

Marketing tools



Hootsuite



Description

A social media management platform that allows you to schedule posts, track social media engagement, and manage all your accounts from one dashboard.

Price



Plans start from \$49/month.

How to use it in practice

Use Hootsuite to schedule all your social media content for the week in one sitting, monitor performance, and respond to comments and messages across platforms like Twitter, Facebook, and Instagram.

Hootsuite

MailChimp



Description

An all-in-one marketing platform for email campaigns, automations, and audience insights.

Price



Free plan available; paid plans start at \$11/month.

How to use it in practice

Send out a monthly newsletter to your subscribers with updates, promotions, and personalized offers to keep your audience engaged and informed about new services.

MailChimp



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HubSpot



Description

A comprehensive CRM platform that integrates marketing, sales, and service departments to help grow your business.

Price



Free CRM features; Marketing Hub starts at \$50/month.

How to use it in practice

Automate your email marketing campaigns based on user behavior and interactions on your website to increase conversion rates.

HubSpot

SemRush



Description

A tool for SEO and SEM that helps you perform keyword research, competitive analysis, and content marketing analytics.

Price



Starts at \$119.95/month.

How to use it in practice

Identify new keyword opportunities and analyze competitors' SEO strategies to optimize your website content and improve your search engine ranking.

SemRush



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Adobe Spark



Description

A suite of design tools that provides options for creating graphics, web pages, and short videos.

Price

Starts at \$9.99/month.



How to use it in practice

Create quick promotional videos about your services that can be shared on social media or embedded in your website.

Adobe Spark

Google Analytics



Description

Tracks analytics of your website.

Price

Free



How to use it in practice

You can use google analytics to track the performance of your website, see what's working and what's not, see how many people download resources or visited the pages.

Google analytics



Marketing tools



Canva



Description

Content creation tool, Logo creation, branding tool.

Price



Free version available. Starts at 12 euros/month.

How to use it in practice

Create your own brand image using Canva. You can create a colour palette, a logo and the visuals for your website.

Canva

SproutSocial



Description

A social media management and optimization platform that offers solutions for publishing, analytics, engagement, and team collaboration.

Price



Starts at \$99/user/month.

How to use it in practice

Use Sprout Social to listen to and engage with your audience across social platforms efficiently from a single interface, helping you maintain a strong social presence and customer service.

SproutSocial



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Wordpress



Description

Wordpress is a website builder.

Price



Free version available. Starts at 4 euros/month.

How to use it in practice

The most popular website builder. You can create a blog or a website.

Wordpress

Crazy Egg



Description

Crazy Egg is a web analytics tool that provides heatmaps, scroll maps, referral maps, and click reports. This tool helps you understand how visitors are interacting with your website.

Price



Plans start at \$24/month.

How to use it in practice

Utilize Crazy Egg to track where users click most frequently on your website, how far they scroll, and what they ignore. This data can inform changes to improve user engagement on key pages, such as rearranging content to places where users focus their attention or simplifying navigation to enhance user experience and drive conversions.

Crazy Egg



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