13 MARKETING TOOLS UNDER £40





Gone are the days when marketers need to heavily invest in enterprise level tools to get the most from their campaigns.

Thanks to the array of flexible and affordable software available, new technology has empowered marketers to be nimble enough to quickly create, distribute and analyse their campaigns, without spending a fortune.

We've recommended these top tools for under £40* that can help you with content curation, social management, building landing pages, analysing data, creating content and project management. They won't break the bank and are all great additions to your marketing toolbox.

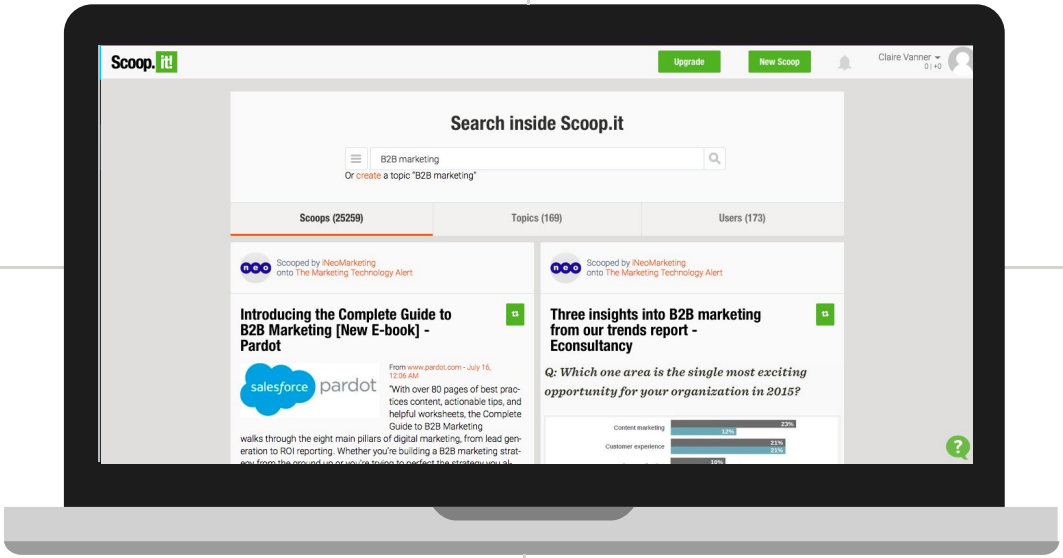
** Prices are based on monthly subscription and converted from US dollars and rounded to nearest pound unless stated otherwise (60p = $1). Three Pro versions featured are over £40, but basic version is always under £40. Prices accurate at time of publication*

1 SCOOP.IT

www.scoop.it

Content curation is made a whole lot easier with Scoop.it.

You can essentially create mood boards on topics that interest you. Users 'Scoop' articles, blogs, videos, infographics and other content they find interesting and you can then 'Rescoop' them to your own community, which is built based on your interests, so it has a social element too.



FEATURES

- Search by keyword to view Scoops, topics and users
- Share content by Scooping and Rescooping
- Curate your own content
- Publish your own content to social networks, website, blogs, white-labelled content sites and intranets

COST

Free — **1 personalised hub topic**
10 scoops a day

Pro — **£7 a month**
5 personalised hub topics, unlimited scoops, analytics

Business — **£43 a month**
15 personalised hub topics, unlimited scoops, analytics

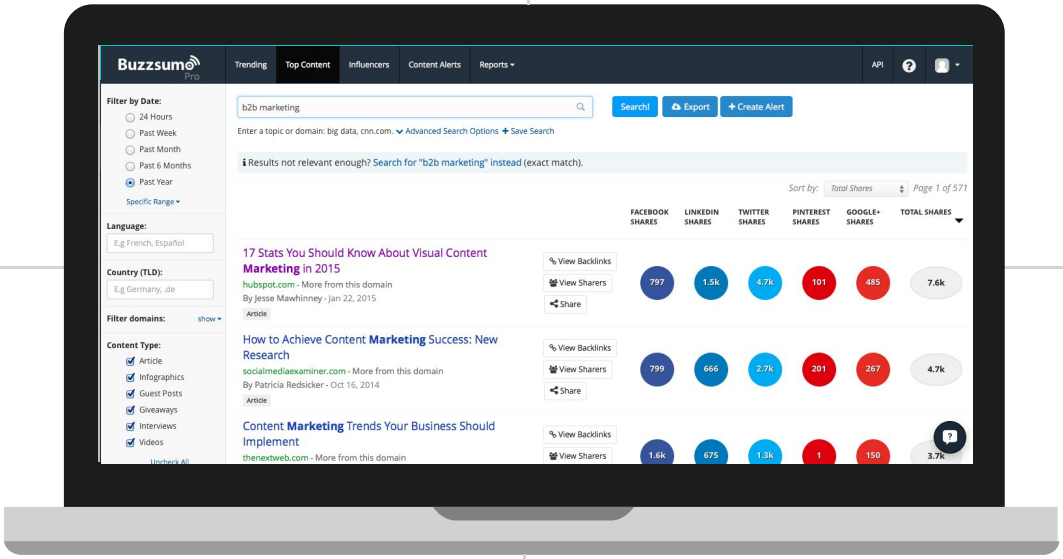
"It gathers a lot of content in one place, which is really good because you don't have to fish around much which saves you lots of time. You can see what's trending and what people are talking about."

