



TARGET
INTERNET

Digital Marketing Tools **Research Report**



Executive Summary

The digital marketing tools listed below are easily accessible for digital marketers, business owners and marketing students. A short description of each tool is provided, stating its core mechanics and why it is helpful to marketers. None of the tools are currently found within any of Target Internet's blogs and resources. They are all completely free - no credit cards; however, some are free trials, or require email sign-up. Each tool is subcategorised into main digital marketing topics.



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Analytics

[Audiense](#)

Audiense is a free tool that allows the user to create a report about their target audience. The user inputs keywords relevant to their target audience, and then a report is made from them. The report breaks down the audience's demographics, such as age, gender, country, languages, cities, and interests. It also provides information regarding some of the audience's other influences, such as brands, influencers, and content sources.

In the digital age, organisations must understand their audience to be successful. This tool provides all the relevant information in an easily digestible format that is understandable to anyone.

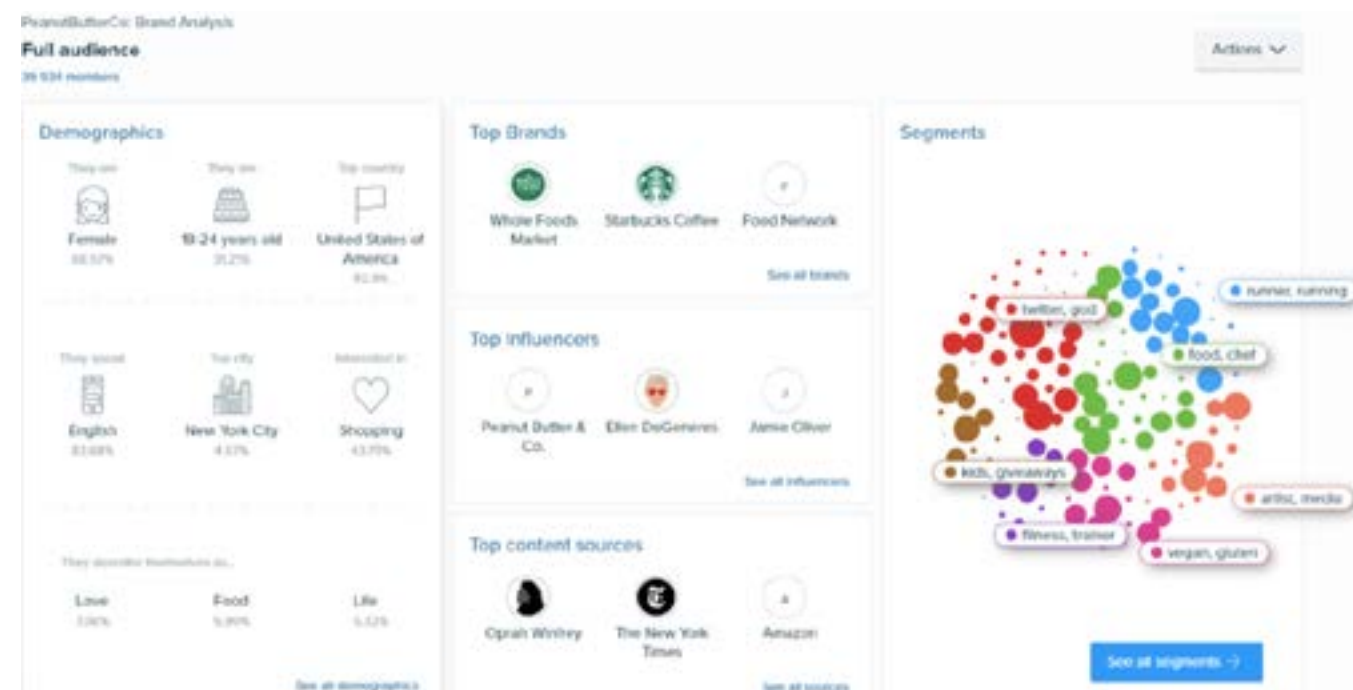


Figure 1: An example report produced by Audiense showing the breakdown of demographics and segments from the keywords related to an audience.

Data, Insights & Blogs

[Mixpanel](#)

Mixpanel is a tool that combines all of the events and goals that are set up on websites, products and mobile apps connected to each other. It provides in-depth analysis to give a clear understanding of how successful the goals have been in achieving objectives as well as details into the user journey.

