The 30 Best Paid For & Free Internet Marketing Tools

By Ian Christie

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MADISON AVE & SILICON VALLEY
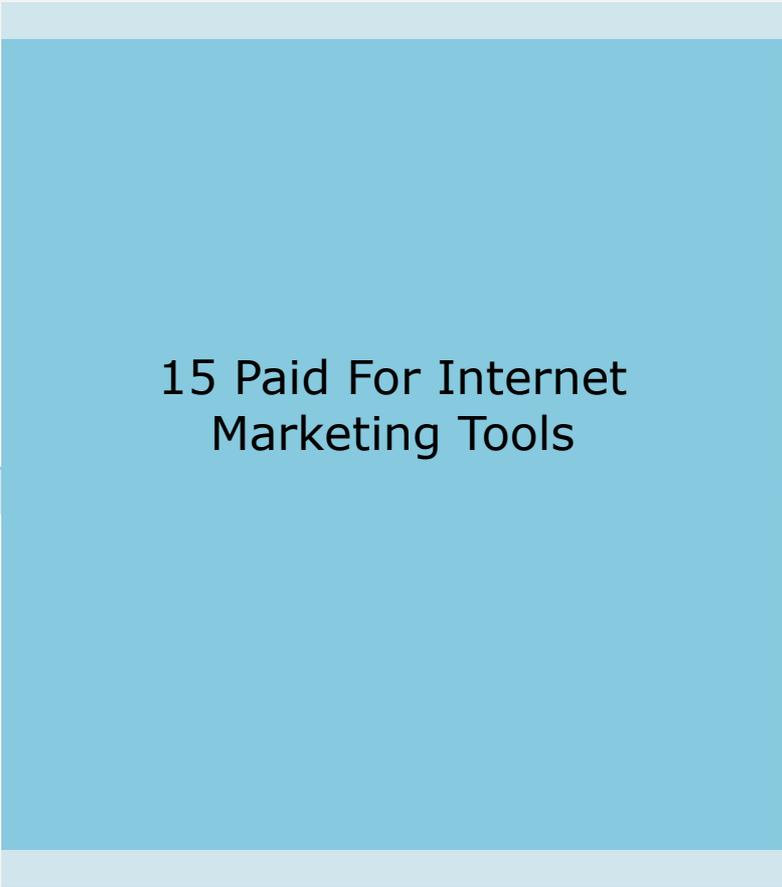
15 Paid For Internet Marketing Tools

Web Analytics

Clicky
http://clicky.com/

Features:

•The tool is only free up to 3,000 daily page views. After that, prices start at $9.99 a month.

•One of the most robust web analytics tools today, it provides real time traffic information of a website

•It offers a link report that shows all external websites sending traffic to a website

•It offers an actions metric that measures all visitor actions like video views and downloads by the user

Mint
http://haveamint.com/

•This service has a very affordable one-time fee of $30

•A self-hosted web analysis tool

•Tracks all basic statistics like referrals, searches, popular pages and traffic trends

•Displays the total page views along with unique visitors

Kissmetrics
https://www.kissmetrics.com/

•Starts from $250 per month for up to 500,000 events.

•A customer web analytics tool that will help user in customer acquisition as well as customer retention

•It provides information on user engagement and habits before and after, they buy from the website and is somewhat one step ahead of "just visitor stats"

Influencer Marketing Tools

Features:

Klout
https://klout.com/home

- Score-producing, public face that measures an individual's ability to move their networks to action
- Website score generation free. Company engagement requires custom pricing

Traackr
http://traackr.com/

- A robust marketing tool that's completely focused on building relationships with influencers
- Discover influencers, get social insights and figure out how to best connect
- It includes influencer search engine, profiles, dynamic lists, share of voice reporting, sentiment analysis, trending content and others
- $499 per month for one topic

Kred
http://kred.com/

- Create a score for a user's influence potential
- A user's score on Kred is not just based solely on his or her influence, but also on their outreach, their willingness to forward along other people's content
- It can help marketers to identify, prioritize, and engage influencers
- It also offers a rewards service that will connect marketers with influencers as well as audience engagement analysis, influencer leaderboards and email marketing

Social Media Analytics

Sysomos
http://sysomos.com/products/heartbeat/

Features:

•The tool provide intelligence and insights needed to measure results and ultimately make decisions on what's working and what's not working

•It collects data from blogs, Twitter, social networks, messages, boards, wikis and major news sources

•It also provides the ability to notice the tone of conversations and identify opinions by gender, age and location

BrandWatch
https://www.brandwatch.com/

•The tool monitors all of the conversations across various social networks

•Its algorithm cuts through social spam to help find the conversations that really matter

•It reads through and summarizes what's being said on the Web about brands, people, and products

•It also includes an advanced suite of features that allows the data to be chopped and sliced to provide useful insights, through graphing, categorisation, geolocation, metadata and countless other components

Social Media Analytics cont.