2 BUZZSUMO

www.buzzsumo.com

Buzzsumo is a great tool to use when you are building out content.

Buzzsumo lets you see what is being discussed online and how it is shared across Facebook, LinkedIn, Twitter, Pinterest and Google. This means you can determine what topics and tone of content resonate with your target audience, and the best way to distribute it.



FEATURES

- Search by topic, keyword or domain
- Personalised feeds
- Content alerts
- Export data – up to 10,000 rows
- Content analysis reports on selected topics, top performing content types, networks to focus on and biggest publishers
- Influencer outreach

COST

Free 10 results

Pro £50 a month

Unrestricted results, exportable data, trending feeds and alerts, 1-5 users

(It's over £40 for the Pro version but it's such a great tool, it's worth it!)

"Buzzsumo is a very quick and easy way of monitoring influencers in a certain sector thanks to databases of information. It's also a great way to start a conversation to initiate your outreach programme."

3 SENDY

www.sendy.co

Sendy is a self-hosted email newsletter application that works on a fixed cost-per-10,000 basis.

Its excellent rate makes it an attractive alternative to some of the bigger enterprise email campaign programmes. It runs through Amazon Simple Email Service (SES) and provides in-depth reports that allow you to visualise all your key stats, including opens, clicks and bounces.



FEATURES

- Multiple brand profiles
- Edit campaigns in WYSIWYG editor or HTML
- Lists and subscribers
- Detailed reporting – exportable data and segmenting and targeting capabilities
- Automatic bounce and unsubscribe handling
- Custom fields
- Auto-response

COST

£38 one time fee,
then 60p per
10,000 contacts send

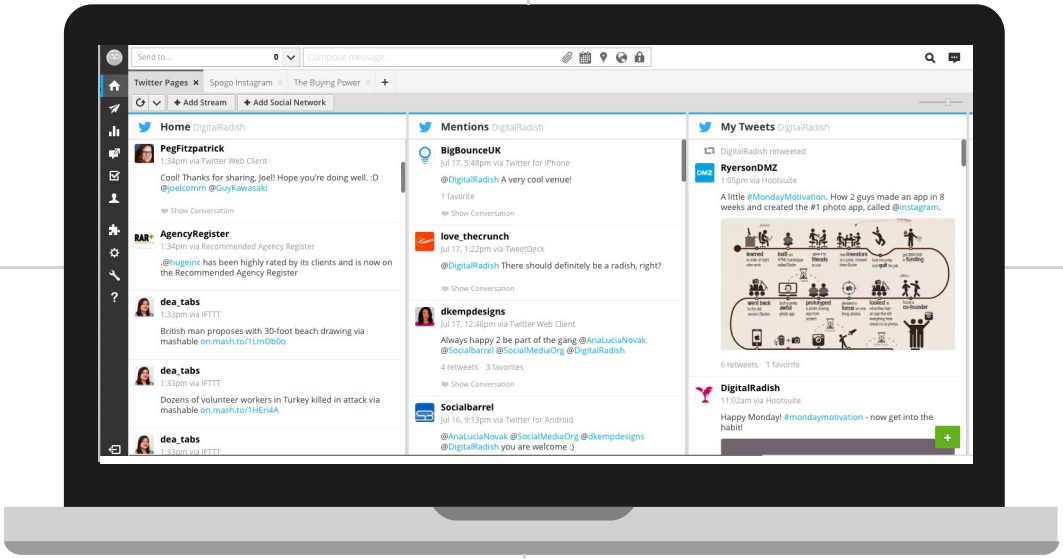
"Sendy is a wonderful example of lightweight software that still packs a punch. It's quick to set up and the WYSIWYG editor is easy to make eye-catching designs on. More importantly, the reporting is really visual with formatted graphs to help see where you are succeeding and what needs to change."