A tool like this is incredibly valuable for any organisation looking to identify their issues if they struggle with conversions despite having a high traffic to their sites and applications.

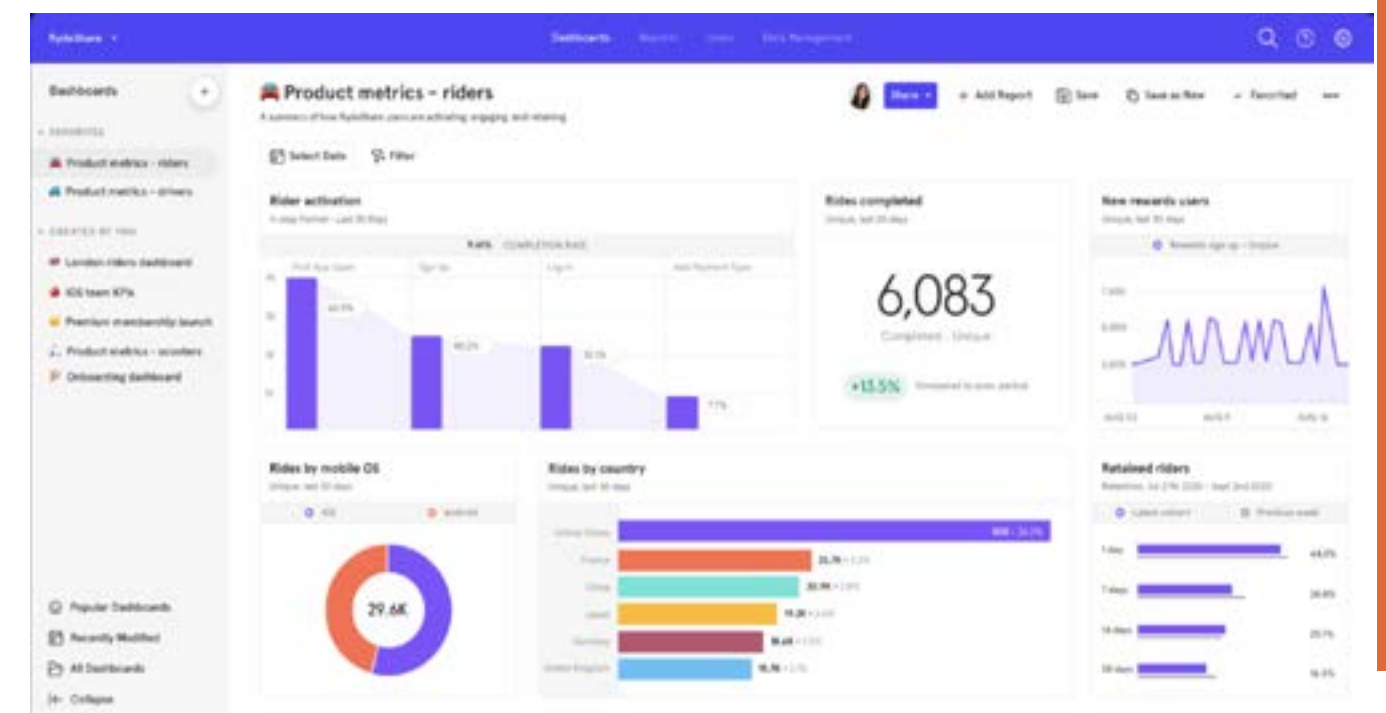


Figure 7: A dashboard containing the different metrics that are used to determine the success of a goal and the improvements necessary to complete the objectives set.

Email, Automation & Personalisation

[SendGrid](#)

SendGrid is an email service provider that helps create effective emails and email marketing campaigns. It gives the ability to construct emails using templates and schedule emails through triggers. SendGrid is incredibly useful as it allows creative freedom when designing emails, empowering users to create through HTML code or templates.

SendGrid enables users to track the performance of emails and collects data to understand what resonates with people. SendGrid has many more features which users can harness to establish an effective channel to communicate with their audience.

