



Marketing Starter Pack

Tools To Improve Your Digital Marketing





socialmention*

Social listening is the process of **monitoring** digital media channels to devise a strategy that will better influence consumers.

<http://www.socialmention.com/>



Mail Chimp is an email service that allows you to create, send, and manage email newsletters to individual recipients

<http://mailchimp.com/>



Moz is a software as a service (SaaS) company based in Seattle, Washington, U.S., that sells inbound marketing and marketing analytics software subscriptions. This is a great resource of information in relation to Digital Marketing.

<https://moz.com/>



Shopify is a e-commerce company, that develops computer software for online stores and retail point-of-sale systems.

<https://www.shopify.com/>



Google Search Console (previously **Google Webmaster Tools**) is a no-charge web service by **Google** for **webmasters**. It allows **webmasters** to check indexing status and optimize visibility of their websites.

<https://www.google.com/webmasters/tools/home?hl=en>



Post Affiliate Pro is intuitive, fast, effective, and infinitely expandable **affiliate** software. It is a great tool to recruit and manage your **affiliates**. It will track your **affiliate's** referrals, clicks, commissions, record pay-outs, and much more.

<https://www.postaffiliatepro.com/features/>



Pages are for businesses, brands and organizations to share their stories and connect with people. Like profiles, you can customize Pages by publishing stories, hosting events, adding apps and more.

<http://bit.ly/1qWPkn3>



SEMrush is a powerful and versatile competitive intelligence suite for online marketing, from SEO and PPC to social media and video advertising research.

<https://www.semrush.com/>



Twitonomy is a Twitter analytics tool that provides simple yet powerful insights and features that help you monitor, manage, track and optimize your activities on Twitter

<https://www.twitonomy.com/>



Google AdWords is an advertising service by Google for businesses wanting to display ads on Google and its advertising network.

<https://www.google.ie/adwords/>



Hashtagify is a hashtag analysis tool used to determine the correlation of two hashtags and the popularity in the social space

<http://hashtagify.me/>



TweetDeck is a Twitter management tool used to post, schedule and manage content posted on Twitter. It can also be used for Reputation Management

<https://tweetdeck.twitter.com/>