4 HOOTSUITE

www.hootsuite.com

Hootsuite is generally considered to be the best entry-level social media management tool out there.

This is thanks to its easy to use interface and ability to manage social accounts for multiple companies. Operating across Twitter, Facebook, LinkedIn and Google+, Hootsuite allows you to publish your posts in advance and then gives you analytical feedback on who has interacted with them. The dashboard gives you a customisable overview of what's happening on your social accounts in real time.



FEATURES

- Publisher to schedule content in advance
- Analytics – profile overview, link click summary
- URL link shortening
- Facebook Ad management
- Share streams within your organisation and assign messages to colleagues
- Contact list of followers and connections

COST

Free up to 3 profiles

plus basic analytics report, 1 user

Pro £7 a month

up to 100 social platforms, 10 enhanced analytics reports, 10 team members

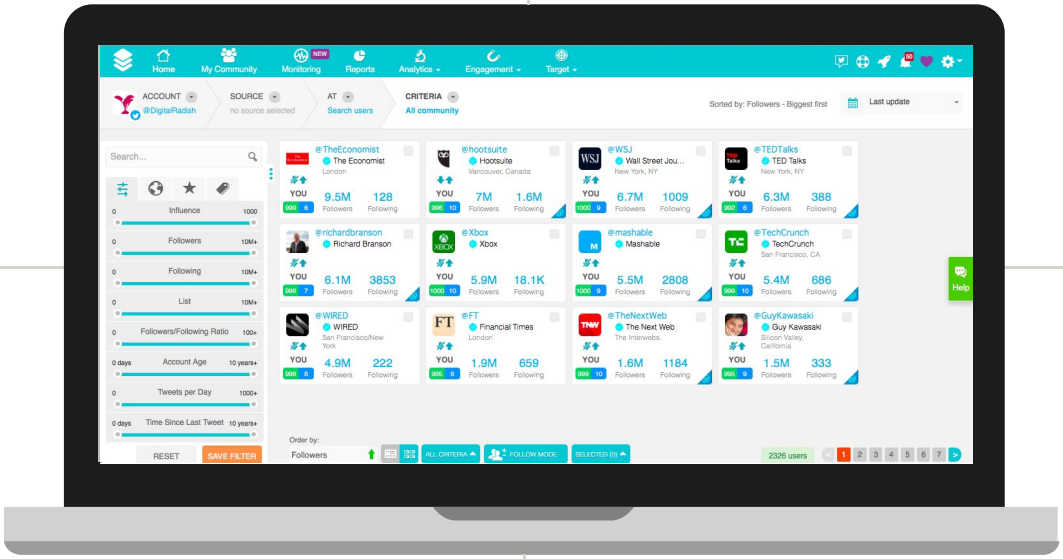
"Hootsuite gives you the ability to schedule and track social trends and makes it much easier to manage your social presence. It's got some nice shortcuts as well, like condensing your URLs so you get more out of your 140 characters."

5 SOCIALBRO

www.socialbro.com

Social marketing platform SocialBro is an efficient way to get insight on your Twitter community.

Keep your follower ratio in check by filtering your followers and people you follow based on their influence, activity, followers and more. You can also see how your own tweets are performing to better inform your social strategy. The analytics and engagement tracking offers useful insight such as the best time to tweet and exportable visual reports.



FEATURES

- Browse your community - filtered by influence, follower, following, tweets per day, time since last tweet
- Community management – follower retention
- Best time to tweet
- Audience insight
- Identify influencers – Klout feature
- Target new users
- Reporting on tweets – analytics

COST

Free **5000 social contacts**

plus 2 accounts, top 100 follower best time to tweet, limited insight and list management

Basic **£9 a month**

plus 5 accounts, top 500 best time to tweet, insight and list management, competitor analysis, rule builder

Pro **£25 a month**

plus 50,000 social contacts, 15 accounts, custom 1000 best time to tweet, advanced insight and list management, follower/retention churn, mention helper, rule builder, exportable data