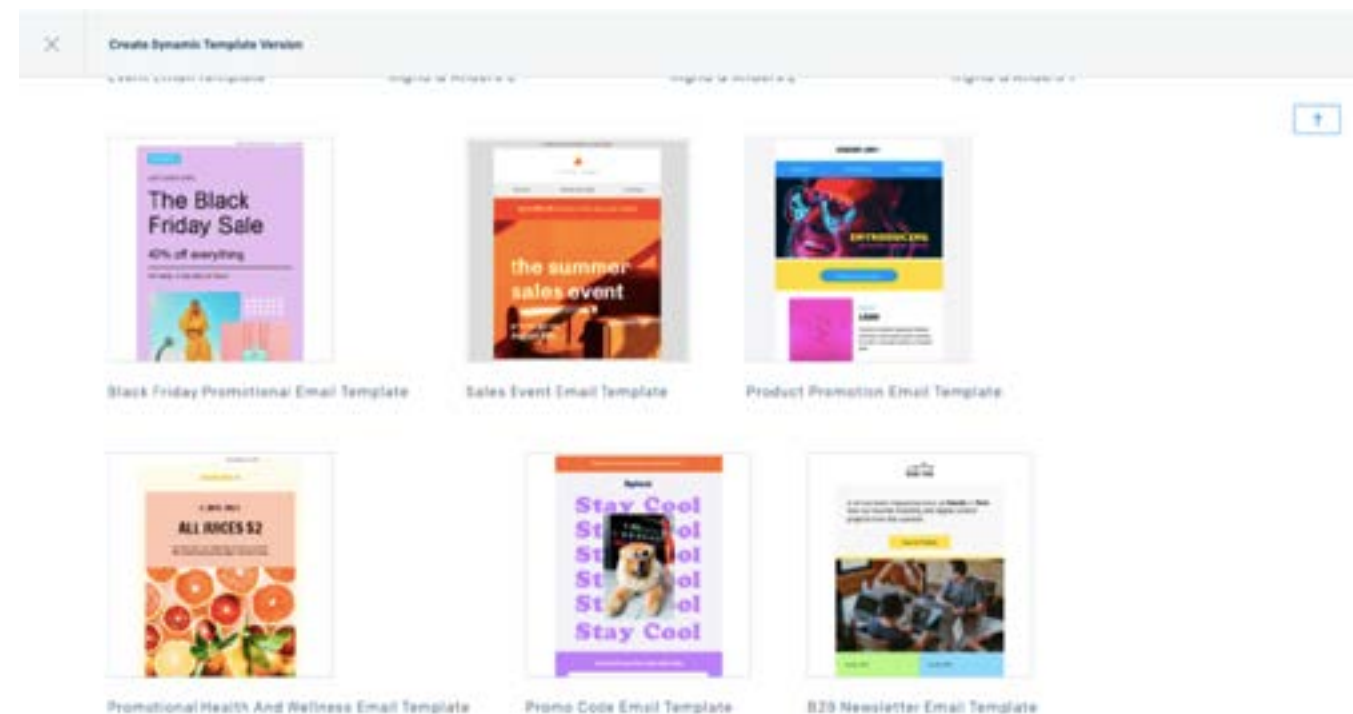


Figure 3: A page of an extensive list of SendGrid's customisable email templates.

[SendInBlue](#)

SendInBlue is useful ESP which has a range of utility to create effective email presence with customers. With their free plan, though limited, have some creative freedom towards designing emails that be used to personalise emails to customers.

Allows any user to customise emails with templates and presets that are provided by SendInBlue so that it makes it easier to design an email. Catergorising your personalised emails to target smaller segments based on specific criteria like (e.g., Gender, geography or purchase history).

