

GROWTH HACKING
TOOLS FOR MARKETERS
AT STARTUPS

NEILPATEL

neilpatel.com

1. PO.ST – DROP COOKIES ON URL SHORTENED LINKS

It's free and easy to shorten links and share them anywhere on the Web. You can shorten any link.

Pricing: This is integrated into Radiumone advertising platform, no pricing is listed, you need to contact them for pricing.

2. CLICK TO TWEET – TWITTER MARKETING

Click to Tweet is an easy way to promote your product/service on Twitter.

It works just like it sounds.

Pricing: Free

3. SNIPLY – ADS ON LINK SHARING

Snip.ly allows you to put an ad on any news story link you share.

Pricing: Free up to 100 conversions a month. \$16 for up to 500 conversions. \$85 for up to 5000 conversions.

4. KINGSUMO – A/B TEST FOR ARTICLE TITLES

This wordpress plugin absolutely rocks! The plugin automatically chooses the title which will get the most clicks for your blog post.

Pricing: \$99 for life for up to 50,000 visitors a month. \$499/mo for up to 500,000 visitors.

5. SUMOME LISTBUILDER – EMAIL COLLECT FORM

ListBuilder is probably the most popular of all the tools in the bundle, it lets you convert these one-time visitors into lifelong readers and newsletter subscribers.

Pricing: Free

6. SUMOME SCROLLBOX – EMAIL COLLECT POP UP

Scrollbox lets you pop up a message asking your blog readers for an email address when they are nearly done enjoying your content.

Pricing: Free

7. SUMOME LEADS – EMAIL COLLEGE FOR GIVEAWAYS

Leads from Sumome is the easiest way to give out bonuses or resources such as downloadable PDFs or other documents in order to turn your visitors into leads.

Pricing: Free

8. SUMOME TWILIGHTER – MAKE TEXT TWEETABLE

The tool grows your traffic by making sharing easy. Visitors to your website or blog can easily highlight any part of your content and share it immediately on Twitter.

Pricing: Free

9. SUMOME IMAGE SHARER – EASY WAY TO SHARE IMAGES

This plugin makes easy for blog readers to share images from the blog posts.

Pricing: Free

10. VERO – AUTOMATED AND USER-TRIGGERED EMAIL CAMPAIGNS

In general it helps you send highly targeted emails based on customer behavior. You can of course A/B test your emails and use analytics to see which emails are performing the best.

Pricing: They have a free 14-day trial and plans start at \$99/mo

11. BOUNCE EXCHANGE – CONVERSION POP UPS

Bounce Exchange is pretty simple concept, it helps you turn abandoning site visitors into customers by inviting them to convert with a pop up right before they leave your site.

Pricing: they do customized pricing based on visitor volume, plans start at about \$4K/month

12. MARKETO

Marketo offers a suite of tools that cover marketing automation, email and campaign management and analytics.

Pricing varies across Marketo's four main products

13. MAILCHIMP

MailChimp has been one of the most popular email marketing tools for years, especially with companies who are just getting started with list building.

14. TRIBEBOOST – TWITTER FOLLOW TOOL

You let them take over your Twitter account and tell them what types of people you want as followers and just sit back as your followers grow.

Pricing: \$119/mo with a two week free trial

15. INFUSION SOFT

The only all-in-one automated sales & marketing software built exclusively for small businesses.

Pricing: Prices are not listed on the website, but reviews say that plans start at \$199.00/month

16. FAMEBIT – YOUTUBE MARKETING

FameBit connects brands with influential “YouTube Stars” to create original video content that is shared with their thousands to millions of engaged viewers.

Pricing: The cheapest is \$100/video but it goes up from there.

17. KLAVIYO

Klaviyo hooks into your customer data to send personalized, automated and effective newsletters and targeted emails.

Pricing: Basic free plan, then paid plans starting at \$25/month

18. GETDRIP – MARKETING AUTOMATION

The way they presented it on the site was “Lightweight Marketing Automation That Doesn’t Suck” which got me curious. Most marketing automation tools.

Pricing: Trial for 3 weeks, then \$49/mo.

19. BUZZSUMO – FIND MOST SHARED ARTICLES

Buzzsumo is pure awesome sauce and it’s free! Enter any term into it’s search and the tool spits out the most shared articles on social media on the topic you entered.

Pricing: Free

20. HELLOBAR – NOTIFICATION BAR

The tool allows you to setup the an email collection or a redirect depending on what you’d like to do.

