

Digital Marketing

Free & Paid Tools to Help you Improve Your Digital Marketing

Matt Cocking
February 2022



Introductions

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About Anicca

2007

Est

27

Crew

45+

Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.



[Bity.ly/Anicca-survey](https://bity.ly/Anicca-survey)

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We're on a mission

...well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?



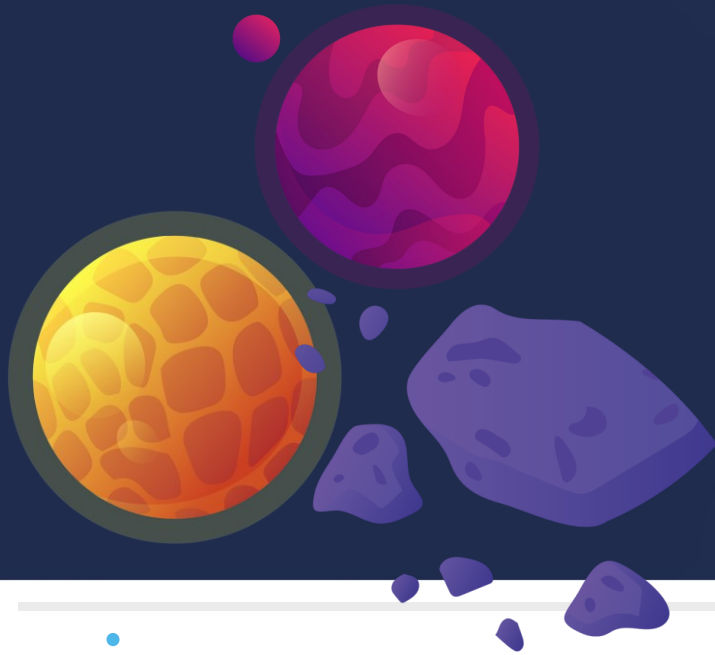
[Bity.ly/Anicca-survey](https://bity.ly/Anicca-survey)

Agenda

- Why you need tools for Digital Marketing
- Generic Digital Marketing Tools
- Google Ads Tools
- Social Media Tools
- Google Ads Tools
- SEO Tools
- Email Marketing Tools
- Web Optimisation Tools



Why do you need Digital Marketing Tools?

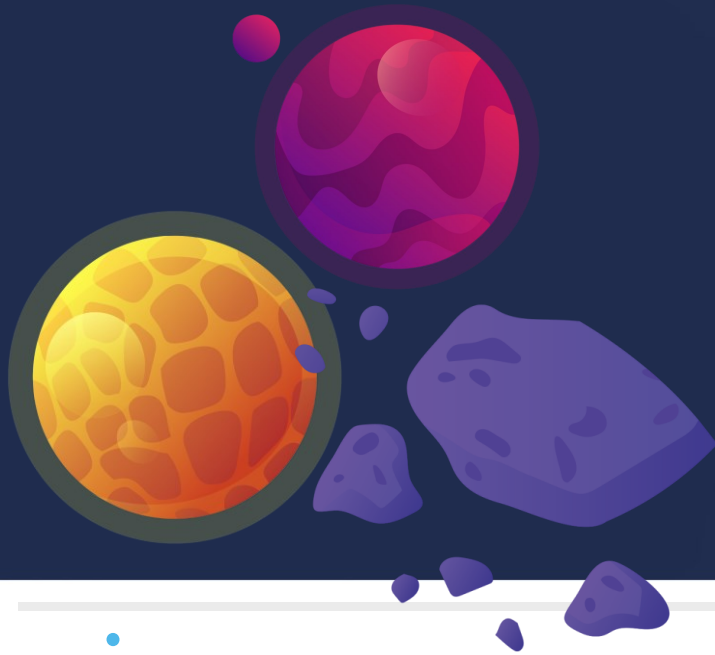
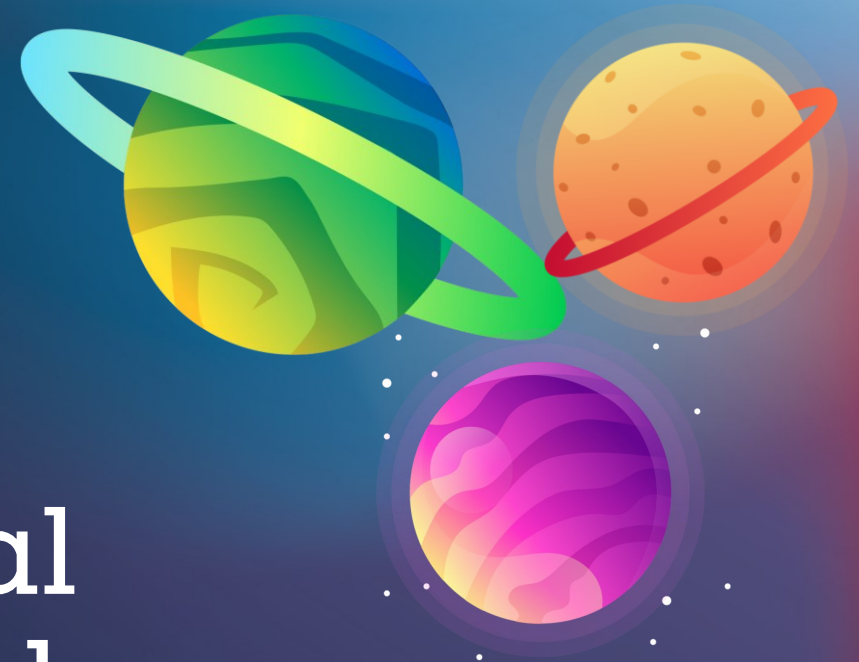


Why do you need digital marketing tools?

