59

WEB MARKETING
TOOLS

The Ultimate Toolkit for
Web Marketing That Works

Adam Franklin & Toby Jenkins

Introduction

Thanks for downloading **59 Web Marketing Tools: The Ultimate Toolkit for Web Marketing That Works.**

One of the questions you've probably asked on your web marketing journey, is: "what web tools should I be using?"

We have too.

Over the last decade of marketing on the web, we've tried and tested the myriad free and paid tools and we have narrowed it down to the best 59 tools you need. We use them all virtually everyday for social media, email marketing, blogging, videos, webinars, analytics, SEO, inbound marketing, to run events and to run our own business, **Bluewire Media.**

All these tools save us time, give us insights and make our life a lot easier! We cannot live without them. They are also straight from our book *Web Marketing That Works* which you can buy from all good bookstores, from your favourite online retailer and of course on Amazon. Bulk orders can be made on our website.

If you'd also like to download the **bonus 33 free templates** from our book *Web Marketing That Works*, head over to www.bluewiremedia.com.au/book and they're yours!

All the best,

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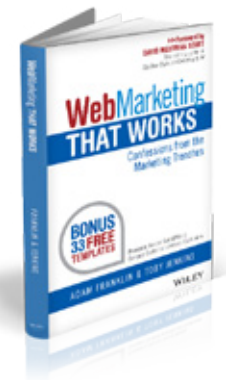
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99designs

Get your website, logo, emails, infographics and anything else you can think of designed in this online market place of graphic designers.

Price: From $189
URL: www.99designs.com

Basecamp

The project management tool to handle to do lists, deadlines, assigning tasks and storing files.

Price: From $20 per month
URL: www.basecamp.com

Buffer

Use Buffer to schedule your social media posts.

Price: Free, Pro account from $8.50 per month
URL: www.bufferapp.com

Campaign Monitor

A robust, easy to use email marketing system. Allows you to send newsletters and setup lead nurturing emails.

Price: From $9 per month or $5 per campaign
URL: www.campaignmonitor.com

Camtasia for PC

Record screensharing videos of demos and how-tos. For PC and Mac but Mac users may also like Screenflow.

Price: From $99 once-off
URL: www.techsmith.com/camtasia.html

Click to tweet

Whoever clicks on the link will have your message automatically added to their Twitter status box - they simply click to tweet!

Price: Free, pro accounts from $4.97 per month
URL: www.clicktotweet.com

Creative Commons 3.0

Releasing your content under a Creative Commons licence means others can share your work and even build upon it, but you still get proper attribution as the creator.

creative commons

Price: Free
URL: www.creativecommons.org/ licenses/by/3.0/us/

Dashboard Commander

Allows you to customise your blog dashboard.

DASHBOARD COMMANDER

PLUGIN

Price: Free
URL: www.wordpress.org/plugins/ dashboard-commander/

Disqus plug-in for blog comments

This makes it easy for people to post comments on our blog.

D

Price: Free
URL: www.disqus.com/

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Domai.nr

Domainr finds domain names and short URLs so that you can have your own shortened URL eg: bluewi.re

Price: Free
URL: www.Domai.nr

E-junkie

Sell digital products like e-books and downloadable courses. You can also become an affiliate or manage an affiliate program.

Price: From $5 per month
URL: www.e-junkie.com

Ecwid

An ecommerce option for Wordpress, Drupal and Facebook.

Price: Free, Pro accounts from $12.50 per month
URL: www.ecwid.com

Elance

Access over 2 million skilled freelancers from around the world. Find rated web developers, mobile programmers, designers, writers, translators and more.

Elance®

Price: Free to post job
URL: www.elance.com

Eventbrite

Perfect for events. Run, manage and sell tickets to your own events. You can easily collect ticket renevue via PayPal.

Eventbrite™

Price: Free to create event, $0.99 + 2.5% per ticket + 3% credit card processing
URL: www.eventbrite.com

Evernote

Keep all your notes safe and in the one place with Evernote. It is especially useful for keeping blog ideas and notes. Syncs across devices.

