

5 Must Have Digital Marketing Tools for Your Business

We live in an era where it is absolutely vital for big business brands to connect to their customers via online platforms. A record number of people are using internet these days which means that it is high time for businesses to pay attention to digital marketing to enhance brand visibility.

Digital marketing has somewhat become the buzz word in the business world these days. It is a novel approach to reach out to your target audience and attain competitive edge over your rivals.

What exactly is Digital Marketing?

Digital marketing leverages the power of internet to help promote the products and services of a brand. It encompasses a solid marketing plan that involves the use of social media, search engines and media marketing techniques to help businesses grow.

Although, there are a plethora of digital marketing tools available out there, there are some very effective tools that you cannot afford to ignore and must employ.

Following is list of five must-have digital marketing tools that can help your business grow:

a. HubSpot:

It is one of the excellent digital marketing tools and is a must-have for all the budding entrepreneurs and business start-ups. HubSpot offers a variety of online marketing options such as blogging, SEO, social media, calls-to-action, marketing automation and email.

This marketing software tool is considered to be the suitable option for catalyzing a brand's marketing and sales.

b. Facebook Ads Manager:

The best way to promote your brand and reach out to your customers is by means of Facebook Ads Manager. This online digital marketing tool enhances brand visibility by creating and running ads of about the products and services that your business offers.

The best part of Facebook Ads Manager is that it tracks your target audience to ensure that the message reach out the right audience.

c. MeetEdgar:

Quality social media content is one of the most powerful tools that can make your brand stand-out from the rest in the market. MeetEdgar is an effective digital media marketing tool that helps marketers to manage their content on various social media platforms.

The software also shares relevant content on social media when the users are most active and recycle previous content that struck a chord with your customers in the past.

d. Google Trends and Google Keyword Planner:

Google Trends works as a data base that contain all the relevant information about the latest search trends that could potentially help a business to keep itself abreast about what's going on in the market and the demand for certain products. Google Trends allows businesses to collect data about the trends prevailing in the industry. In this way, businesses can tailor their products and services according to customer's demands.

On the other hand, Google Keywords help in determining the competition between keywords so that you can generate a powerful content that can attract considerable traffic to your website.

e. Woobox:

Contemporary marketing idea revolves around building long-lasting relationship with customers. Woobox gives you a chance to interact and engage with your customers by holding online contests on social media platforms such as Facebook and Instagram.

Brands use Woobox to distribute exciting giveaways to their loyal customers; thus increasing brand exposure.

Businesses today can't afford to overlook the importance of digital marketing. Intelligent marketers dedicate 60% of their time to online marketing. And, why wouldn't they? It is in their interest to leverage the power of internet through innovative marketing tools to carve out a niche for your brand in a highly competitive business environment.