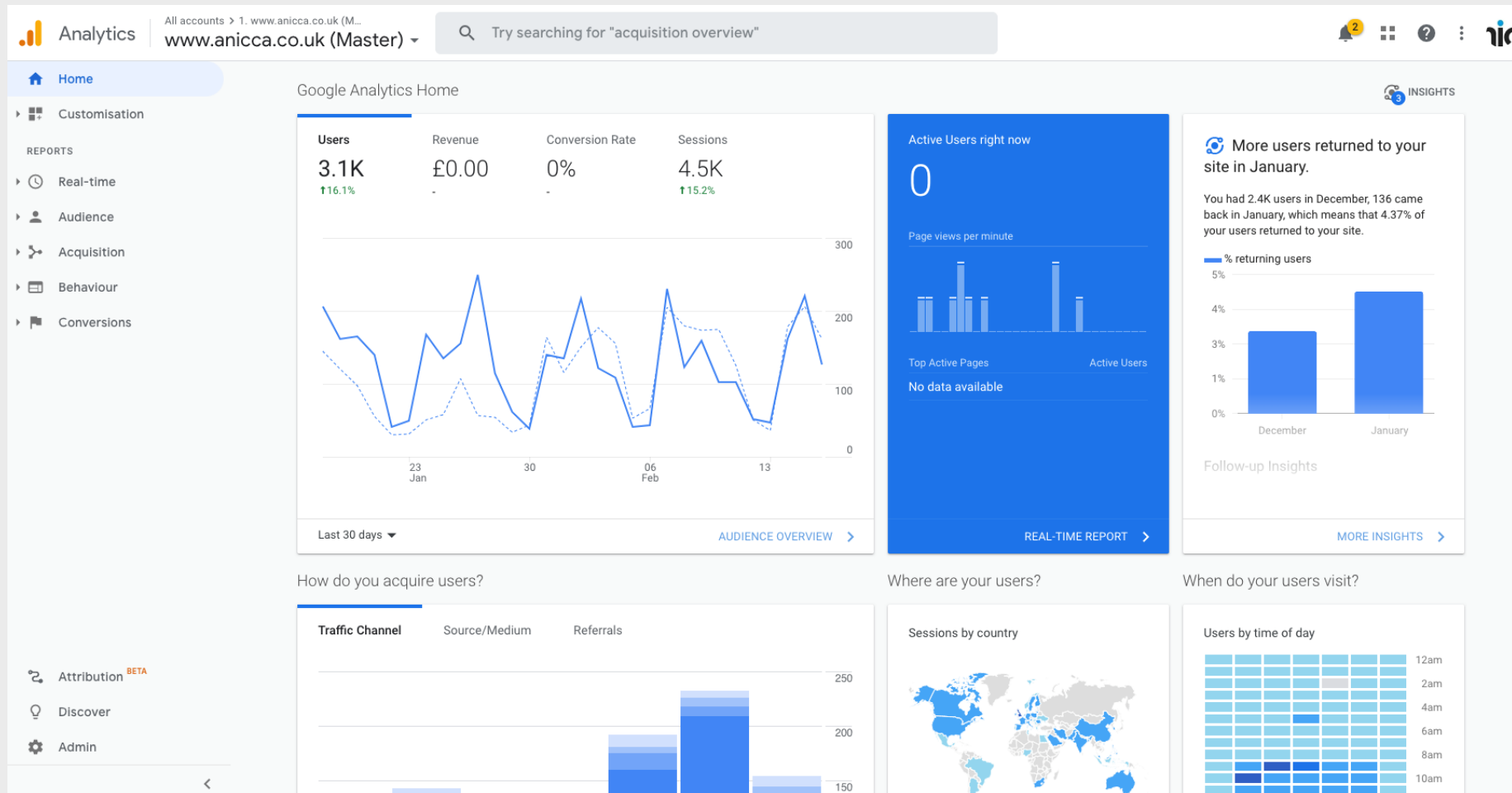
- Because you don't have all the time in the world
- To get a competitive edge over your competition
- To simplify your digital marketing processes
- To track, report on and improve your digital marketing efforts
- To take your digital marketing to the next level



Generic Digital Marketing Tools



1. Google Analytics



<https://analytics.google.com/analytics/web/>

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Pros & Cons of Google Analytics

Pros

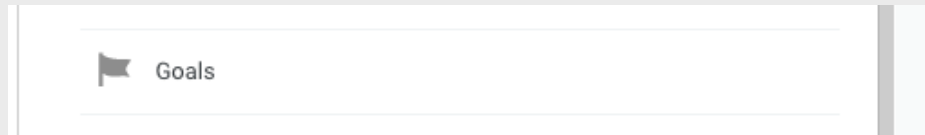
- Completely free to install and use
- Monitor traffic over time, as well as "real time" users
- Discover a wealth of information about your users behaviour, demographics and journey
- Enables you to track "goals" and even revenue

Cons

- Data can't be back-dated
- The platform has so much data that it can be quite overwhelming for beginners
- Tracking can easily "break" if you alter your website

Anicca's Tool Tip

- Google analytics can offer a wealth of information not just about demographics user behavior, but also which users have taken an action that you deem as vital to your business.
- If you haven't already, try setting up some analytics "goals".
- Click Admin (in the bottom left) and then looks for the goals option.



- From here, you can track when users fill in your form and reach a thank you page or other valuable actions.




2. CallRail (call tracking)

CallRail Products ▾ Pricing Industries ▾ Resources ▾ (888) 248-2949 Support Sign In [Start Free Trial](#)

Find out which marketing campaigns make your phone ring.

If your business relies on quality customer conversations, you need CallRail. Match inbound calls, text, forms, and live chats to your marketing campaigns to finally learn what's working and what's not.

[Get Started Free](#) [▶ See how it works - 1:23](#)



The dashboard displays a pie chart for traffic sources, a line graph for performance over time, and a list of active campaigns.

Traffic Source	Percentage
Google Organic	35%
Direct	25%
Outbound	15%
Google Ads	10%
Search Engine	15%

Campaign	Status
Kalley Ulrich	Active
Ins Litel	Active
Angela Barrow	Active
Ernest MacGyver	Active
Ms Sun	Active
MASSIVE	Active

What is Call Tracking?

Ever ask a caller, "how'd you find out about our business?" With [Call Tracking](#), you'll know before you even pick up the phone. Better yet, you'll have powerful analytics around which ads, campaigns, or search terms inspire your best leads to reach out, so you can invest more into the marketing that moves your business forward.

Track

Analyze

Improve

Convert



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

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Pros & Cons of CallRail

Pros

- Enables businesses to track exactly which channels, campaigns, keywords or creative lead to a phone call
- Used correctly, the tool can help you establish the ROI of your channels even better
- Can help track calls generated by offline marketing too

Cons

- The trackable numbers can possibly cause confusion for callers, if they're familiar with your businesses' original phone number
- Only a 14-day free trial

Anicca's Tool Tip

- Does your business operate by generating leads through your website, rather than selling products to the end consumer?
- Call tracking could help you understand the ROI of your marketing, by tracking the revenue of each customer from end-to-end.
- CallRail discuss this topic in more detail here: <https://www.callrail.com/blog/how-to-measure-roi-with-call-tracking/>



3. SimilarWeb

Marketing Intelligence

Hey, Matt
Get ready for some marketing insights

Search for a website or keyword

Marketing Intelligence Basics

- Website Analysis**
X-ray vision for competitors marketing strategy
- Website Keywords**
Take a deep-dive into keyword strategy
- Organic Landing Pages**
See your competitors hottest landing pages
- Search Ads**
Which Ads are your competitors running
- Organic Competitors**
Discover your closest organic competitors on Google
- Paid Competitors**
Discover your closest PPC competitors on Google
- Keyword Generator**
Discover keyword ideas from a seed keyword
- Keyword Gap**
Keywords your competitors get traffic for
- Keyword Analysis**
See who's gaining traffic from a keyword/s over time
- Competitor Affiliates**
Who are your competitors' top affiliates?
- Affiliates By Keyword**
Which referrals generate most traffic to a keyword?
- Display Ads**
Find competitors' top Display Ads

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

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Pros & Cons of SimilarWeb

Pros

- Fantastic insights into the channels that your competitors use, and the traffic levels that they receive
- Enables thorough research into any industry (including custom industries)
- Allows you to benchmark your business against competitors easily

