaren	4007 Mentions



Why use hashtags?

Adding hashtags to your social media posts will increase the reach of your content, which will raise the awareness of your brand.

Finding the right trending hashtags in your industry is the key to success.



Using the most popular hashtags will help you reach your target audience, which will translate into high engagement on Instagram.

Whether you want to grow your account organically or with paid ads, you should pay extra attention to the trending hashtags.

LEARN ABOUT HASHTAGS



TOOLS: FACEBOOK



FACEBOOK ANALYTICS

TRY IT OUT

Facebook Analytics is a free Facebook tool which helps you analyse user behaviour. It's just like Google Analytics, but for Facebook – a ton of data and insights you could implement into your strategy,

PAGEMODO

CHECK IT OUT

This tool will take care of the visual side of your Facebook business page. It's a great tool for anyone who is just starting his or her Facebook adventure.

FANPAGE KARMA

GIVE IT A SPIN

Fanpage Karma is a Facebook analytics tool. Besides valuable data, Fanpage Karma will help you manage your business page communication by connecting with your Facebook inbox.

QWAYA

TRY IT OUT

Can you imagine Facebook without effective ads? We bet it's hard. Qwaya helps you optimize and manage your Facebook ads campaign.

TIMELINE CONTEST

CHECK IT OUT

Do you want to add an element of gamification to your Facebook marketing activities? Take a look at Timeline Contest – a tool to build quizzes. Great way to spark engagement!

GRYTICS

TRY IT HERE

Grytics is an answer to changes in the Facebook's approach to groups. The tool analyses Facebook communities. You can use the data to build engagement within your community.

Facebook

Facebook is the place to build your brand awareness and increase conversion rates. The challenge is to use its full potential for your benefit. All your Facebook activities should be a thoughtful result of your Facebook marketing strategy.



Before you take action, you have to answer some important questions. Who do you want to reach and why? There are plenty of reasons for your Facebook presence – engage existing customers, reach new audiences, or raise brand awareness. You should set the goals you want to achieve. Try to answer these questions: what? Why? Where? For whom? And lastly – how?

[READ MORE](#)

Something special



It's our great pleasure to share something extra – a few tools which will help you save time, increase the effectiveness of your Facebook ads, and analyse user behaviour. Just what tigers like best!

LEADZA

[CHECK IT HERE](#)

Leadza.ai is a Messenger chatbot platform developed with one thing in mind – optimization of your Facebook Ads campaigns. You connect your ad account and get a fresh portion of insights every morning.

STALKSCAN

[TRY IT OUT](#)

Ever wondered about what you couldn't see on Facebook? Photos blocked or set to private? That's not a problem for Stalkscan.

SEARCH IS BACK



[TRY IT HERE](#)

This is an advanced search tool for Facebook. Search Is Back is a free and easy tool that will help you find everyone working for a particular company, for example, Google or Apple.




VSCO

[START IT HERE](#)

VSCO's filters and presets will help you determine a coherent style for your Facebook visuals. The tool operates in freemium mode – you have to pay for some features.



**TOOLS:
TWITTER**



FOLLOWERWONK

TRY IT HERE

Followerwonk will take an in-depth look at your Twitter audience. Who are they? Where are they located? When do they use Twitter? The tool answers these and many more questions.

SOCIAL BLADE

START HERE

If you want to analyse a particular Twitter profile, Social Blade is your answer. Social Blade scores the health of a profile, so you dodge a bullet of working with fake influencers.

TWITTER ANALYTICS

TRY IT HERE

A free, built-in Twitter tool that will help you analyse your account. Find your top performing content, analyse the reach of your tweets, and much more!

TWEETDECK

GIVE IT A SPIN

Tweetdeck puts clarity into your Twitter feed. The tool organises the stream of information from your Twitter, so you can analyse everything you need at a glance. And you can tweet directly from the app!

TWERIOD

CHECK IT OUT

What's the best time to tweet? Tweeting at the right time won't be a problem with Tweriod – an easy but effective tool for spotting the best time to be active on Twitter.

@ BRAND24

@FOLLOW

Are you looking for some tips and tricks on social media? Our Twitter is the place to be! Give it a try and let us know what you think!