EVERNOTE®

Price: Free, Pro accounts from $5.50 per month
URL: www.evernote.com

Facebook developers' site (for non-WordPress sites)

Install the Facebook 'like' box on non-Wordpress site, so that you can attract more likes.

Price: Free
URL: www.developers.facebook.com/
docs/reference/plugins/like-box

Facebook WordPress Like Box

Easily install the Facebook 'like' box on your wordpress blog, so that you can get more 'likes''.

Price: Free
URL: www.wordpress.org/plugins/
facebook-like-box-widget

Feedly

Follow your favourite blogs with one easy feed. You can also share these blog posts via social media.

Price: Free
URL: www.feedly.com

Google Analytics

Google's free analytics tool for tracking activity on your website including visits, conversions and traffic sources.

Price: Free
URL: www.google.com/analytics

Google Hangouts On Air

Google's free tool for running live webinars or performances. The WebinarJam add-on allows registration and live Q&A.

Price: Free
URL: www.google.com/+/learnmore/hangouts/onair.html

Google Instant

A useful way to do keyword research tool. As simple as starting to type into Google and seeing what is prompted.

Price: Free
URL: www.google.com/instant

Google Keyword Planner

Using the Google Adwords data, you'll be able to compare keyword traffic and relative advertising competition which can be useful to identify your target search terms.

Price: Free
URL: www.adwords.google.com/keywordtool

GoToWebinar

Run your own webinar using this software that users install on their computer. It covers everything from registration to the webinar itself.

Price: From $99 per month
URL: www.gotowebinar.com

Gravity Forms

Create and edit forms on your website, from simple contact forms to extended application processes.

Price: From $39
URL: www.gravityforms.com/add-ons/

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Highrise

Manage all of your contacts and deals with this customer relationship management tool. A 37signals product.

Price: From $24 per month
URL: www.highrisehq.com

Honey Pot Spam protection

Helps to protect your website from spammers.

Price: Free
URL: www.projecthoneypot.org

HootSuite

Manage and monitor your multiple social media accounts and follow hashtags and keywords.

Price: Free, Pro accounts from $10.79
URL: www.hootsuite.com

Hubspot

The inbound marketing software to help you attract leads, measure ROI and understand what's working with your marketing.

Price: From $200 per month
URL: www.hubspot.com

Jetpack for social shares

Embed the social share buttons on your blog.

Price: Free
URL: www.jetpack.me/

LinkedIn Pulse submission

This is how you can submit your content to LinkedIn's Pulse news service. It may or may not be posted but it's definitely worth a shot.

Price: Free
URL: www.pulse.me/publishers/

and also contact:
publisher@linkedin.com

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LinkedIn Share button

Be sure to have this button on your content!

Price: Free
URL: www.developer.linkedin.com/
plugins/share-plugin-generator

Logitech pointers

Ideally go for the Logitech 2.4GHz Cordless Laserpointer Presenter ($299), but the Logitech Professional Presenter R800 ($80) is a good entry option.

Price: From $80
URL: www.amzn.to/TD9Dy3

Marketing Grader

This free tool gives your marketing a grade out of 100 and tells you specifically what you can do to improve!

Price: Free
URL: www.marketinggrader.com

MailChimp

A popular email marketing system used by thousands of businesses. It's free for up to 2000 contacts.

Price: Free, Pro accounts from $10 per month
URL: www.mailchimp.com

Mention

Media monitoring made simple. Great for monitoring teams with stacks of accounts.

Price: Free, Pro accounts from $9.99 per month
URL: www.mention.net

Moz Analytics

Moz Analytics is the best tool for serious SEOs. Track your page and domain authority, identify keywords and search for link opportunites. A subscription also gives you access to a whole suite of other SEO tools.

Price: From $99 per month
URL: www.moz.com

Moz Toolbar

Install the free Moz toolbar to see the domain and page authority, and number of backlinks of any web page your are visiting.