Cons

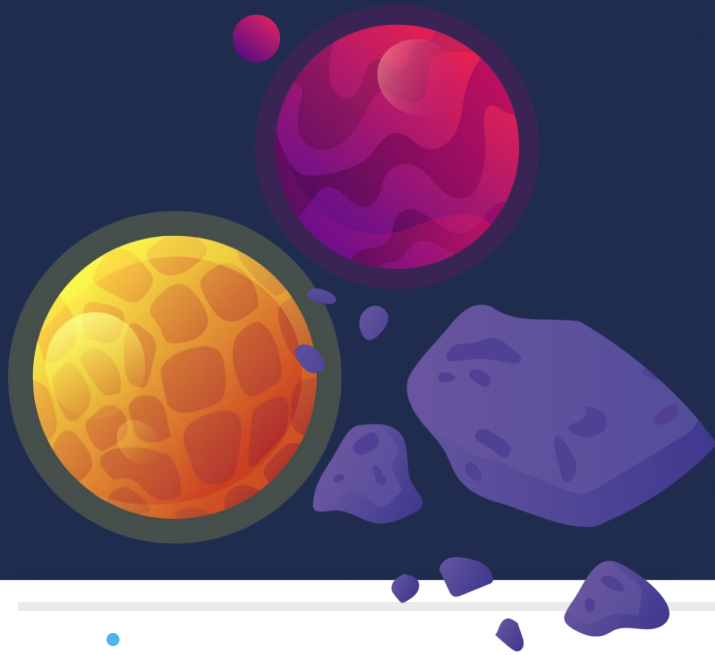
- Although there is some free functionality, you have to pay for the best data
- May be too expensive for some small businesses (£1000/month)
- Data can be inaccurate for businesses with traffic levels under ~5,000 per month

Anicca's Tool Tip

- Try before you buy – use the free functionality first!
- Although SimilarWeb is on the more expensive side of our tools list, the insights that it can offer are thorough and extensive.
- SimilarWeb comes with several pre-built industries for you to view, analyse and compare.
- However, try making your own custom industries – theoretically, you can compare businesses in any sector at all. The possibilities are endless.



