

DIGITAL MARKETING TOOLKIT

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Essential tools every Digital Marketer needs

As a trainer, public speaker and lecturer I deliver a lot of digital marketing talks.
One of the most popular elements of these talks is often the tools and websites that I point out along the way.
People often ask for a list and over the years I have created a number of blog posts and podcasts to highlight these tools.
However, the tools change, some disappear and there are always new ones appearing. For this reason I've decided to put together this list. I'll keep it updated and will aim to add new tools that I think are worthy of inclusion as I come across them.

Daniel Rowles

The aims of the toolkit

The Digital Marketing Toolkit does not aim to be a definitive list. The aim is to provide a filtered and quality checked list of tools that we think offer the best functionality for real world usage outcomes.

How the toolkit is structured

The toolkit is broken down into key sections for each of the core digital channels / disciplines:

- Artificial Intelligence
- Data, Insights and Blogs
- Search
- Social Media
- Content
- Email, Automation & Personalisation
- Online Advertising
- Mobile
- Analytics

Each tool has a brief description and most are free.
Any paid for tools are highlighted as such.



Artificial Intelligence

Artificial Intelligence is revolutionizing the way businesses operate. The following tools will help you unlock the potential of AI, whether that's writing content, creating videos or generating new ideas.

AI Policy Examples

18 top companies AI policy examples and analysis provided by Cause Writer AI.

ChatGPT

ChatGPT by OpenAI is an advanced AI language model used for content creation data analysis and more. It offers natural language understanding and generation capabilities. Pricing starts with free usage for basic needs, with premium plans available for more extensive features and higher usage limits.

Claude.ai

An artificial intelligence chatbot designed to generate text content and engage in conversations with users using human-like responses. Claude can generate various forms of text content such as summaries, creative works, and code. Daily free usage limits.

Competitors.app

Benchmark yourself against your competitors and monitor their online activity and website changes. The tool gives you insights into social media posts, email content and website changes allowing you to keep track of their content.

Deepbrain

Deepbrain creates realistic AI avatars with natural text-to-speech and powerful AI video creation. Pricing starts at $24p/m for personal use and a team subscription is $72p/m.

Elevenlabs

Elevenlabs develops AI audio models that generate realistic, versatile and contextually-aware speech, voices, and sound effects across 32 languages, as well advanced voice cloning. Subscriptions range from free to $330p/m.

Eyequant

A predictive artificial intelligence that simulates how users will react to your design work, where they first look and how much of their attention is captured. A pricier tool that includes a 7-day free trial.

Fliki.ai

A versatile text-to-video creator that uses advanced AI to convert written content into engaging videos. Supporting over 75 languages and 100 dialects, Fliki AI enables you to create videos in just two minutes, making it ideal for anyone looking to enhance their content strategy. It has limited free accounts and paid subscriptions.

Gamma.app

An innovative tool that uses advanced AI to create polished webpages, presentations and websites in seconds. Simply start writing and let Gamma do all the formatting and design work. There is a free tier and the pro account is £16p/m.

Generated Photos

Allows you to create photos of people generated completely by AI. Search their gallery of high-quality diverse photos or create unique models by your parameters in real time. Perfect for ads, design, marketing, research, and machine learning.

Google Gemini

Gemini, formerly known as Bard, is a generative artificial intelligence chatbot developed by Google, with applications in content creation, translation, coding, and more. It can generate different creative text formats, translate languages, write different kinds of creative content, and answer your questions.

HayGen

HeyGen turns your scripts into talking videos with customizable AI avatars for your designs in minutes, with astounding simplicity, efficiency and quality. You can create up to three videos a month with a free subscription, before pricing starts.

HubSpot Free Campaign Builder

Set of free statistics around digital usage and adoption globally. Has data broken down by region and country and is regularly updated.

Jasper.ai

Powerful AI powered copywriting tool that makes it easy for anyone to generate high performing marketing content using advanced artificial intelligence. Use this link for a free 7 day trial.

Leonardo.ai

A feature-packed generative AI tool for creating AI art. Its AI video generation tool brings almost any concept to dynamic life, from animated illustrations to storytelling sequences.

Lumiere

Lumiere is a text-to-video diffusion model designed for synthesizing videos that portray realistic, diverse and coherent motion. Run through Github, you can produce stylized generation, cinemagraphs, video inpainting and more.

Midjourney

A generative artificial intelligence program that generates AI images from natural language descriptions, or prompts. It can only be accessed via Discord currently but worth diving in for quality.