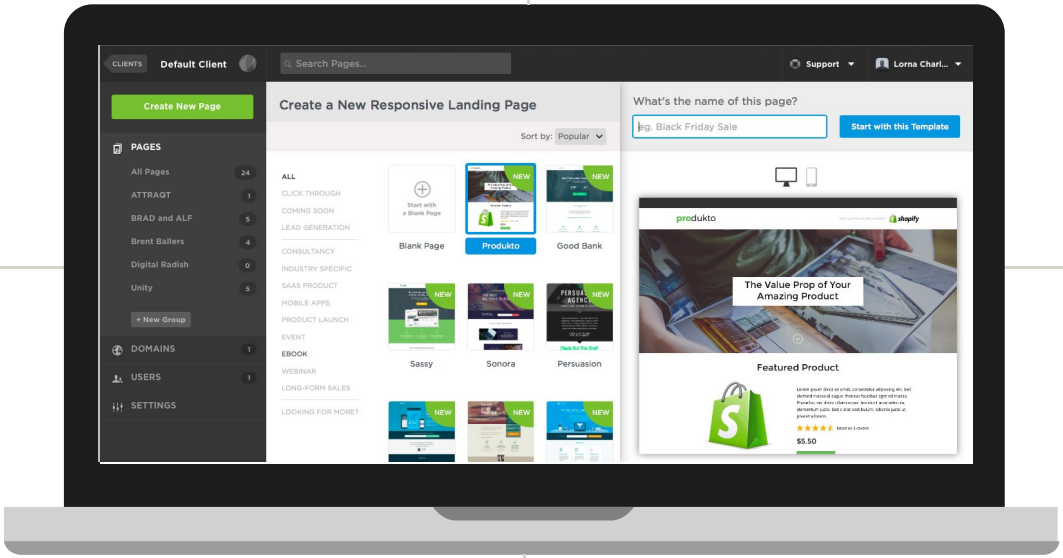
"When Twitter communities get so large, it's hard to separate the wheat from the chaff, but SocialBro has so many different variants and filters, it's easy to segment your community and tailor your tweets accordingly. The reporting is also very visual, making it clear to pick out what works and what doesn't."

6 UNBOUNCE

www.unbounce.com

Unbounce lets you build slick-looking landing pages, even if you have minimal coding and design experience – it does all the hard work for you.

It's very visual at the creation stage and easy to edit with drag and drop features. Once a landing page template has been developed, you can size up your own image to add in and add your own takeaway and taxonomy. Unbounce's real strength is A/B testing and optimisation, informing you of conversion rate and number of visits, allowing you to get the most out of your campaign.



FEATURES

- Drag and drop design
- Customisable features – parallax scrolling, full background images
- Mobile responsive pages
- Lead generation tools
- Automatic SSL Encryption
- A/B variant page testing
- Real time stat reporting
- CRM and marketing automation integration
- Custom domains

COST

Starter **£32 a month**

5,000 visitor traffic limit

Pro **£63 a month**

25,000 visitor traffic limit, professional integration, dynamic text replacement

(It's over £40 for the Pro version but it's such a great tool, it's worth it!)

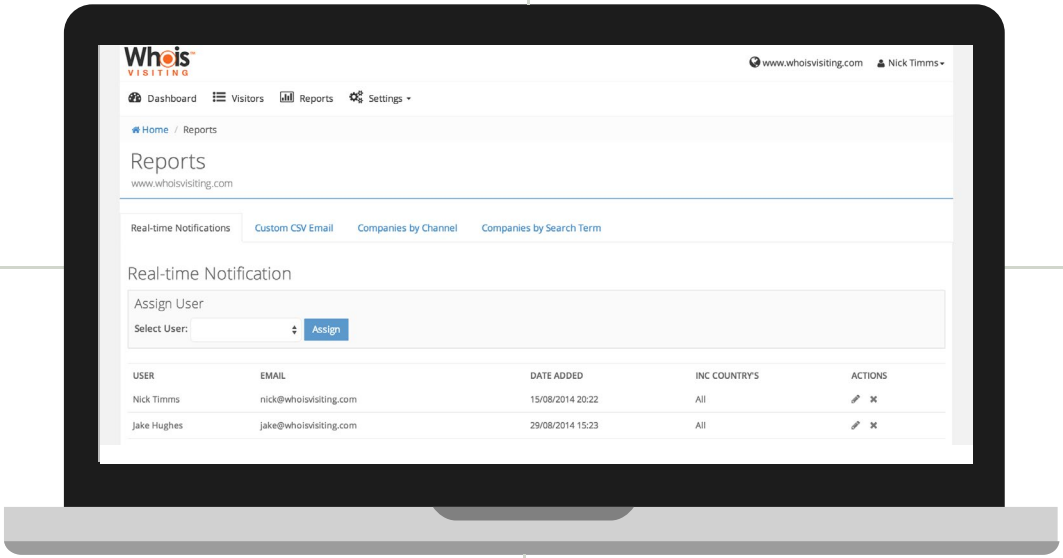
"This worked particularly well for a campaign where we tested three versions of the landing page with different headings – one received 12% higher click through than its next best version. This helped inform our messaging going forward as well as the success of individual content."