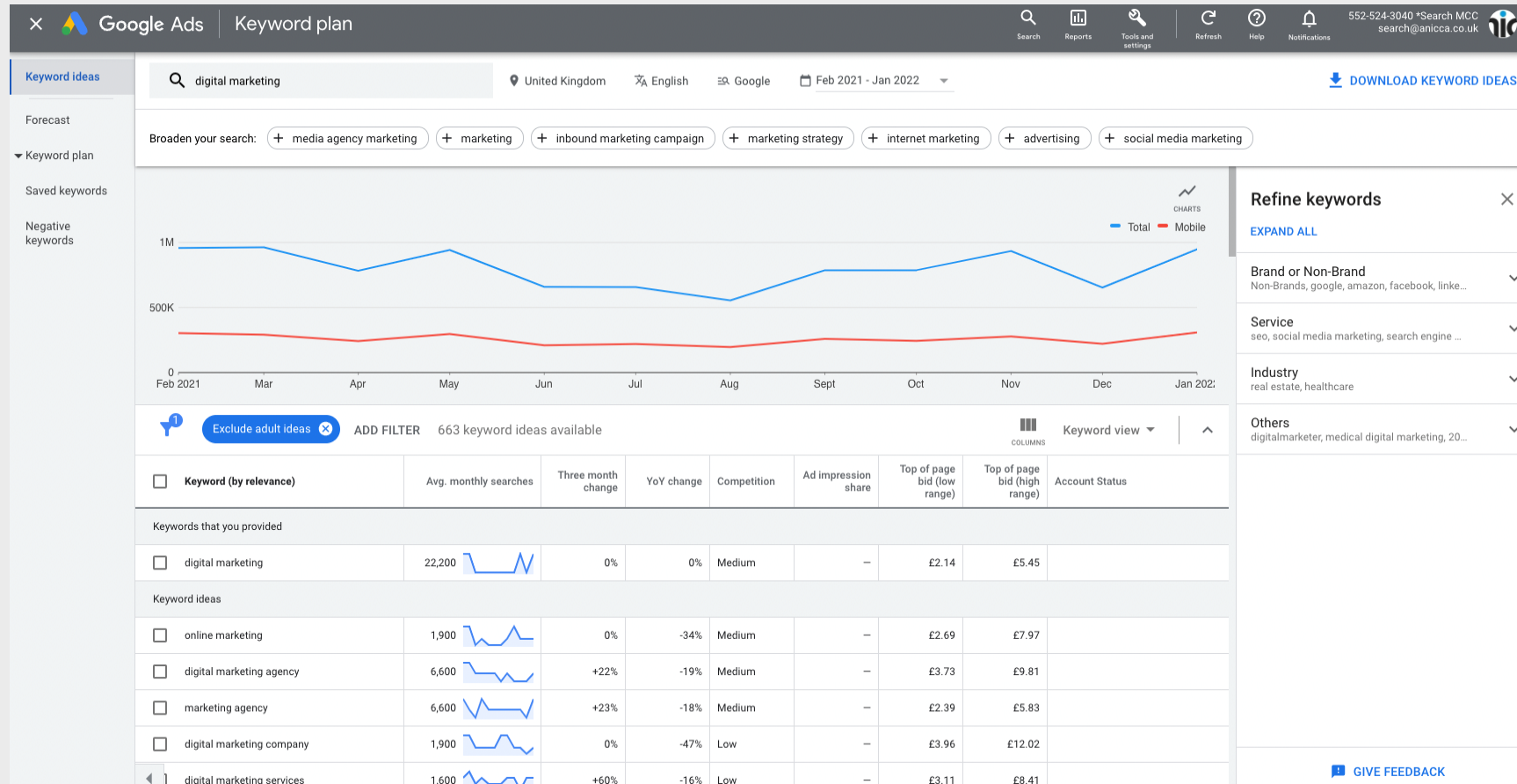
Google Ads Tools



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4. Keyword Planner



https://ads.google.com/intl/en_uk/home/tools/keyword-planner/

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Pros & Cons of KW Planner

Pros

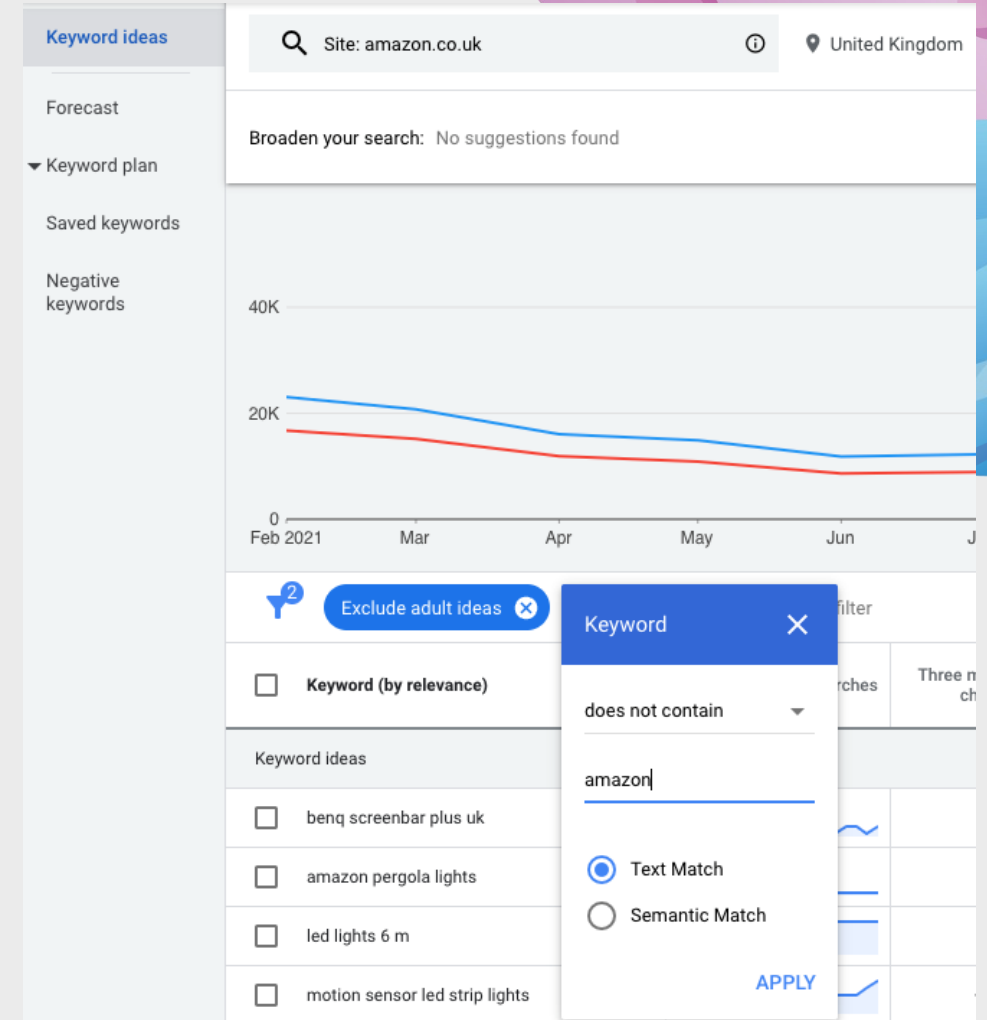
- Offers data on average search volumes per month, as well as the 12 month trend
- Offers data on average CPC's
- Can help you build ad groups that can then be used for Google Ads
- Easy to export data (e.g. to Excel)

Cons

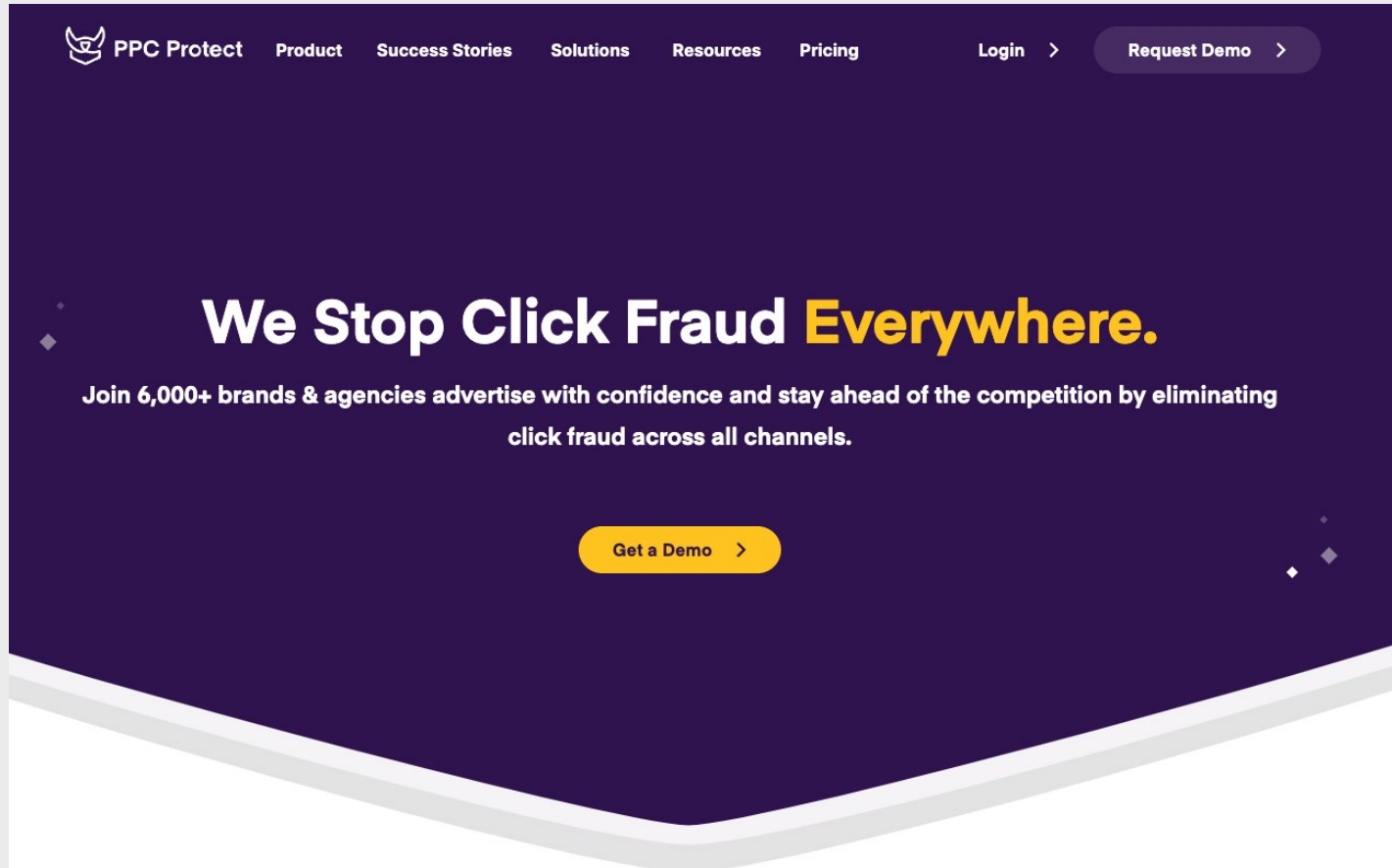
- Does not offer any support with your negative keyword lists
- When searching for new keyword ideas, the suggestions can sometimes be quite wild

Anicca's Tool Tip

- Ever thought "I wonder what keywords I could bid on that my competitors would also be using?"
- Now you can find out!
- Within Google keyword planner select "Discover new keywords" and then "start with a website".
- Then click filter > keyword > does not contain and enter the brand term for your competitor.
- Voila – a list of all non-brand keywords.