Pricing: Free unless you want the PRO plan which is \$4.95/mo

21. OPTIMIZERLY – A/B TESTING

He tool is insanely easy to use, you can test multiple versions of your homepage or landing pages. They have an incredible support staff and a wealth of information on their blog about best practices.

Pricing: Based on your traffic, starts at \$17/mo and goes up to \$539/mo

22. LEADPAGES – LANDING PAGES AND CTAS

They integrate with Aweber and MailChimp and let me setup all the automated emails right inside their tool

Pricing: Starts at \$37/mo and goes up to \$97/mo

23. UNBOUNCE – LANDING PAGE CREATION AND A/B TESTING

UNBOUNCE combine the landing page creation and A/B testing all into one very well designed tool.

Pricing: Starts at \$49/mo and goes up to \$199/mo

24. QUALAROO – INSIGHT SURVEYS

QUALAROO Is a great tool for asking your visitors insightful questions right at the specific time they're performing a specific action on your website.

Pricing: Starts at \$63/mo and goes up to \$499/mo

25. VISISTAT – TRANSLATE IP ADDRESS INTO COMPANY NAME

It lets you translate the IP address of the visitor into their company name if they're visiting your website when sitting at their office.

Pricing: I used to pay \$100/mo but I think they changed it now, you need to contact them.

26. YESWARE – FIGURE OUT IF SOMEONE OPENED YOUR EMAIL

This tools will help you to figure out if someone opened your email.

Pricing: \$10/mo

27. SELLHACK – FIND ANYONE'S EMAIL

These guys are really damn good at figuring out some else's email address if you give them the first name and last name and domain where the person works.

Pricing: Starts at \$9/mo and goes up to \$249/mo

28. TOOFR – FIND ANYONE'S EMAIL

These guys are also pretty damn good at finding people's email addresses. In terms of the offering they are pretty much the same as SellHack and we actually use them as well for JustReachOut.

Pricing: Starts at \$20/mo and goes up to \$500/mo

29. EMAILFINDER – FIND ANYONE'S EMAIL

They do pretty much exactly the same thing as SellHack and Toofr but they don't have an API yet. Pretty powerful for sales folks to be able to reach key decision makers.

Pricing: \$1/lookup, or \$24/mo for 30 lookups and \$65 for 125 lookups

30. FULLCONTACT – SOCIAL PROFILE SNOOPING

This works very simply, you give the tool an email address and it gives back all the social profiles and websites the person owns and runs.

Pricing: Starts at \$99/mo and goes up to \$499/mo

31. INTERCOM.IO – USER INTELLIGENCE GATHERING

The way Intercom folks describe themselves is ‘the easiest way for web and mobile businesses to see and talk to their users’.

Pricing: Starts at \$49/mo and goes up to \$399/mo

32. KISSMETRICS – FIND OUT WHAT HAPPENS AFTER VISITORS COME TO YOUR SITE

It basically helps you fine-tune your conversion by analyzing what happens to customers who reached your website.

Pricing: Starts at \$150/mo and goes up to \$500/mo

33. SPRUCEMAIL – TURN EMAILS INTO FACEBOOK ADS

In general SpruceMail takes your current email promotions and automatically turns them into “ready to run” Facebook ads.

34. MIXRANK – SPY TOOL FOR FINDING NEW CUSTOMERS

MixRank is a pretty much a spy tool for monitoring competitors’ traffic sources and using that data for building businesses’ own campaigns.

Pricing: Not listed on the site, need to schedule a demo

35. SESSIONCAM – WATCH RECORDINGS OF YOUR VISITORS

It allows you to watch recordings of your website visitors and mobile visitors so you can identify problem areas and increase conversion.

Pricing: basic plan is free and you have to contact them for pricing on paid plans

36. CLICKTALE – CONVERSION ANALYSIS

Clicktale is exactly as it sounds, it’s a tool to help you improve your conversion by analyzing where your website visitors are clicking.

Pricing: basic plan is free and you have to contact them for pricing on paid plans

37. CRAZYEGG – WATCH RECORDINGS OF YOUR VISITORS

Just like KISSmetrics, CrazyEgg is a very well known tool to marketers.

Pricing: They have a 30-day free trial and plans start at \$9/month

38. TOTANGO – IMPROVE YOUR CONVERSION

The most powerful feature of this tool is that it helps you identify hot prospects vs average free users.

Pricing: They have a free trial and you have to contact them for pricing

39. MIXPANEL – DRIVE YOUR CUSTOMER ENGAGEMENT

It helps you to look how your customers are using your service by tracking actions people take rather than page views.