7 WHOIS VISITING

www.whoisvisiting.com

Whois Visiting is a fantastic B2B lead generation tool to keep tabs on your prospects.

It gives you useful insight into who is looking at your website and the source of all your leads. The tracking software tells you the visitor journey and how viewers found your site down to the search terms used and referral links



FEATURES

- Visitor tracking – company details
- Exportable data
- Lead generator for new business development
- Integrates with Salesforce, Oracle and Microsoft Dynamics

£ COST £

Basic £29 a month

up to 1,000 unique visitors per month

Pro £49 a month

up to 10,000 unique visitors per month

(It's over £40 for the Pro version but it's such a great tool, it's worth it!)

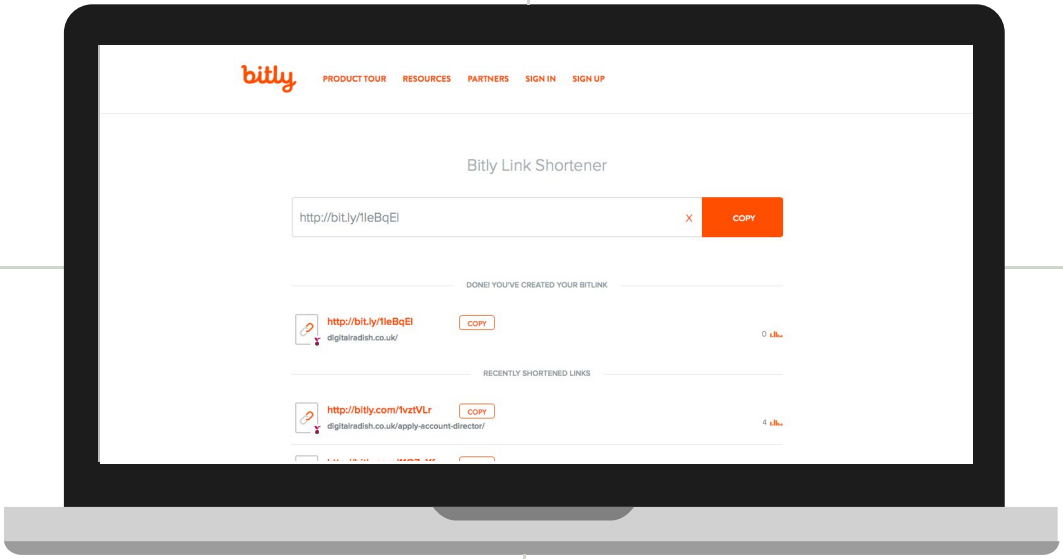
"You can get a good visibility of people coming to your website who are warm contacts for your sales team, or a contact you can enter into a marketing nurture programme, which you wouldn't otherwise know about."

8 BIT.LY

www.bitly.com

Bit.ly originated as a link shortener, but it's also a useful tracking tool.

Bit.ly allows you to track your prospects' journey and pinpoint where they've clicked. It can enhance your audience understanding by seeing the impact your email and social marketing strategy has on your content clicks.