Opus.pro

Opus Clip is an amazing generative AI video tool, powered by Open AI, that repurposes long talking videos into shorts in one click, with auto-publishing on Instagram, TikTok and more. Pricing depends on how many minutes of video content you want to upload, but is good value.



Perplexity.ai

Monitor the ads that brands are running online and what they have run historically. Shows visuals across a wide range of ad campaigns as well as size and date details.

Suno

A selection of the best online ad examples handpicked by top experts. See what other advertisers (and your competitors) are doing and get inspiration for your ad campaigns.

Vidyo.ai

A free tool for building effective, immersive , great-looking HTML5 display ads without a designer. These ads can be used anywhere once created.

Data, Insights and Blogs

To get your digital marketing strategy right, you need to understand your market and your target audience. These tools will give you the insights you need to plan effectively.

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Digital Skills Benchmark

Assess your digital skills in variety of digital marketing disciplines against industry standards and best practice according to main job focus, level of seniority and industry sector. The tool outputs a free (with premium option) training plan full of learning, blogs, videos and podcasts

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Our website and home of the free Digital Marketing Podcast as well as our blog, videos and a wide range of free reports and guides. The only place that all 300+ episodes of the Digital Marketing Podcast are available, as well as all video versions of the podcast and our Q&A videos.

The Digital Marketing Podcast

Target Internet's own top ranking podcast with over 300 5 star reviews and over 100k downloads every month. The only place where all 300 episodes are available, with new episodes added weekly. You'll find all of our show notes here, listing every tool and website that we discuss.

Competitors

Benchmark yourself against your competitors and monitor their online activity and website changes. The tool gives you insights into social media posts, email content and website changes, allowing to keep track of their content.

Hubspot Marketing Library

A company really doing what they preach (and sell) by generating fantastic content to help sell their great tool. Amazing range of blogs, resources and guides across a range of digital marketing topics, with a B2B slant.

Similarweb

The data on Similarweb is not 100% accurate but it's a great benchmarking tool for competitor insights and will allow you to gain an understanding of your competitors traffic sources, visitor levels and core keywords.

Global Digital Statistics 2023

Set of free statistics around digital usage and adoption globally. Has data broken down by region and country and is regularly updated.

Kinsta Wordpress Hosting

Kinsta is a managed WordPress hosting provider that helps take care of all your needs regarding your website. They use cutting edge technology to boost speed and reliability and their support is excellent.

Statista

Great source that compiles together stats and facts from a huge number of sources into one place. Allows you to download the stats and charts in various formats. Free trial and then paid subscription, but can save a lot of time on research.

Google Trends Visualiser

A real-time representation of what is trending in Google search, filterable by country. The number of search terms is displays in grid format and can be used to demonstrate impact of trending news on search volumes.

Think with Google

Comprehensive collection of free case studies, reports, insights and tools looking at digital marketing globally. Regularly updated and filterable by region, the site contains some excellent insights that aren't published elsewhere.

Uxpressia

Create insightful personas and presentation-ready user journey maps. Free version allows for 1 persona and user journey and has a range of templates that you use to align with your particular industry.



Google Labs

A platform where Google showcases and tests experimental features and technologies, and users can try out innovative ideas, provide feedback, and potentially see these concepts integrated into future Google products.

Sherlock

A free tool to monitor SaaS sprawl across your company on an ongoing basis. Identify shadow IT, rogue subscriptions, and unauthorized and insecure apps. Take full control over your spend and SaaS stack. Has free and paid for subscriptions.

Live Internet Statistics

Real-time digital marketing statistics. A real-time visualisation of the amount of content created, shared and viewed online so far today.

Search

These search tools will not only help you carry out effective Search Engine Optimisation, they can also help you get great insights that you can use to plan your content marketing.

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Answer the Public

A great free tool that takes the data from Google and Bing auto-completes suggestions and gives you a visual map of questions and prepositions related to a word or phrase. Recently aquired by Neil Patel and seeing regular enhancements.

Hemmingway Editor

Hemingway App makes your writing bold and clear. The app highlights lengthy, complex sentences and common errors. Its great for making content easier to read which can help improve your SEO.

SE Ranking

Great rank checking tool that is easy to use. Allows you to monitor your positions across all major search engines and has a range of useful features. It also offers website auditing and back-link monitoring.

Commercial SEO Tools

There are a wide range of commercial SEO tools available that offer functionality like keyword research and rank checking. We have compiled a review of these tools with these independent and unbiased reviews.

Keywords Everywhere

Incredibly useful browser extension for Google Chrome and Firefox that adds search volume data to Google search results. The extension also adds insights to other tools like Google Trends and YouTube results.