Price: Free
URL: www.moz.com/tools/seo-toolbar

oDesk

Find freelancers and freelance jobs on oDesk. One of the world's largest online market places.

Price: Free to post job
URL: www.odesk.com

Open Site Explorer

This is a freemium Moz tool to help you analyse the number and quality of your backlinks.

OPEN
SITE EXPLORER

Price: Free, unlimited use with $99 per month Moz subscription
URL: www.opensiteexplorer.org

PayPal

One of the most trusted online payment services. Use Paypal to process payments for invoices, event tickets and online products.

Price: 2.4% + $0.30 per transaction
URL: www.paypal.com

Saasu

The cloud-based accounting system where you can give access to your book keeper and accoutant.

Price: From $9 per month
URL: www.saasu.com

Screenflow for Mac

Record screensharing videos of demos and how-tos. Also edit podcasts and videos. For Mac only. For PC try Camtasia.

Price: From $99 once-off
URL: www.telestream.net/Screenflow/

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Shoeboxed

Take photos of your receipts and upload them to the cloud via your phone. Shoeboxed then reads and processes them in to spreadsheet for you.

Price: Free, Pro accounts from $19.95
URL: www.shoeboxed.com.au

Shortstack

Helps you create, manage and run contests and promotions through your facebook page.

Price: Free, Pro accounts from $25 per month
URL: www.shortstack.com

Skype

Make calls or video to anywhere in the world for free. Need we say more?

Price: Free
URL: www.skype.com/

Skype Call Recorder

Records Skype calls with both speakers' screens presented side by side. Audio is delivered as a separate file so can be cleaned up for better sound quality.

Price: From $29.95
URL: www.ecamm.com/callrecorder/

Slideshare

Share your presentation slide decks, e-books and PDFs on this popular site and also embed the 'slideshare' on your webpage.

Price: Free, Pro accounts from $19 per month
URL: www.slideshare.com

SpeechPad

This service will transcribe your audio or video from $1 per minute. We use this for all of our interviews.

Price: $1 per minute of audio/video
URL: www.speechpad.com

Stumble Upon

A great way to source interesting content.

Survey Monkey

Helps you run your surveys. Get vital feedback from customers, staff and subscribers.

Topsy

Allows you to search Twitter by time and place, set alerts, and analyze sentiment for every tweet you've made.

Price: Free
URL: www.stumbleupon.com

Price: Free, Pro accounts from $19 per month
URL: www.surveymonkey.com

Price: Free
URL: www.topsy.com

Tweepz

Find interesting people to follow on Twitter. Search by mutual interests, your location and number of followers.

Price: Free
URL: www.tweepz.com

Twitter Search

Allows you to search within Twitter itself. Provides advanced search options like location, excluded words, hashtags and language settings.

Price: Free
URL: www.search.twitter.com

Übersuggest

Find popular keyword phrases and long tail variations. It makes keyword research a breeze.

Price: Free
URL: www.ubersuggest.org

Verne Harnish's One-Page Strategic Plan

The best strategic business planning tool we've used. Perfect for growth companies.

Price: Free
URL: www.gazelles.com/strategy-onepage-strategic-plan.html

Vision 6

A popular email marketing tool.

Price: From $9/month
URL: www.vision6.com.au

Webinar Jam

New webinar software add-on that works with Google Hangouts On Air and allows attendee registration and live Q&A.

Price: From $497 per year
URL: www.webinarjam.com/

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Woobox

Create powerful contests and more to grow your fans and amplify your marketing, especially on Facebook.

Price: Free, Pro accounts from $1 per month
URL: www.woobox.com

Wordpress

WordPress powers nearly 20 per cent of the world's websites (including ours), so you can't go wrong getting a Wordpress.org blog setup and paying to have it hosted on your domain.

Price: Free
URL: www.wordpress.org

WordPress SEO All in One plugin by Yoast

This plugin allows you to check if a blog post has been correctly optimised for search before it's published.