FEATURES

- Shorten links
- Optimise links with Custom Bitlinks
- Audience analysis - link stats, audience breakdown, backtracking
- Targeted links - segment audience, set goals, specialized messaging

COST

Free/Pro - shorten up to 10,000 links a day, advanced dashboard

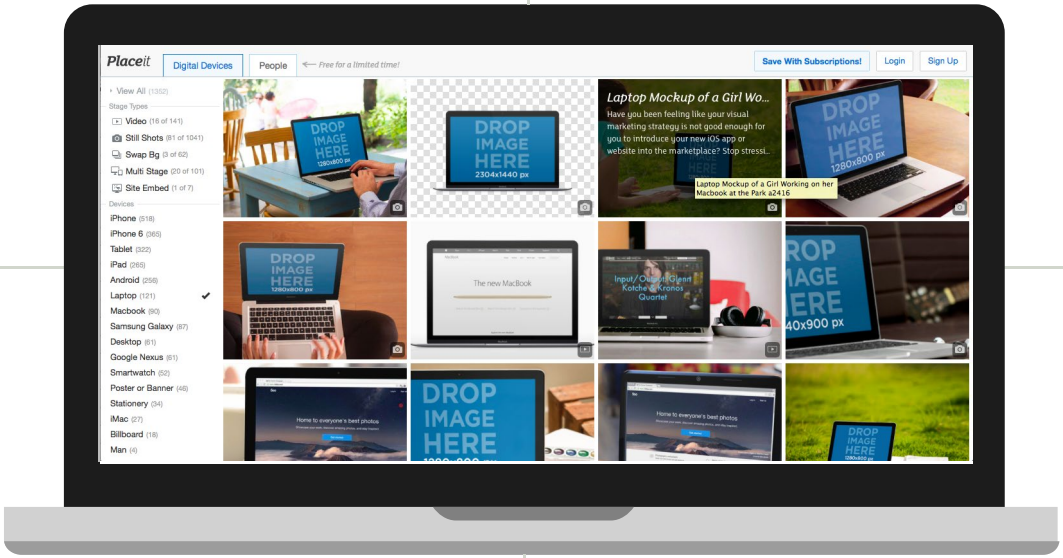
"If something is being shared from multiple sources and social platform, having unique Bit.ly codes is a great way to track where your leads are coming from."

9 PLACEIT.NET

www.placeit.net

Placeit.net is a great way to picture a product on a phone, computer screen or book.

It's an easy alternative to having a professional photographer come in and photograph your product being used in situ. Placeit.net lets you create slick and professional-looking visuals by simply dragging and dropping a screen print into the template. The images even tell you the dimension your image should be.



FEATURES

- Mock-up images
- App demo videos
- Easy search function
- High quality images

£ COST £

Free with watermark

Pro £5 per image

without watermark

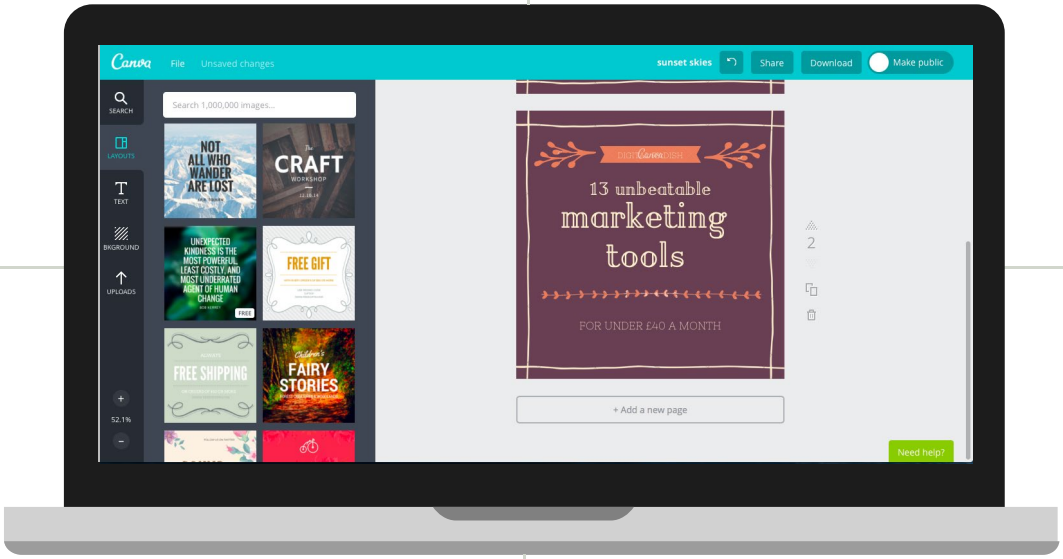
"It's especially useful if you're working with an app or online product which is very hard to imagine in situ. Placeit lets you drop screen prints into laptops or a smartphone and is a very quick way of adding some nice visuals to content or a piece of sales collateral."

10 CANVA

www.canva.com

If you need a graphic to supplement your content, but aren't a whizz on Photoshop, Canva is the tool you need.