Twinword Ideas

Keyword research tool with artificial intelligence and lots of filtering options to help you refine your keywords. Use it to research or upload large keyword lists and to help organise them. The user intent feature is very useful.

Google Search Console

Offers a range of options for improving your website and includes many factors that can help with SEO. Once setup, you can connect it to your Google Analytics account and get increased visibility of search terms that people use.

Page Speed Insights

Website performance analysis tool from Google. See how well your website performs and get tips to improve your user experience. Includes Core Web Vitals, inbound links reports and much more detail than what is available in Google Analytics.

Ubersuggest

Helps you generate keyword ideas for your content marketing. Includes keyword research tools, website SEO audit as well as content generation ideas and backlink checker for free, with paid options.

Content

Content is at the heart of digital marketing. Whether you're crafting engaging blog posts, articles, visuals or videos, these tools will help you to plan, execute and optimize your content strategy.

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Content Calendar Template

Having a content calendar helps you plan and manage campaigns and keep your content marketing consistent. Download our free content calendar template to help you stay organized.

Descript

Our favourite podcast audio and video editor. Automatically transcribes audio, allows you to edit sound files by editing the text transcriptions. You can use a range of AI generated voices and it can learn your voice to create an AI version of you!

Libsyn

Podcast hosting and publishing service that provides full management and reporting. Allows you to publish to all major podcast platforms from one place and tracks your download statistics into one easy to use interface.

Place It

Allows you to create mock ups of your screenshots and logos onto a desktop, laptop, iPhone, iPad, etc. They even have billboards, tshirts and videos that you can drop onto.

Riverside

A virtual recording studio that makes recording and editing at the highest quality possible and accessible to anyone. A free subscription option or you can upgrade for more offering.

TinyWow

TinyWow offers a huge set of free online document conversion tools to assist you with all manner of file formatting issues. From converting audio, video and PDF formats, to upscaling images.

Canva

An easy online graphics editor, with lots of templates, including a wide range of social media options. Lots of free templates and some paid for elements. You can also create your own templates to keep your team on-brand.

Wordpress

The downloadable version of the free open source blogging platform. It should not just be seen as a blogging platform but as a very effective Content Management System.

Lumen5

Our favourite tool for quickly creating short videos that will help your social posts stand out and get attention and engagement.

Social Media

Social media can be a highly effective part of your digital marketing strategy, but it can also be massively time consuming.
These tools will help you plan, implement and improve your social media efforts efficiently.

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Brandwatch

Although there are a wide range of commercial social media monitoring tools, BrandWatch is one of the best and most efficient at carrying out effective sentiment analysis, and covers a wide range of languages and social sites.

Social Media Policy Examples

57 social media policy examples and resource guidelines curated by Social Media Today.

Grammarly

Make your writing clear and engaging. Eliminate grammar errors from your social posts. Grammarly is an essential tool, and the browser plugin helps to ensure you get things right first time.

Brand 24

Social listening & monitoring for small to medium sized organisations. Get instant access to brand mentions across social, news, blogs, videos, forums, podcasts, reviews and more.

Flat Icon

All the icons you can possibly need. Can be exported in lots of different formats and in any colour you want. Some free options and then subscriptions from $8 per month.

Sprout Social

All-in-one social media management tool for brands and agencies to manage their publishing, engagement, analytics, listening and employee advocacy. Also includes a large number of app integrations.

Hootsuite

Social media calendar and planner, allowing you to easily create, schedule and publish content for all of your platforms on a single dashboard. 30-day free trial.

Feedly

Feedly is a blog syndication tool - that means it allows you to find blogs on a topic and bring the latest blog posts into one easy-to-use interface. Great for staying up to date on any topic and finding content to share on social media.

Social Pilot

An all-in-one tool for managing and publishing your social media content, including publishing, monitoring, analytics and more, Smaller price tag than its larger competitors so ideal for small businesses or freelancers.

Email, Automation and Personalisation

Effective email is all about triggering the right communications at the right time, and not 'blasting' your contacts. These tools will help you personalise and automate targeted communications.

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Blacklist Checker

Free service that allows you to check if an IP address has been blacklisted on a wide range of services. Also offers a range of email delivery diagnostic tools and services.

Emailable

Improve email inbox deliverability and campaigns' ROI with this flexible email address checking platform. Helps you clean your email data and remove defunct email addresses.

Mailchimp

Low cost and highly versatile Email Service Provider (ESP) that also offers a free version if you have a small size email list. They also have a range of free email research and email templates that anyone can use.