5. PPC Protect



<https://ppcprotect.com/>

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Pros & Cons of PPC Protect

Pros

- Measures just how many clicks your ads receive in a "fraudulent" manner
- Auto IP blocking
- Beta tests are available (for some businesses) for social media click protection

Cons

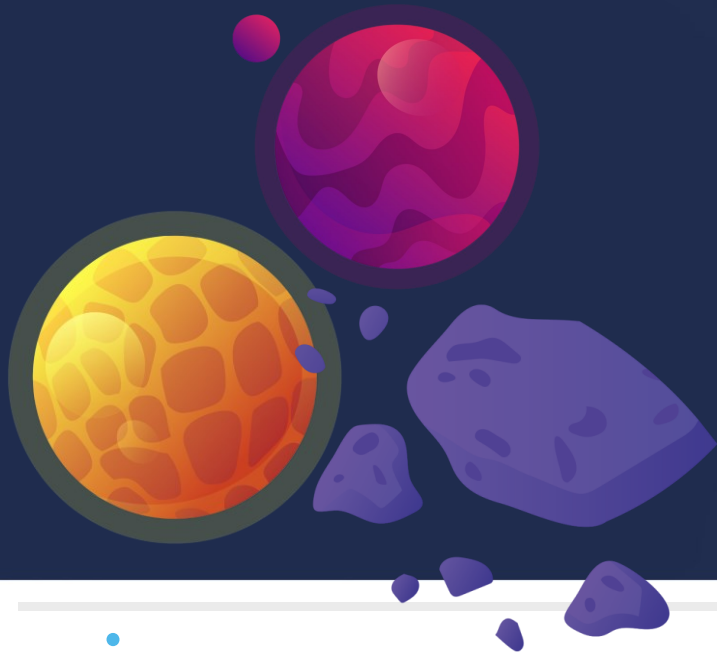
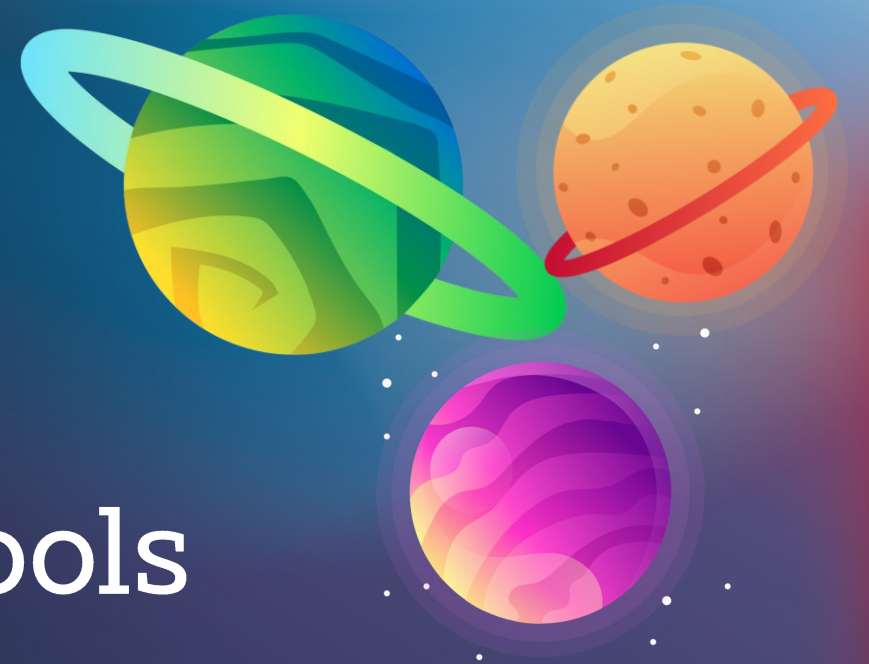
- After your 30-day trial, the cost of the platform can sometimes outweigh the amount saved each month
- Due to CPC fluctuations in industries, the amount saved can dramatically vary

Anicca's Tool Tip

- Using PPC click fraud software is a tip in itself.
- Try the software out (a lot of them will give a free trial) and see what you think.
- If you are spending more than £1,000 per month on ad spend then you could save >£100 per month!



Social Media Tools



6. Facebook Ad Library

The screenshot displays the Facebook Ad Library interface. At the top, the Meta logo is on the left, and navigation links for 'Ad Library', 'Ad Library report', and 'Ad Library API' are on the right. Below the navigation bar, there's a search bar with 'United Kin...' selected for location, 'All ads' for ad type, and 'digital marketing' as the search term. A 'Filters' button is on the right. The results section shows '~2,500 results' and a note that search results display ads with text that matched the exact phrase search term. Three ad cards are visible, all from 'Atomic Digital Marketing' and marked as 'Active'. The first ad is for 'Digital marketing expertise UK', started on Feb 17, 2022, and features a purple background with the text 'Cricklewood BOOST YOUR TRAFFIC & REACH YOUR AUDIENCE'. The second and third ads are for 'Atomic Digital Marketing' itself, started on Feb 11, 2022, and feature orange and black backgrounds with testimonials and a 'HOW TO GET A WEBSITE NOTICED' graphic.

<https://www.facebook.com/ads/library/>

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Pros & Cons of Facebook Ad Library

Pros

- View your competitor ads by searching for a business name
- Research all ads in an "industry" by searching for a keyword or topic
- See basic campaign information such as creative and campaign type

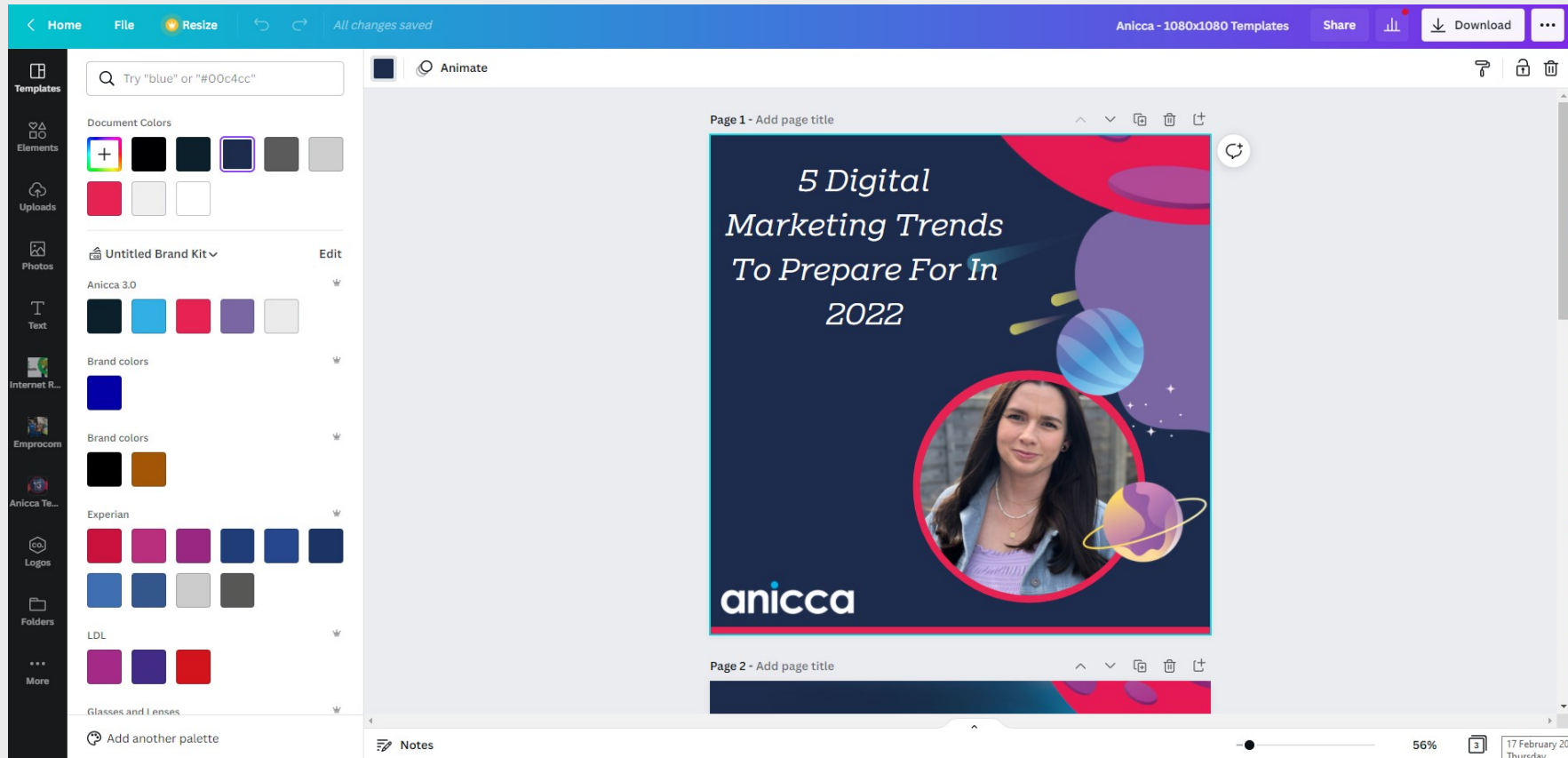
Cons

- Only allows you to see current, live ads so results are limited
- Doesn't offer insights into whether campaigns are working (e.g. impression or click data) and therefore only has limited benefits