It has simple templates that you can use to drop your own images, or stock images and icons, into to make visuals to jazz up your social feed, presentations or documents.



FEATURES

- Layout templates
- Photo enhancing
- Range of free icons and stickers
- Photo frames
- Tutorials on how to create 'professional' looking graphics

£ COST £

Free using own images and limited stock images

Pro 60p per stock image on publication

"Canva is very easy to use and perfect for creating nice simple visuals for social media. They're the right size for social as well, so you don't have to worry about resizing. The image above took me 5 minutes to make!"

11 PIKTOCHART

www.piktochart.com

Infographics are an effective way of bringing stats to life.

Piktochart is a fantastic tool to make your own infographics without enlisting a professional designer. You can use templates or create your own, supplemented with free icons, graphics and buttons to make your infographics slick.



FEATURES

- Drag and drop design
- Variety of templates and thematic graphics
- Bank of free icons and images
- Upload your own images
- Import Excel or Google Doc spreadsheets to make charts and tables
- Export high-res version of your graphic

COST

Free limited templates, 4,000 icons, upload own images, low image quality exporting, watermarked

Pro £19 a month

additional templates, export high quality and PDF, no watermarks

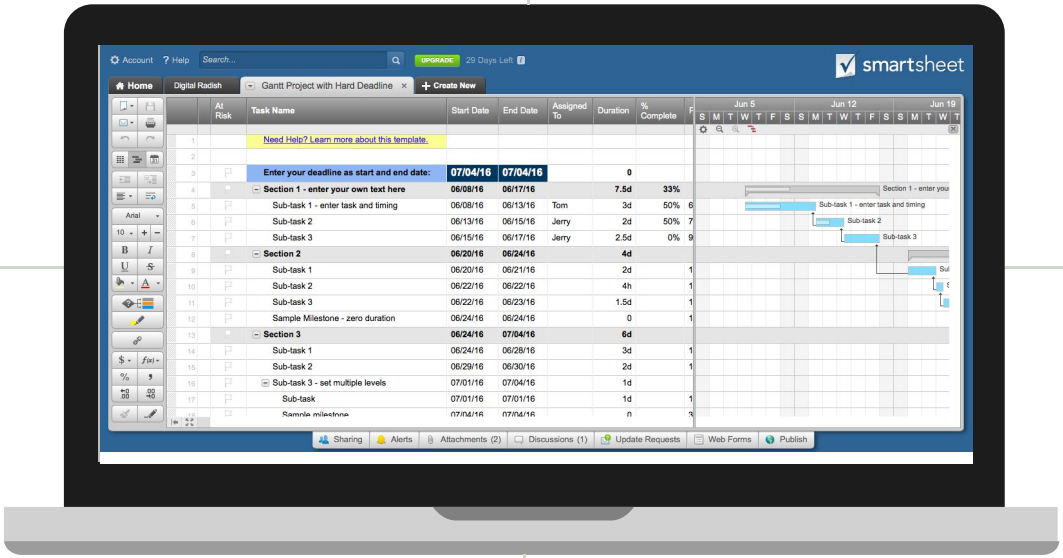
"Piktochart is a great way to make visually attractive content that will get clicks. They always go down well on Twitter. You can use it to make reports and SlideShares too. The templates provide great inspiration, but there's so many features, it's easy to create an original design from scratch."

12 SMARTSHEET

www.smartsheet.com

Online project management software Smartsheet is an ideal tool for collaborative work on spreadsheet documents.

You can have multiple people working on the same document at one time and it automatically updates and saves, so you always have the latest version of your work saved securely online.



FEATURES

- Reporting
- Resource management
- Gantt Chart view
- Conditional formatting
- Custom branding
- Account mapping
- Autofill, formulas and hierarchy