SproutSocial
http://sproutsocial.com/

Features:

- Keep tracks of all the social massages
- Monitors Brand Keywords
- Build & manage lasting customer relationships
- Seamlessly publish across networks & devices
- Track & measure social Performances
- Makes social management a team effort

Email Marketing Tools

Features:

Benchmark Email
http://www.benchmarkemail.com/in/

- The tool provides headache-free tools that make every campaign a snap at an extremely reasonable price plans
- Provides list management, storage and data segmentation facility for better targeting
- Offers "On-the-nose email campaign reports", "Google analytics-enhanced customer tracking" , "pre-designed email templates", "Customizable email surveys and Web polls"

Get response
http://www.getresponse.com/

- Easy and intuitive email creator builds beautiful emails without using a drop of code
- Offers 500+ professionally designed email templates
- Offers "List booster "to help the clients to build the contact base from scratch

Icontact
http://www.icontact.com/

- Message creation on template or HTML-Pro
- Manage growing list of e-mails
- Manage personal calls and videos to webinars
- Schedule automated messages to get delivered over time
- Massage review so that massage can reach quickly to recipient inbox
- Report generation on e-mail marketing campaign

Sales Enablement Tools

Features:

Attivio
http://www.attivio.com/

- Automate business processes
- Enrich user experiences
- Recall structured and unstructured data with a single query
- Use next-generation search and discovery
- Transform decision-making
- Gain immediate visibility into all information

Lenati
http://www.lenati.com/

- Align business and IT to share strategic goals
- Identify trends, measure behaviours, and pinpoint additional questions to explore
- Identify Actionable customer insights
- Recommend KPIs and evaluation criteria for diverse data sets
- Develop an integrated customer journey
- Optimize sales teams

Latice
http://www.lattice-engines.com/

- Score and segment prospects, quickly identifying the most lucrative leads
- Use data to prioritize revenue opportunities
- Benefit from enterprise-grade security that protects data
- Form a complete picture of prospects and customers with the integration of internal and external data
- Use predictive lead scoring
- Identify customer buying patterns

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Bonus

Slack
https://slack.com

Features:

•Create open channels for the projects, groups and topics that the whole team shares

•Enhanced searchability of entire conversations not just messages

•Integrates with dozens of 3rd party services

15 Free Internet Marketing Tools

Web Analytics

Features:

Google Analytics
http://www.google.com/analytics/ce/mws/

•Analyzes advertising and campaign performance

•Advanced segmentation, custom reports generation, dashboards creation real-time report preparation

•Analyze audience characteristics and behaviour

•Provide cross-device and cross-platform measurement service

•Provide data collection and management service

W3counter
http://www.w3counter.com/

•Offer free web stats

•Offer customizable visit counter

•Generate real-time web stat reports

Awstas
http://www.awstats.org/

•AWStats is a free powerful and featureful tool that generates advanced web, streaming, ftp or mail server statistics, graphically

•A full log analysis enables AWStats to represent a lot of information like;

- Visits duration and last visits,
- Authenticated users, and last authenticated visits

Web Analytics cont.

Awstas cont.

Features:

- Days of week and rush hours (pages, hits, KB for each hour and day of week),
- Domains/countries of hosts visitors (pages, hits, KB, 269 domains/countries detected, GeoIp detection)
- Hosts list, last visits and unresolved IP addresses list,
- Most viewed, entry and exit pages, files type

•Web compression statistics (for mod_gzip or mod_deflate),

•OS used (pages, hits, KB for each OS, 35 OS detected)

•Browsers used (pages, hits, KB for each browser, each version (Web, Wap, Media browsers: 97 browsers, more than 450 if using browsers_phone.pm library file),

•Visits of robots (319 robots detected)

Influencer Marketing Tools

Features:

Topsy
http://topsy.com/

•Provide information on the influencers for a particular keyword

•It tells the user who the influencers are on the given keyword

•By clicking on the "Everything" tab the user can see analytics of the keyword on Twitter