Anicca's Tool Tip

- Facebook Ad Library is a great tool for monitoring what your competitors are doing and how they are advertising.
- Monitoring the ads that your competitors are running is a great way to know what promotions a client is focusing on and what platform they are advertising on... this can be Facebook (Meta), Messenger, or Instagram.
- If you are lacking creativity and need some inspiration, Facebook Ad Library can be a great way to see what creatives other businesses are using.

7. Canva



https://www.canva.com/en_gb/

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Pros & Cons of Canva

Pros

- Free subscription available, therefore very accessible tool
- Paid for subscriptions allow you to share templates with clients
- Has a huge number of templates to help design posts for most social platforms
- Offers creation of GIFs and short videos

Cons

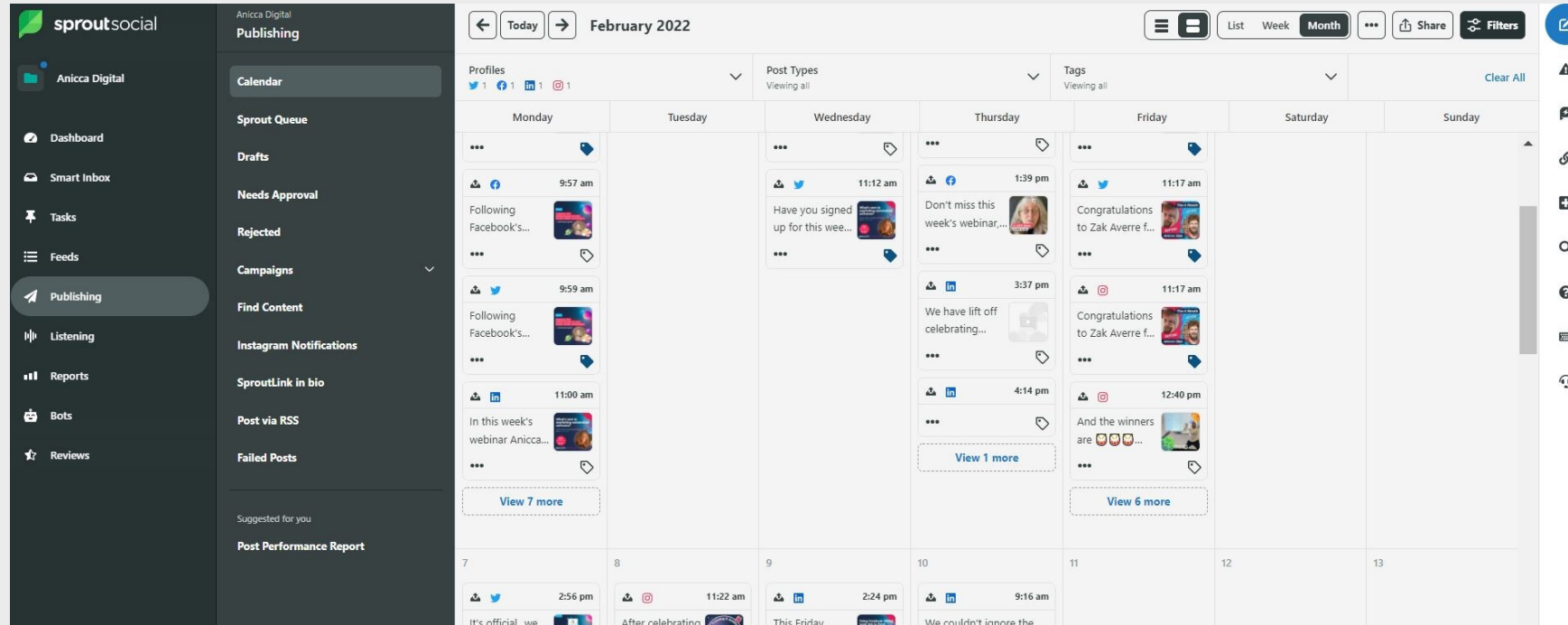
- Many stock images, graphics and templates are only accessible with a paid account
- App functionality isn't as good as the web version
- Fairly limited photo retouching options compared to other photo editing software

Anicca's Tool Tip

- Canva can transform a simple poster in a matter of minutes (once you've learnt to use the tool) - making it look like it's been designed by a professional.
- With a simple drag and drop interface, and millions of designs available, Canva is incredibly easy for creating artwork.
- Try the templates for your Facebook and Instagram posts – the tool automatically gives you the best sizes for the ads so that you can't get it wrong!



8. Sprout Social



<https://sproutsocial.com/>

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Pros & Cons of Sprout Social

Pros

- Great too for "social listening" to keep track of your businesses' social mentions
- Very easy to navigate user interface
- Allows you to schedule content in advance and post content at a later date

Cons

- Pricing is possibly a bit high for small businesses
- Support can sometimes be a little on the slow side (despite it being high quality)
- Limited data/connectivity for some platforms

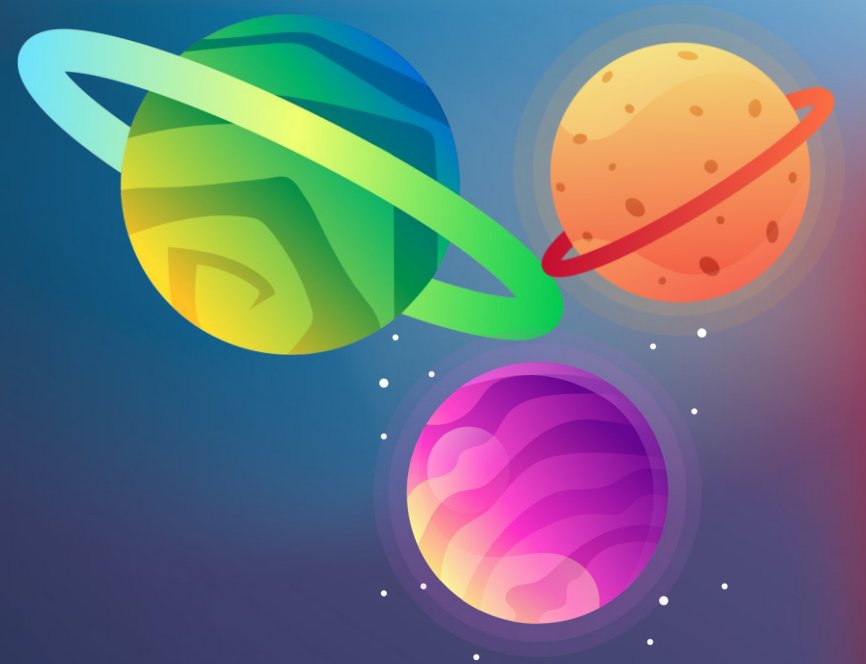
Anicca's Tool Tip

- Where possible you need to get access to the logins of social accounts to get all the data
- It can take a few days to collect data, so leave yourself at least a week before running an audit