Anyone can tweet

The lifespan of a tweet is short – new content appears constantly, and there is a chance that your posts will disappear before anyone can read it. But the right set of tools and a few tips will help you tame the information tide and achieve your Twitter goals.



How can you use the high amount of content to your benefit? Here are some cool tips to increase your Twitter reach, engage a new audience, and generate conversions.

[CLICK HERE FOR MORE](#)



TOOLS: KEYWORD RESEARCH



GOOGLE KEYWORD PLANNER

CHECK IT OUT

When it comes to searching for keywords, Google Keyword Planner is your bread and butter. The tool is free, intuitive, and it's a part of Google Ads ecosystem. Finding the right keyword will take just a minute.

WORDSTREAM

TRY IT HERE

A free tool which will help you search and analyse the keywords in your industry, country, or domain. Who said keyword research has to be difficult?

UBERSUGGEST

GIVE IT A SPIN

A completely free tool that will help you find the right keywords for your piece of content. It will also analyse the keyword density on your website.



ANSWER THE PUBLIC

TRY IT HERE

This tool is one of our favourites. The tool generates fancy diagrams of all the questions users pose around your keyword.

KEYWORD TOOL

START HERE

That's a more sophisticated alternative to Google Keyword Planner. The tool analyses the trends from Google Trends, so you can present the most comprehensible content possible.

SOMETHING FOR YOU

Discover extra tools for content managers and some tips and tricks for producing content that converts.

EXTRA TOOLS



TOOLS: WEBSITE AUDIT



SERVICE UPTIME

TRY IT HERE

This tool allows you to check the availability of your website from different places. This will help optimize your website when it comes to loading times.

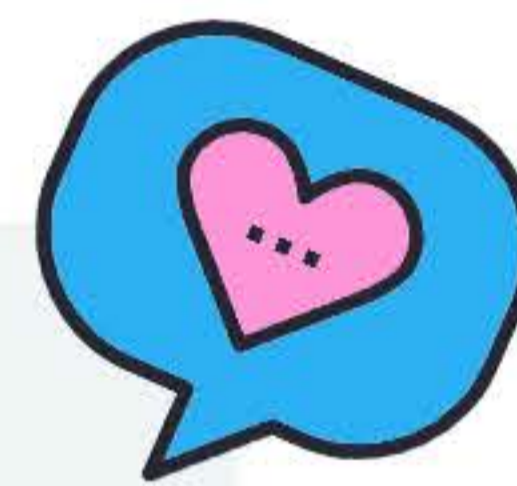
LINK EXPLORER

CHECK IT OUT

Enter the URL of your website, and the tool will provide a complete link metrics, including domain authority and page authority.

PINGDOM

GIVE IT A SPIN



Check your website activity in real time. Pingdom is an advanced tool for analysis and website management. Alerts will assure that your website is never down.

GOOGLE INSIGHTS

TRY IT HERE

By far, the most popular website analysis tool. It's a free tool that will indicate mistakes and highlight solutions for website optimization.

SUPER MONITORING

TRY IT

It's a tool for website management and audit. The tool will send an alert when the website is down and create a list of potential mistakes.

Brand reputation analysis – is it worth it?

We live in the age of conscious consumer. A consumer that researches the product before the purchase. The amount of information on the Internet allows us to compare price, quality, reviews, and much more. All that to make the best choice possible.



The process of the purchase starts long before we go to the shop or order an item online. We start with a thorough research that can reveal everything said about your brand or product online. Are you ready to be placed under your customers' scrutiny?

LEARN MORE



**TOOLS:
SEO**



MOZ

GIVE IT A TRY

MOZ provides the most comprehensive set of SEO tools on the market – starting with website analysis, through keyword research, to end on tutorials and knowledge centre.



SURFER

TRY IT HERE

Surfer is a new kid on the block, but it has the potential to become the most popular one. Surfer will analyse keywords, domain, and particular blog posts.

SEMRUSH

TRY IT

We use SEMrush daily at Brand24. It's a very comprehensive tool that will analyse your SEO efforts, and also those of your competitors. Moreover, Keyword Magic Tool will provide ideas for new blog posts.

AHREFS

GIVE IT A SPIN

Ahrefs is yet another tool that will help you answer one simple, yet very important question – how to get ahead of your competition?