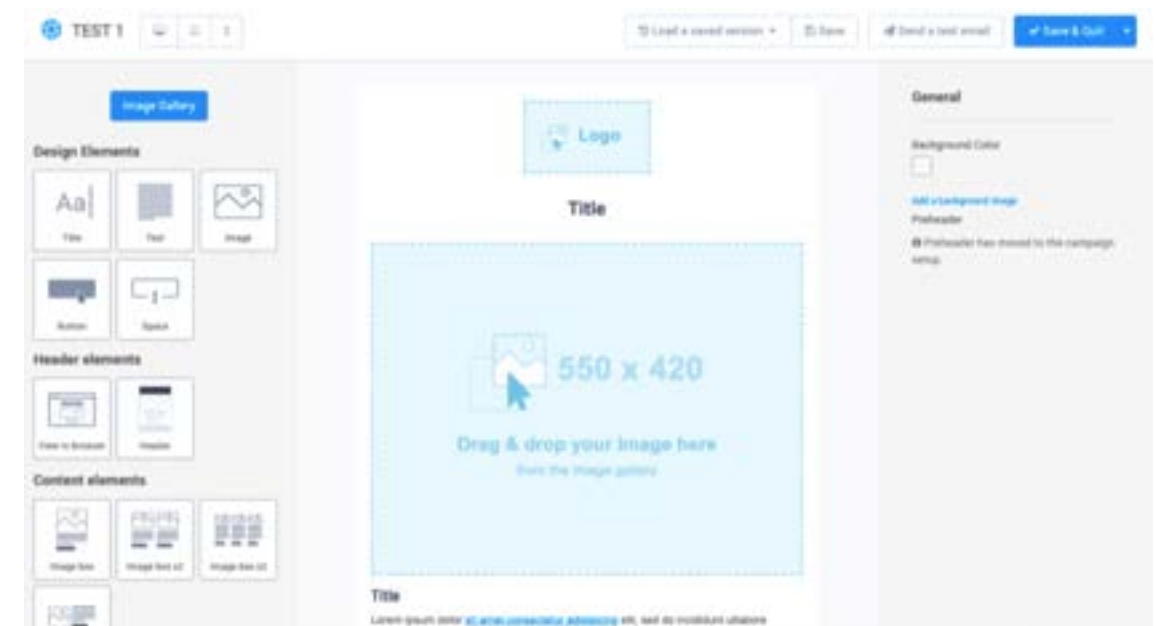
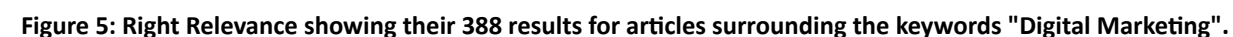


Figure 4: SendInBlue's in-built drag and drop email designing tool



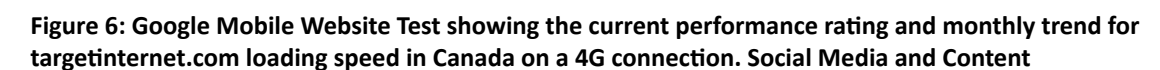
Right Relevance

This tool is helpful for organisations trying to find content ideas that will attract new leads. It provides so much benefit when paired with a tool that provides insights into keywords the organisation may want to target.



[Google Mobile Website Speed Test](#)

This is great for marketers because Google is becoming increasingly focused on loading speed, so knowing how their website performs in other countries is essential for ranking well in these locations.



Online Advertising

Facebook Ads Grader

Facebook Ads Grader is a third-party tool that provides a detailed breakdown of any ads linked to an organisation's Facebook page and suggests improvements to create a more effective campaign.

These improvements are imperative for businesses who want to minimise their losses through advertisements and maximise their impact through the world's largest social media platform.