Bonjoro

Video email service that connects you with your customers. Easily record and send quick personalised videos from mobile and web. Integrates with a range of CRM systems and other tools.

Jotform

Flexible form building tool for tasks like job applications, feedback forms and data collection. Also allows you to build full ecommerce functionality and no-code apps using their simple interface.

Mail Tester

Free tool for checking your email newsletter's spam score and quality. Simple use the generated email address to send your email to for fast results.

Convert Flow

Landing pages, forms, pop-ups, site messages and much more to help you convert more visitors. Great A/B testing options and a wide range of layouts and creatives.

Litmus

A set of email tools that, amongst other things, allow you to preview your emails in a range of different email clients and check for any issues with spam filters. Paid for service but they offer a free preview of their inbox preview.

Sendview.io

Monitor your competitors' email strategy from an inbox built for analysis, not reading. Allows you to monitor email activity and discover trends easily.



Typefrom

Great tool for building surveys, questionnaires and interactive forms. Really useful decision tree functionality and ability to give results based on survey answers, Integrates really well with most email and content management systems.

Unlayer

Unlayer is a drag and drop email editor and page builder to build beautiful, responsive designs quickly and easily. Build optimised emails in just a few clicks in html to be used anywhere.

Klaviyo

Email marketing platform created for online businesses featuring powerful email and SMS marketing automation.

Online Advertising

These tools will give you the creative insights and inspiration you need to create effective online advertising campaigns.

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Adcreative.ai

Great AI powered ad creative tool that comes up with ad creatives in a wind range of diffrent standard ad sizes. Free trial with 10 credits to create 10 different creatives for a single brand.

Clickcease

ClickCease detects and blocks click fraud on your PPC campaigns. Automatically block competitors and bots from wasting your PPC ads budget.

IAB Ad Guidelines

Guidelines set out by the Internet Advertising Bureau for the standard dimensions, load times and file sizes of display advertising.



Moat

Monitor the ads that brands are running online and what they have run historically. Shows visuals across a wide range of ad campaigns as well as size and date details.

Rich Media Gallery

A selection of the best online ad examples handpicked by top experts. See what other advertisers (and your competitors) are doing and get inspiration for your ad campaigns.

Smart Ads Creator

A free tool for building effective, immersive , great-looking HTML5 display ads without a designer. These ads can be used anywhere once created.

Mobile

The majority of web traffic is now on mobile devices. These tools will help you make sure that your user journey is fully optimised for mobile users.

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Apps & Mobile

Lots of free data and insights from Google that profiles how mobile devices are used in different ways and the role of apps in the user journey.



Mobile Friendly Test

Google tool that will analyse your website to see how well optimised it is for mobile users and give you pointers if it isn't. Important tool to use as Google does not prioritise websites in its rankings that are not mobile optimised.



QR Code Generator

Excellent QR code generator with a wide range of options. Allows control of various design elements of the QR code as well as adding your own logo.



Analytics

This range of analytics and testing tools will help optimise your digital marketing campaigns, improve your websites and keep your skills up to date.

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Analytics Skillshop

The latest GA4 online courses from Google covering setup, core reports and customisation options. These are being regularly updated so worth checking back from time to time.

GA Tracking Code Builder

Builds tracking code that can be added to links in any channel to allow you to track them effectively. You can also use this Google Docs version to build and track multiple URL's over time.

Quantcast Measure

Gain real-time insight and research into the demographic and psychographic makeup of your audience. Goes well beyond standard analytics reporting and particularly useful for consumer audiences.

Bit.ly

Useful URL shortener which also provides you with useful click stats on where people clicked on your link and how much traffic it generated. It works for links to your own website and also for links to other's websites and resources.

Microsoft Clarity

A free, easy-to-use tool that captures how real people use your site with detailed heatmaps and screen recordings. Unlimited page screen recordings and great visualisation and analysis tools.

Swydo

Show What You Do Online. Great dashboarding tool with Adwords, PPC and Analytics reporting, monitoring and workflow tool for online marketers to save time and show their impact.

Google Analytics Demo Account

Complete access to the analytics of an ecommerce site from Google, to allow you to learn analytics without the need for your own account.

Occam's Razor

Avinash Kaushik's blog covering many in-depth analytics discussions and guides. Avinash was a guest on the Digital Marketing Podcast and is a huge analytics advocate.

Webpage Test

A free website speed test from around the globe using real browsers at consumer connection speeds with detailed optimization recommendations.

Tool recommendations?

We are always on the lookout for new tools, so if there are any tools out there that you couldn't live without and we have not listed here, feel free to get in touch and let us know by emailing contact@targetinternet.com

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