SERPSTAT

TRY IT

Serpstat will help you analyse the visibility of your website, audit your website, and help find valuable backlinks to boost your Google rating.

SEMSTORM

TRY IT

Semstorm not only analyses your website and compares it to your competitors, but also offers a text editor which analyses your text in real time.

Brand reputation in search engines.

If you start your online visibility analysis from scratch, the first thing you need to do is an analysis of your online presence. This will be your reference point for measuring the results of your future activities.



By conducting a thorough audit, you will not only discover all possible bugs and problems in your online presence but also allow yourself to react in time and prevent long-term or irreversible damages. The short-term effects include a boost of Google rankings and increased brand awareness. In the long run, it will help you implement your marketing strategy.

DISCOVER MORE



TOOLS: COPYWRITING



LANGUAGE TOOL

GIVE IT SPIN

No matter the language, the Language Tool will analyse the spelling and grammar of your text, and suggest corrections. Language Tool offers a Google Chrome extension.

HEMINGWAY EDITOR

TRY IT

Hemingway Editor lets you analyse how easy it is to read your text. The app highlights long sentences, passive voice, or uncommon words making your texts user-friendly.

GRAMMARLY

GIVE IT A TRY

Grammarly will spot all the mistakes you made – both spelling and grammatical errors, as well as punctuation.

Thanks to Chrome extension, you will never miss a comma again!

AMINSTITUTE

TRY IT HERE

Are you looking for the best title for your piece? Try this tool! It will analyse the emotional characteristics of your text and give you hints to write a title that will spark interest in your readers.

THESAURUS

TRY IT HERE

Are you ever stuck without a good synonym? Thesaurus is a helping hand! Just type in your term, and the tool will provide a comprehensive list of synonyms and antonyms.



TOOLS: GRAPHIC DESIGN



BANNERSNACK

TRY IT

A tool that will make your Google and Facebook Ads banner stand out in the crowd. Bannersnack will make sure your banners are visible and will save you a ton of time.

CRELLO

TRY IT HERE

Crello is a comprehensive graphics editor that offers a ton of different templates, icons, elements, and inspiration to create graphics that suit your needs perfectly.

VISME

GIVE IT A SPIN

Visme will bring your presentations and infographics to another level. It offers over 1000 templates, icons, and graphics.

CANVA

GIVE IT A SPIN

By far, it's the most popular graphics editor in the world. It offers multiple templates, stock photos, and a very handy mobile app.

ADOBE SPARK

GIVE IT A TRY

Can you believe that Adobe offers a free tool for video editing and graphic design? It sounds too good to be true, but it is!

BEFUNKY

TRY IT HERE

BeFunky will help you edit your graphics and videos online. The tool offers stock images as well.

Ready for some more?



We like to share the good stuff. Below, you'll find four graphic design tools that will help you design charts of your dreams. If you're still eager to find out more, just click on the link and discover social media marketing tools!

SOCIAL MEDIA TOOLS

PIKTOCHART

GIVE IT A SPIN

VENNGAGE

TRY IT

SNAPPA

TRY IT HERE

MIND THE GRAPH

GIVE IT A TRY

19%

56%



TOOLS: VIDEO EDITING



LUMEN5

GIVE IT A TRY

Lumen5 is something we love – a tool that will automatically generate a video based on your text. Without a doubt, it's a time saver!

ANIMATRON

GIVE IT A SPIN

Animatron is a comprehensive video editing tool. You can edit an HTML banner and put together a social media video. Easy and intuitive – just what every busy marketing bee needs.

OFFEO

TRY IT HERE

That one is a keeper. With Offeo, you can create graphics, but video editing is the feature that makes it special. If you're looking for a video animation tool, you just found one.

ANIMOTO

TRY IT

Animoto offers a vast library of templates you can customise so that they suit your needs perfectly. You can edit fonts, colours, and the duration of each section. There are plenty of possibilities, and the tool is easy to use.

BITEABLE

GIVE IT A TRY

A very easy tool which makes animations easy. It already offers a library full of templates, and more functionalities are being developed as we speak.