Price: Free
URL: www.yoast.com/all-in-one-seo-pack-migration/

Bonus 33 Free Templates

Download all 33 templates www.bluewiremedia.com.au/web-marketing-that-works-book

1. Web Strategy Planning Template
2. Inbound Marketing Methodology
3. Content Marketing Sales Funnel
4. Marketing Health Check Template
5. Web Marketing Report Template
6. Website Content Collaboration Template
7. Website Checklist for Graphic Designers
8. Communication Schedule Template
9. Landing Page Design Template
10. Lead Nurturing Template
11. Blog Post Planning Template
12. Content Marketing Promotion Template
13. Skype Interview Template
14. Instagram 5 Min Marketing Plan
15. Pinterest 5 Min Marketing Plan
16. Content Ideas Generation Template
17. Content Publishing Rhythm Template

18. Editorial Calendar Template 2014
19. SEO Planning Template
20. Google+ 5 Min Marketing Plan
21. Aspirational Contacts Template
22. Blogger Outreach Email Template
23. Event Marketing Template
24. Speakers Social Media Template
25. Email Sales Copy Template
26. Social Media Guidelines Template
27. Social Media Planning Template
28. Social Media Image Sizes Checklist
29. Social Media Corporate Approval Template
30. LinkedIn 5 Min Marketing Plan
31. Facebook 5 Min Marketing Plan
32. Twitter Cheatsheet
33. Twitter 5 Min Marketing Plan
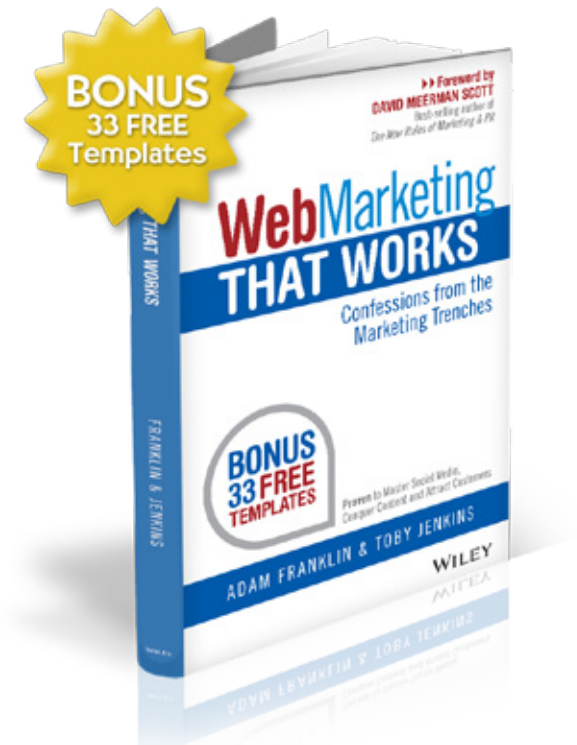
More about Web Marketing That Works

Free sample chapter

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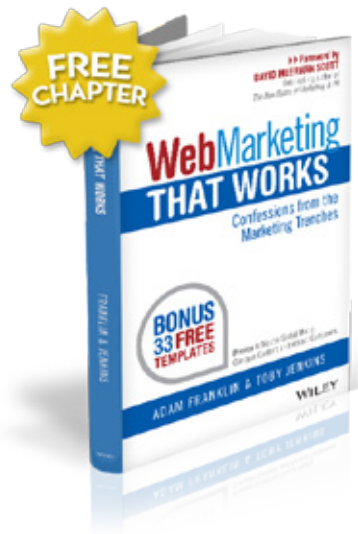
Online Course

Download the **free 28 page sample chapter** (959 KB- PDF)

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Amazon

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Check out the curriculum

Connect with the authors

Adam Franklin and Toby Jenkins are the authors of *Web Marketing That Works*. They founded **Bluewire Media** in 2005 and help clients with their web marketing.

Their Bluewire Media blog has been named in the **Australia's Top 20 Business Blogs** and their weekly **Bluewire News** email goes out to over 9500 subscribers.

If you need a **web marketing or social media speaker**, Adam and Toby would love to speak at your next event!

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Thank you!