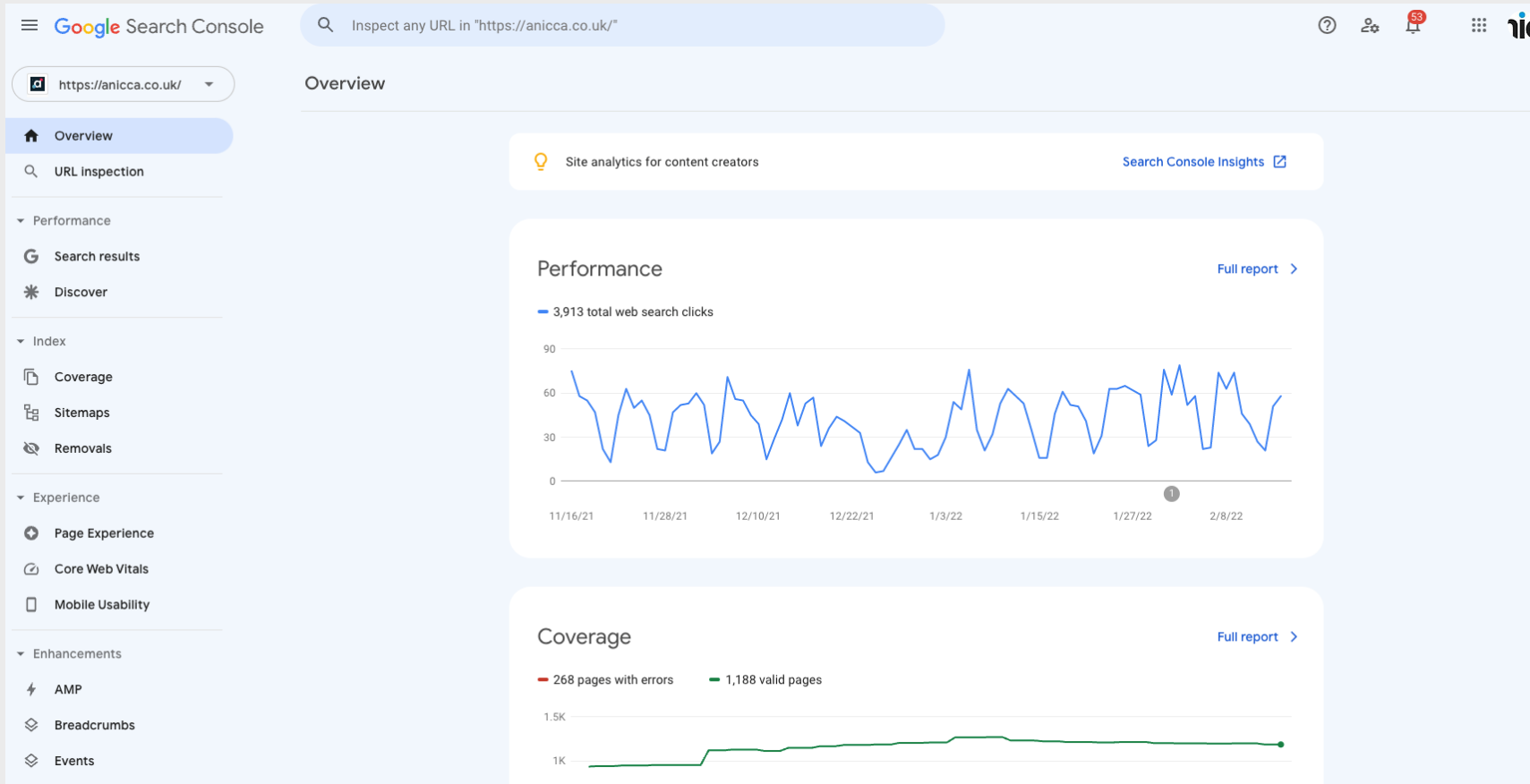
Don't expect as much information from LinkedIn, there API is very limited



SEO Tools



9. Google Search Console



<https://search.google.com/search-console/about>

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Pros & Cons of Search Console

Pros

- Data about your site's performance directly from Google (hint, hint)
- Allows access to back-dated data for your website
- Great tool to help understand what searches are driving traffic to your website organically

Cons

- Position ranking data can be tricky to utilise, specifically as an average, if you own a larger website
- The tool can be difficult to navigate and understand for beginners

Anicca's Tool Tip

- Through Google Search Console you're able to discover the search terms that people have used to discover your website, as well as your current google ranking for those terms.
- When you make a change to your website, you should make a note of what that change was and the date on which it was made. You are then able to use Google Search Console to work out if that change has had a positive impact or not.
- Also, make sure that you receive your Google Search Console reports. They come via email each month and tell you what your top 3 landing pages were, how many people have clicked to your website and the best performing search terms for your site too!
- Also look at Bing Web Master Tools



10. Ahrefs



<https://ahrefs.com/>

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Pros & Cons of Ahrefs

Pros

- Huge number of features and "mini tools" within this online software
- Ahrefs has the largest database of websites and backlink data
- The cost of the tool, for a large business, is extremely affordable (£150 P/M)

Cons

- The cost of the tool is relatively high for small/new businesses
- Makes reporting tricky from any other third-party tools, since it requires API integration (although Ahrefs own reporting abilities are pretty good)