VYOND

TRY IT

Are you wondering how to explain a complicated topic in an easy way? Vyond is your tool of choice. Vyond makes educational videos easy!

Social media metrics

Have you ever wondered how many people could have possibly seen your YouTube posts? And how does your YouTube activity affects your other social media channels?



You can find all of these data (and much more) once you set up a social media listening project. Social media listening tools analyse where your audience is talking about you, calculate the social media reach of the posts, as well as the number of comments, likes, and shares. You can spot the most influential authors.

These numbers translate directly into your social media success. You can work with the right influencers to boost your online presence, measure the results of your social media campaign, and much more.

LEARN MORE



TOOLS: CHATBOTS



CHATFUEL

TRY IT HERE

It's the most popular tool for building chatbots. You don't have to be a programmer to use it, as it is based on a drag&drop menu. If you're still not convinced, take a look at all the templates.

MANYCHAT

GIVE IT A SPIN

Chatfuel alternative. A comprehensive tool where you can build a bot without programming knowledge.

DIALOGFLOW

TRY IT

It's a tool developed by Google, which is an engine to process natural language programming (NLP). With a little help from the tool, you can build voice assistants for Google Home and Alexa.



JANIS.AI

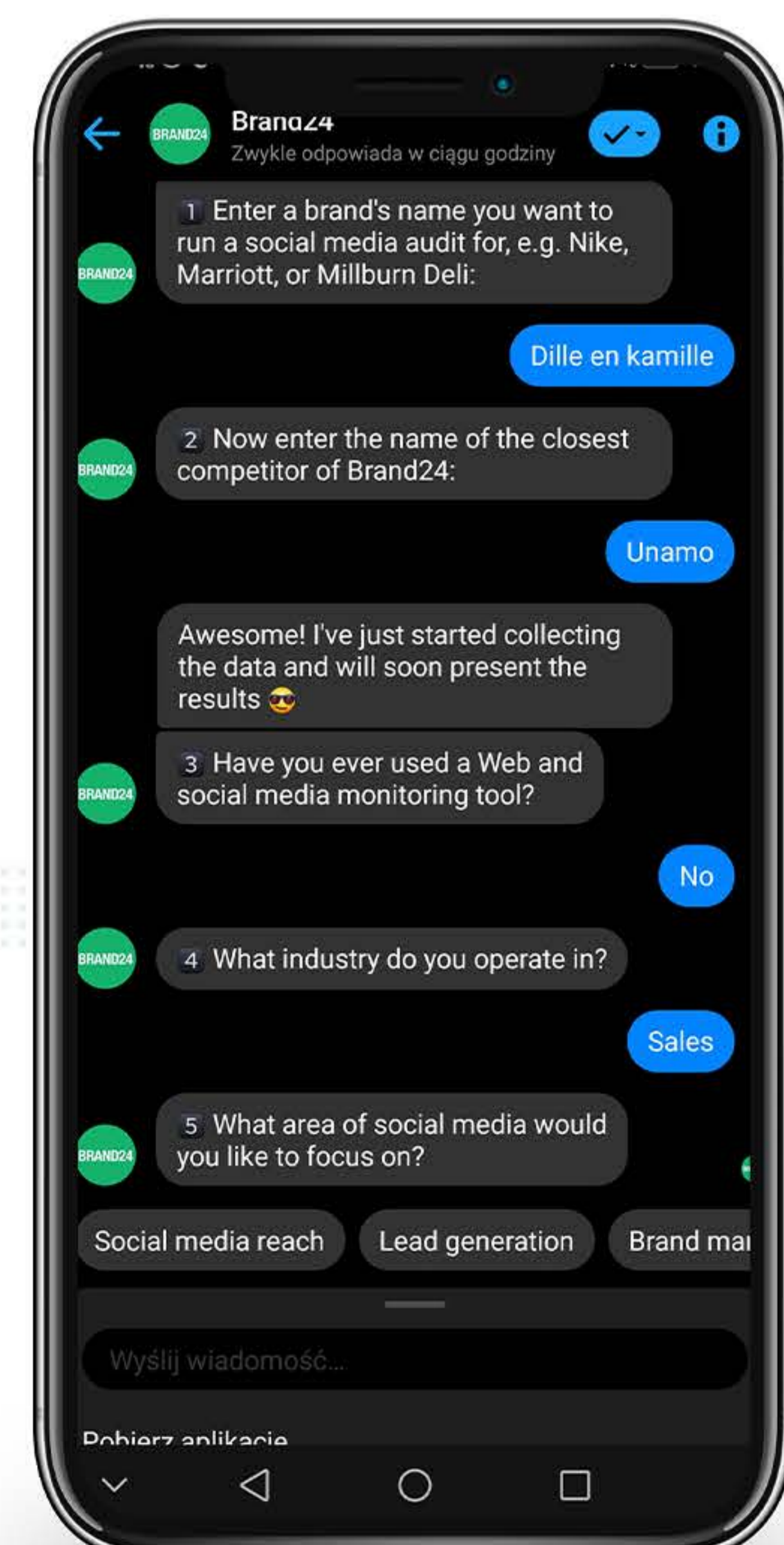
SPIN IT

Janis is an auxiliary bot application. It integrates both with Chatfuel and Manychat, and you can manage your bot directly from your Slack account.

Brand24 Bot

Have you seen our Messenger bot? Subscribe the latest messages, get Brand24's reports, and much more!

ENGAGE BOT





**TOOLS:
TASK**

MANAGEMENT



SLACK

TRY IT HERE

It's a messenger platform that makes sure the communication between departments, team members, or even offices runs smoothly. Share your files, integrate a bot, and analyse weekly statistics. Couldn't imagine our everyday work without it!