•The data demonstrates the ebb and flow of the conversation around that keyword, including the top tweet for a given day

•This information become very useful while tracking industry trends

WeFollow
http://wefollow.com/

•The tool is a directory of Twitter users which can be searched by topic specialism and keyword

•It is completely free to use and provides it's own influence ratings (from 0 – 100)

SocialMention:
http://www.socialmention.com/

•A social media search and analysis platform that aggregates user generated content from across the universe into a single stream of information

•Currently provides a point-in-time social media search and analysis service, daily social media alerts, and API

•With respect to a particular keyword the site offers "report on sentiment analysis"

•The site also lists the top key words for a given search topic

Social Media Analytics

Features:

Icerocket
http://www.icerocket.com/

- A free social media-specific search engine
- The tool gives the options for searching Facebook, Twitter, blogs, or all tracked platforms for your chosen keywords
- If the user run a blog for his business, then the tool can be used to prioritize the blog when other people search for relevant keywords on the site

Addictomatic
http://addictomatic.com/

- A straightforward tool that can be used to monitor user's brand's influence and reputation
- It searches Google, Bing, Twitter, WordPress, YouTube, and Flickr to find the most recent blog posts, news, images, or videos based on the given keywords
- It breaks the search results into headers, making them easier to navigate

Social Harvest
http://www.socialharvest.io/

- The tool is a lean, mean, and scalable data gobbling machine
- The customizable dashboard can accommodate the visualization of any data with widgets
- Built with Go, extensible with virtually any other language via data streams and a RESTful API. Supports both SQL and NoSQL databases

Email Marketing Tools

Features:

TargetHero
https://app.targethero.com/

- Pricing pattern: Unlimited sending for up to 1,000 contacts free forever
- For more than 1000 contacts user will be charged under various packages
- Create great-looking emails in record time
- Manage smart email contact lists
- Provide analytical reports on delivered, undelivered, bounced, and opened emails
- Manage clever campaigns

MPZ Mail
http://www.mpzmail.com/

- Mailing service is free up to 2,000 Subscribers & 12,000 Emails p/m
- For more than 2000subscribers user will be charged under various packages
- Design amazing, beautiful and clean emails and newsletters
- Import contacts from any spreadsheet, website or form
- Analytical reports on e-mail campaign are prepared
- Unsubscribers & bouncers are taken care of

Email Marketing Tools cont.

Features:

Feedgee e-mail marketing
http://www.feedgee.com/

- The service is free for 15 000 emails for 3 000 subscribers every month
- The basic features can be used under free service
- Offer one account for email and sms communications to save time
- With the help of one feedgee-account user can send a campaigns and single transactional emails

Sales Enablement Tools

Features:

Rapportive
http://rapportive.com/

- A free Gmail add-on that provides contact information right in your inbox
- The tool summarizes contact's picture, job title, location, and social media profiles and send it to the inbox of the user
- The user can click on the social media links of the inbox-view for automatic redirection to a contact's social profile
- When a user is communicating with sales leads, not only can Rapportive visualize to the user to whom he is communicating with, but also help the user to identify what are the areas' of interest of the contact

Sidekick
http://www.getsidekick.com/

- Provide valuable information about your email contacts right inside the inbox
- It notifies the company profiles of the contact's in the inbox of the user
- It also displays a contact/leads's professional history, where they live, mutual contacts, email history etc right in the mailbox of the user.

Sales Enablement Tools cont.

Features:

Sales Search

https://chrome.google.com/webstore/detail/sales-search/kbmcekfipmkbidlnanphamaipndhiepgchrome.google.com

•Easy to use search tool for sales representatives looking to streamline their constant searching and sourcing.

•To open the search results   a name (first, last, or both), email, phone number, or other information to be highlighted & a   search engine is to be selected. Right click of the highlighted subject will open up the search results on a new tap No need of continuous copying and pasting

•Also helps in translation of text

Notes:

Most of the tools we have researched are of fremium type; that is free up to a certain benchmark and after that the service is chargeable. We have not included those tools in our list. The tools that have been included in our list are completely free to use

Most of the tools that have been included in different categories are either completely free or providing free service up to a certain benchmark limit. As a result these tools are limited in features compared to their paid counterpart and therefore have ranked low in a combined list of paid & free tools. However in our list we have mostly included the best free tools in the category of free tools across different marketing categories.

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My passion is helping growth companies
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