COST

Basic £9 a month

unlimited collaborators, Gantt charts, mobile access

Team £25 a month

multiple creators, user management, reporting

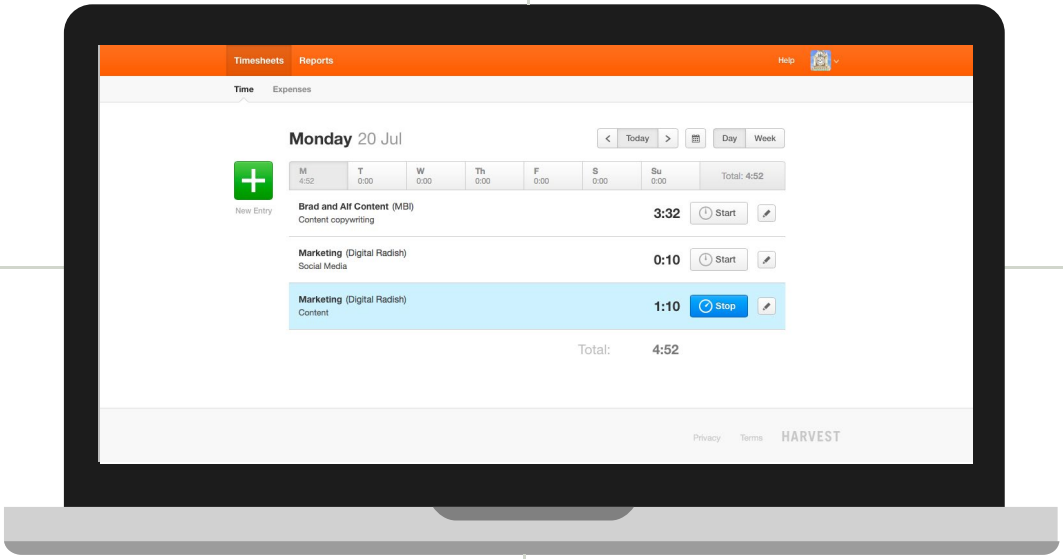
"Smartsheet is good because it's very accessible, you don't need to have a Dropbox or Google Docs account to use it - it's just a web page that you log on to with a password. The Gantt Chart feature is great because you just put the dates in and it creates a graphic for you. "

13 HARVEST

www.getharvest.com

Harvest lets you monitor and record how much time you spend on each project.

Time tracking devices are often thought to be more of an agency-side tool. But it can be just as effective client-side as it lets you see where you are spending your time and adjust your work schedule accordingly. Harvest is an easy to use tool with effective reporting to analyse how efficiently your time is being distributed, i.e. between billable and non-billable work, to drive value from your projects.



FEATURES

- Hosted online – access anywhere
- One click time tracking – start and stop or manually enter time
- Team management – staff permissions and reminders
- Reporting – filter by billable, non-billable, employee, contractor hours
- Invoicing

COST

Solo £8

1-3 users, unlimited clients, projects and invoicing

Basic £64

5-9 users, unlimited clients, projects and invoicing, timesheet approval

Business £64

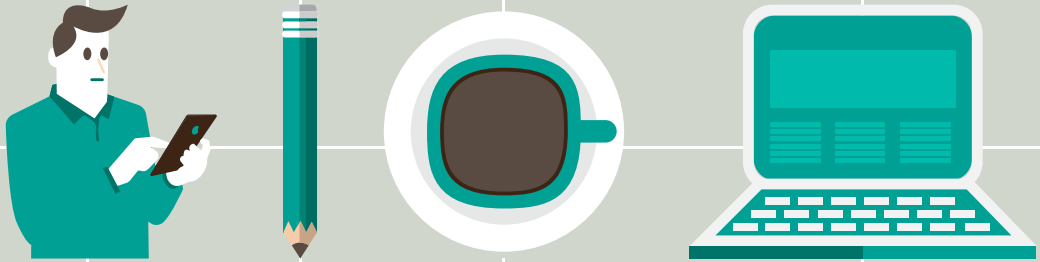
unlimited users, unlimited clients, projects and invoicing, timesheet approval

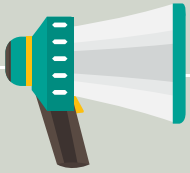
"When you think about what you want to do with your work day, Harvest actually shows you where your time is going and how productive you're being. It's nice to be able to look back at your time sheets at the end of the week and see what you've achieved."

CONTACT US

Thanks for reading this whitepaper, we hope you found it helpful and get good use out of the featured marketing tools.

If you have any questions about how to put marketing best practice in play on top of these tools, do not hesitate to get in touch with the Digital Radish team.

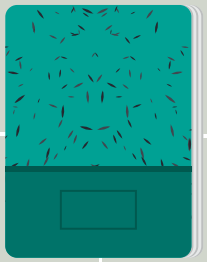




@digitalradish

Digital Radish









+44 (0)203 695 6960



www.digitalradish.co.uk



Digital Radish, 3rd Floor
22 Bloomsbury Street
London WC1B 3QJ



DIGITAL RADISH