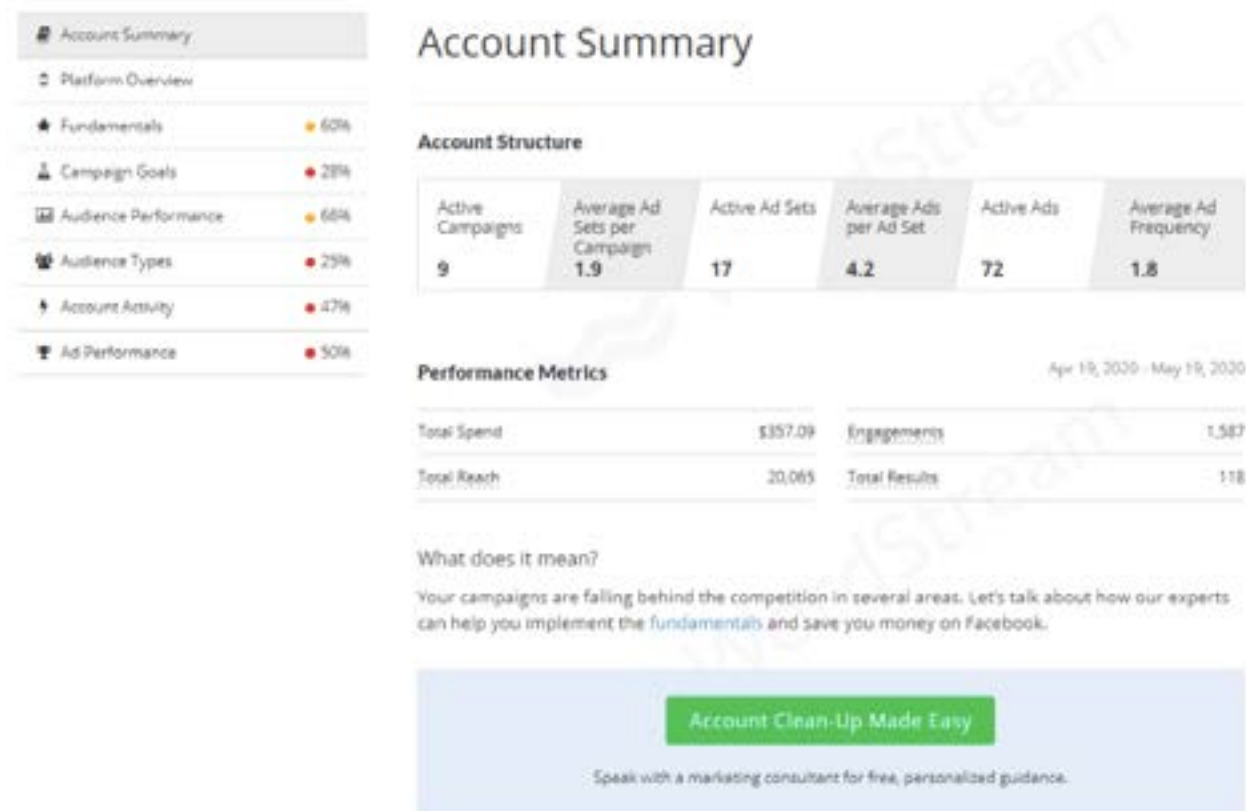


Figure 7: The dashboard available detailing the segments into which ads are categorised.

Smart Ads Creator

Smart Ads Creator scans the user's website for visual and text assets, which it uses to quickly build HTML5 banner ads, which users can then download and use for social media and display ads.

This tool is great because it removes the time spent having to select assets manually. It also provides either a complete ad or ad foundation which users can easily tweak to generate high-quality ads as efficiently as possible.



Figure 8: WordStream's Smart Ads Creator's automatically generated leaderboards ad for targetinternet.com.

Social Media & Content

[Later](#)

Later is a CMS that allows organisations to control when their posts are published throughout a month. The tool provides a detailed analysis on which posts are receiving the highest, impressions, interactions and driving traffic towards the organisation. Later not only focuses on instagram posts but also links with other social media platforms such as Facebook and Twitter as well to name a few

It is important for businesses to be able to interact with their consumers and stay active on social media platforms. Later provides this at no cost, as well as a range of different insights that are guaranteed to make any business successful.