ASANA

GIVE IT A SPIN

A project management tool. Clean design, Slack and Gmail integration, and a mobile app – could you ask for more? It's one of the tools you have to try yourself!

TRELLO

TRY IT

Have you heard about Trello? It's a task management tool that will help you track the progress of different assignments among your team members.

TODOIST

GIVE IT A TRY

Todoists is your personalised to-do list. It's an easy to manage tool that you can use together with your teammates. The only drawback is lack of calendar integration.

MONDAY

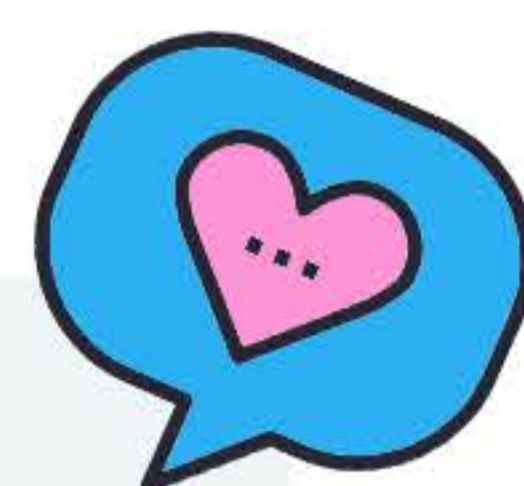
TRY IT HERE

To be honest, Monday is by far the best task management tool we've seen. It's a perfect combination of hundreds of templates with a user-friendly interface which makes project management a piece of cake.

NUCLINO

START HERE

With Nuclino, you can manage all the resource inside your company. Project documentation, visions, fresh ideas – you can share them all, and much more, within your organisation.





TOOLS: LANDING PAGES



ELEMENTOR

GIVE IT A TRY

Wordpress-based landing pages creator. Creating landing pages is as easy as pie – you just choose the right elements and drag them to your landing page. At Brand24, we use Elementor PRO for every landing page.

LANDINGI

TRY IT HERE

What makes Landingi so interesting are email integrations, which could help increase your landing pages conversion rates. Combine it with various templates, and you have a robust landing page creator!

INSTAPAGE

START HERE

It's one of the most popular sites for non-programmers. Create a perfect landing page with a drag and drop menu.

UNBOUNCE

TRY IT HERE

Unbounce is a comprehensive tool that will help you create landing pages of your dreams. Many different templates allow you to create a landing page for downloading an ebook.

LAPA NINJA

GIVE IT A SPIN

You've chosen your landing page creator; now you need some inspiration. Take a look at Lapa Ninja! It's a database of many different landing pages you can browse according to categories.