Pricing: Free up to 25,000 events and goes up to \$2000/mo depending on number of events

40. TYPEFORM – BEST CONVERTING ONLINE FORMS

It basically makes forms and textual surveys fun, interactive and most importantly greatly increases the number of people who actually go through the form and fill it out.

Pricing: There is a free plan, and they have a Pro plan at \$25/mo

41. POLAR – DRIVE NEW VISITORS THROUGH POLLING

Polar is an awesome way for any publication or blog to drive new visitors and engage their current visitors.

Pricing: Free

42. OLARK – CHAT WITH YOUR SITE VISITORS

The tool tells you who is on your site, their location, and what they are looking at on your site.

Pricing: They have a 14-day free trial and paid plans start at \$15/mo

43. SNAPENGAGE – CHAT WITH YOUR SITE VISITORS

it allows you to strike up conversations with your site visitors.

Pricing: They have a 15-day free trial and paid plans start at \$60/mo

44. WISTIA – VIDEO HOSTING FOR MARKETERS

Wistia is built to help businesses market their video content. After you upload your video you can control virtually every aspect of your video.

45. AWEBER – WHAT I USE FOR EMAIL MARKETING

They have hundreds and hundreds of email templates and let you create follow up series.

Pricing: Plans start at \$19/mo

46. MAILGUN – TRANSACTIONAL EMAIL API

MailGun is email API which helps you programmatically send emails based on specific action a user performs in your tool.

Pricing: Free up to 10,000 emails a month and then \$0.00050 per email

47. SENDGRID – EMAIL INFRASTRUCTURE AS A SERVICE

PROVIDER-

SendGrid is probably the largest email infrastructure as a service provider.

Pricing: Plans start at \$9.95/mo

48. CUSTOMER.IO

Customer.io allows you to send targeted messages to website visitors or mobile app users based on what they do (and don't do).

Pricing: Free basic plan, then paid plans starting at \$50/month

49. SENDWITHUS

Marketers use sendwithus to manage and track email-driven revenue and engagement.

Pricing: Free Hacker Plan, then plans start at \$79/month

50. JUSTREACHOUT – DO YOUR OWN PR

The tool help you identify which reporters you should contact through a topic based keyword search.

Pricing: Summer promo now so plans starts at \$25/mo and goes up to \$147/year

51. PAY WITH A TWEET

Pay With A Tweet allows you to give people access to your content or product once they've tweeted or posted about it.

Pricing: Basic free plan, then paid plans starting at \$19.99/month

52. NIMBLE

Nimble is a relationship management tool that combines all your contacts, email, social signals, activities and follow-ups from everywhere you work so that you can maximize relationships to grow your business.

Pricing: 14-day free trial, then plans starting at \$15/month

53. OPTIMIZEZY

Optimizely helps you increase engagement, interactions and conversions on your website by making a/b testing super easy.

Pricing: 30-day free trial, then plans starting at \$17/month

54. VISUAL WEBSITE OPTIMIZER

Like Optimizely, Visual Website Optimizer simplifies a/b testing and makes it possible for non-coders to run tests on their site.

Pricing: 30-day free trial, then plans starting at \$49/month

55. COASTICS

Get the most relevant, actionable data from your Google Analytics accounts sent to your inbox daily (no more logging in required!).

Pricing: join the beta for \$29/month

56. ZAPIER

Zapier is a great example of a tool that makes it possible for nearly anyone to do a job that traditionally requires developers

Pricing: free plan, and then paid plans starting at \$15/month (depending on how many “zaps” you want to create and how often you want them to run)

57. GUMROAD

Gumroad helps small businesses and creators—including independent writers, designers, game developers, musicians, artists and anyone in between—sell their products online without having to set up a full-blown online store.

Pricing: No hosting or setup fees, but they do take a 5% fee plus 25 cents per transaction

58. CONSUMER BAROMETER

Consumer Barometer gives e-commerce companies the information about online consumers they need to make more informed business decisions.

Pricing: Free

59. POLLDADDYS

Polldaddy allows you to create polls and surveys so that you can get customer feedback or conduct market research.

Pricing: Basic free plan, and then paid plans starting at \$200/year

60. OUTBRAIN – CONTENT MARKETING

Outbrain lets you promote your blog post or article in ‘From Around the Web’ sections of CNN, FastCompany, Slate, Time and tens of millions of other websites.