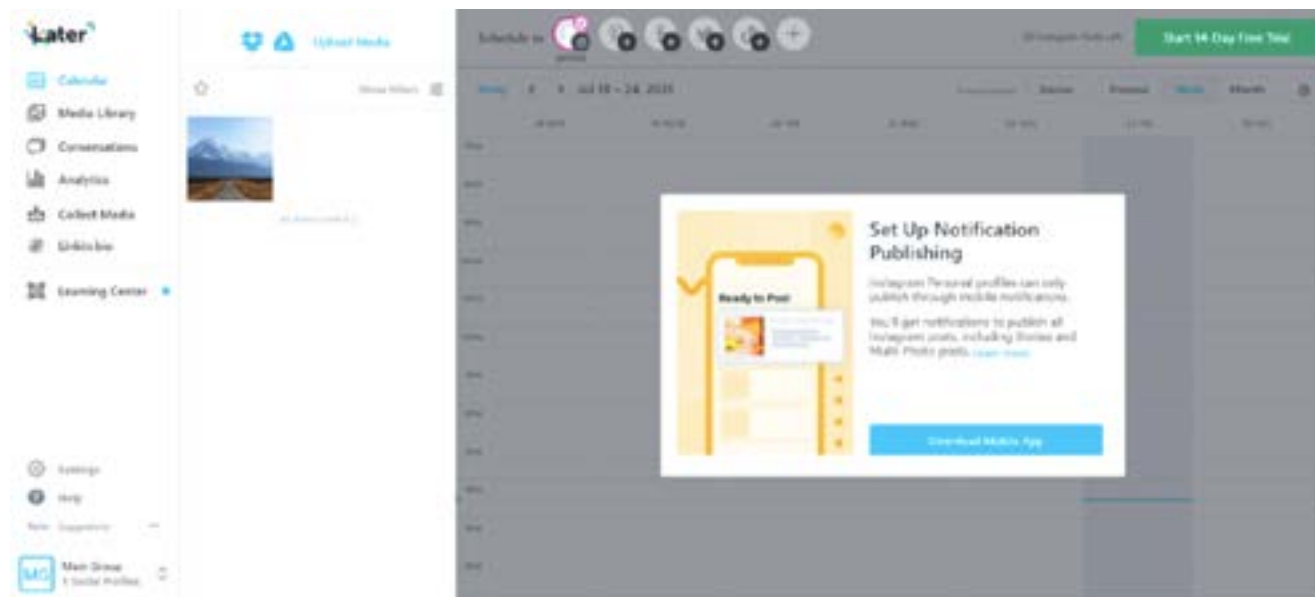


Figure 9: Later's dashboard and schedule planner

Search

[Seobility](#)

This tool allows users to check the backlinks coming into a domain. It provides an account of the total number of backlinks, the number of referring domains, the site's domain rating, and the percentage of follow/no-follow links coming into the site.

The tool provides detail about which websites are linking back to the website, the exact page that the link is coming from, and a link rating. It ranks links' value on a scale of 1 to 100, allowing marketers to understand which ones need to be improved.

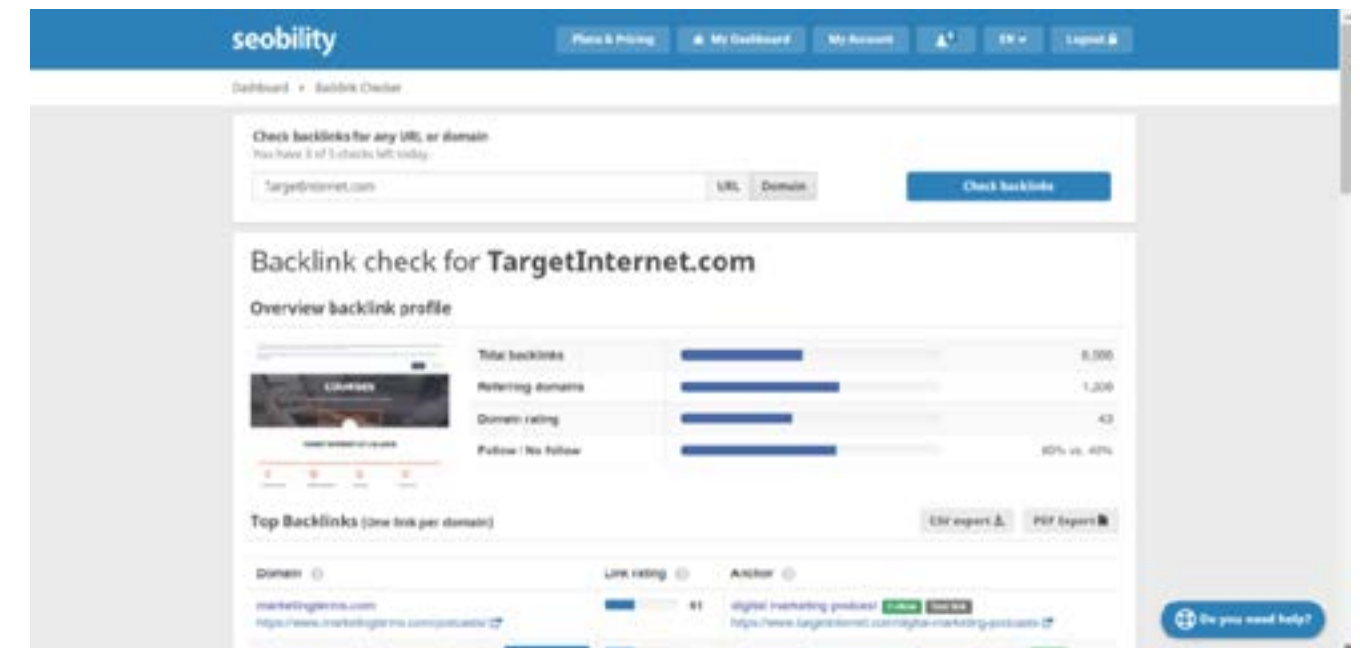


Figure 10: A search result for the domain "TargetInternet.com" using Seobility's backlink checker tool. Data, Insights and Blogs