KICKSAAS

Let's face it, digital marketing tools can be expensive. To help you manage your marketing budget and get a discount for some of the tools, take a look at KickSaas. Once you sign up for a newsletter, you will regularly receive the ultimate SaaS deals in your mailbox.

Does it sound tempting?

SIGN UP TODAY



TOOLS: WEBINARS



GOTOWEBINAR

GIVE IT A TRY

Gotowebinar is a comprehensive tool that allows you to plan and promote a webinar. Moreover, you can engage your audience, and analyse the results, which will help you run your future events.

WEBINARJAM

TRY IT HERE

Webinarjam lets you add up to six presenters to your webinar. If you want to host a roundtable, Webinarjam should be your tool of choice.

READYTALK

GIVE IT A SPIN

Readytalk makes it easy to host a webinar from your mobile device. All you have to do is to share an URL, and your audience can participate in your webinar.

CLICKMEETING

TRY IT HERE

Clickmeeting is a comprehensive tool – you can run webinars, product demos, and online courses. Moreover, you could use it to collaborate with your team.

LIVESTORM

START HERE

Livestorm works on any browser, mobile, or desktop. It's a tool you could use on every step of your business journey – from just emerging startups to established businesses.

CHIA EXPLAINS

The only constant is change. But the change in the social media world happens so fast, and so often, we can sometimes get overwhelmed. That's why we launched a YouTube channel – Chia Explains. Chia tackles and breaks down problems marketers encounter in everyday life and explain them.

WATCH IT HERE



ADDITIONAL RESOURCES





Do you like to read?

Tools only help to achieve your marketing goals. To develop a successful marketing strategy, take a look at these books.

They will help you set up your long-term goals.

MARKETING STRATEGY

BASED ON PRINCIPLES AND DATA ANALYTICS

READ

A book written by Robert Palmatier and Shrihari Sridhar. The book provides a framework to develop effective strategies to deal with diverse marketing problems.

BUILDING A STORYBRAND

CLARIFY YOUR MESSAGE SO CUSTOMERS WILL LISTEN

READ

Donald Miller will teach you how to dramatically improve how you connect with your customers and grow your business by implementing seven elements of powerful stories.

MARKETING 4.0

READ

Philip Kotler is an industry guru who sets marketing trends. In Marketing 4.0, the author redefines the rules of modern marketing.

THE 22 IMMUTABLE LAWS OF MARKETING

READ

The book was written by a team of world-renowned marketing consultants and bestselling authors – Al Ries and Jack Trout. A must-read for all marketing adepts.

Bells and whistles



Problems with focusing on work? Wondering how long it will take to complete particular tasks? Want to save time and implement automation solution without the help of a programmer? Take a look; we have something that can help.

BRAIN.FM

TRY IT HERE

If you have troubles with concentrating on your work, take a look at Brain.fm. It will play soothing sounds that will help you focus on the task ahead of you.

TOGGL

GIVE IT A SPIN

Imagine a world in which you know how long will it take to complete certain tasks. Toggl will measure how long it takes to complete particular assignments which will help in any future planning.

PAYBYSHARE

START HERE

PayByShare is a new tool that will help you track the shares of your content . If you want to boost your business, gain new followers, see how your content spreads online, and more, take a look at this tool.

LAST PASS

GIVE IT A TRY

Online security is important. Last Pass will help you store and generate passwords that are hard to break. It offers a Chrome extension, so all your passwords are securely stored.

Are your headphones on?

Podcasts are becoming more popular. Here are four auditions that prove podcasts are the future. Something to laugh, something to learn.

Are your headphones on?



HBR IDEACAST

LISTEN

The Harvard Business Review is not only a top-notch magazine, but it also offers a great podcast. The hosts interview some industry giants and share a lot of inside tips and tricks.

THE SCIENCE OF SOCIAL MEDIA

LISTEN

Podcast ran by Buffer. It's a perfect program for your commute – short and very informative; it will allow you to stay up to date with all marketing developments.

MIXERGY

LISTEN

Mixergy mixes interviews with industry leaders and laser-targeted courses where leaders teach solutions to common problems.

BRANDTALKS

BrandTalks are made with marketers and businesspeople in mind. Every episode is dedicated to solving a different business problem.

LISTEN



“From marketers with love...”

by Brand24