Anicca's Tool Tip

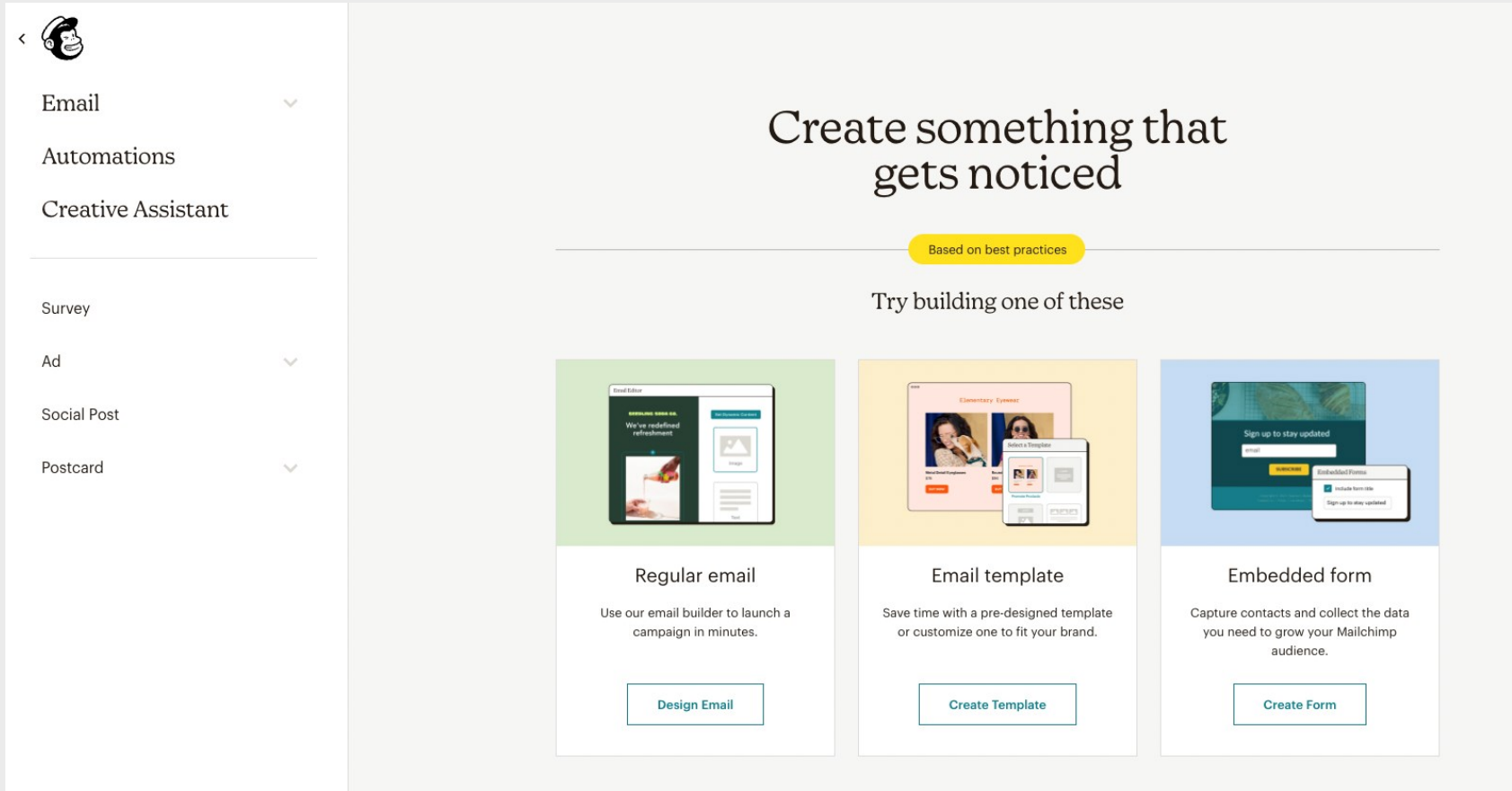
- Ahrefs is a great tool to use when monitoring how your website is performing, the keywords your website ranks for and what backlinks you have received.
- When looking for new backlinks we'd suggested taking a look at which websites currently link to your competitors. Any major links missing? These could be a great quick win, if you're able to get a link too!
- Ahrefs also has a broken-link checker that will discover any broken links on your website. This can impact SEO – so get fixing those links!




Email Marketing Tools




11. MailChimp



The image shows the MailChimp dashboard interface. On the left is a sidebar with a navigation menu. The main content area features a header with the MailChimp logo and the text "Create something that gets noticed". Below this is a yellow button that says "Based on best practices". The main heading is "Try building one of these". There are three cards: "Regular email" with a "Design Email" button, "Email template" with a "Create Template" button, and "Embedded form" with a "Create Form" button. Each card includes a small preview image and a brief description of the feature.


< 

Email 


Automations

Creative Assistant

Survey

Ad 


Social Post

Postcard 

Create something that gets noticed

Based on best practices


Try building one of these



Regular email

Use our email builder to launch a campaign in minutes.


Design Email



Email template

Save time with a pre-designed template or customize one to fit your brand.

Create Template



Embedded form

Capture contacts and collect the data you need to grow your Mailchimp audience.

Create Form

<https://mailchimp.com/>

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Pros & Cons of MailChimp

Pros

- Easy, drag and drop, functionality to build emails with
- Highly recommended by a huge number of businesses due to it's easy to use interface
- Offers good audience segmentation and email automation features

Cons

- The free version only allows for up to 2,000 contacts and 2,000 email sends per day. In theory, that's only 1 email per month (if you have hit the maximum contact limit)
- Due to the popularity of the platform, there can sometimes be issues with spam/junk

Anicca's Tool Tip


- MailChimp can be a great way to communicate with your customers and keep them interested in the latest your brand has to offer, as well as helping launch a new product.
- With a simple drag to drop feature when creating emails, you can A/B test different designs of an email and see which one gains the best interest.
- We have found emails that are not text heavy and use moving images tend to have a higher CTR.



Web Optimisation Tools




12. GTmetrix


[Features](#)[Pricing](#)[Resources](#)[Blog](#)[Log In](#)[Sign Up](#)


Analyzing your URL...

<http://anicca.co.uk/>






3. Analyzing with Lighthouse...

Test Server Location:  Vancouver, Canada

Using:  Chrome (Desktop)

Did you know?

- Place your JavaScript [at the bottom](#)  to avoid users seeing a blank page while JavaScript loads.
- Implementing proper [cache control headers](#)  can have one of the biggest impacts for your users.
- Need expert advice? We can recommend a partner for you. [Contact us](#)  and we'll point you in the right direction.

Don't worry! The links above open up in a new window - your analysis won't be interrupted.


[GTmetrix REST API](#)[Test Server Locations](#)[Frequently Asked Questions](#)[Contact Us](#)


About GTmetrix

GTmetrix was developed by [Carbon60](#) as a tool for customers to easily test the performance of their webpages. [Learn more.](#)

Want to work with us? Check out our [Careers](#) page.

Follow Us

 Follow us on Twitter [@gtmetrix](#)

 Like us on [Facebook](#)



<https://gtmetrix.com/>

[Bity.ly/Anicca-survey](https://bity.ly/Anicca-survey)

Pros & Cons of GTmetrix

Pros

- Enables you to analyse your website's speed, with actionable insights for improvement
- The speed visualisation tool enables you to see your site loading, second by second, to spot any issues
- The video view tool allows you to view your website loading from different devices

Cons

- The free version of GTmetrix only allows testing from certain regions, and therefore doesn't necessarily directly reflect all your users.
- The tool has a **lot** of information – and could therefore be quite tricky to utilise effectively for a beginner

Anicca's Tool Tip

- There are a lot of other free URL tester tools out there – download a list from the A10 Marketing Framework
<https://anicca.co.uk/a10-marketing-framework/>
- This tools often give different results, so try a few out and if in doubt consider an audit form a professional SEO – we have 15% discount on audits in February



Other tools we use at Anicca

Free

- **Data Studio** (reports)
- **Topics.seomonitor.com** (keyphrase research)
- **Hootsuite, Tweetdeck** – social posting & listening
- **Clarity** – on-site user behaviour
- **Answer The Public** – keyphrase generator

Paid

- **Onecrawl, Deepcrawl, Moz** – SEO audit tools
- **Sharpspring** – Marketing automation & CRM
- **Hotjar** – on-site user behaviour
- **Brightlocal** – local SEO
- **Coverbook** – tracking PR
- **Supermetrics** – connector for Drive and data Studio

Thank you

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Digital survey

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