

# 9

# UNDERRATED TOOLS ONLY MARKETING EXPERTS ARE USING

Spending a huge amount of money on a marketing campaign does not guarantee you the desired results. Sometimes, the success of your campaign can depend on the effectiveness of the tools you use.

Unfortunately, most marketers, even the earnest ones, get to learn about the lesser-known but powerful tools only late into their marketing career. Just when you think you are using the best stuff, you see that your competitors are using even better tool to the best effect.

**“Keep reading, [MR. DIGITAL](#) has got you covered”**

Have you ever wondered about the scaling opportunities you may be missing out on because you are not using the right marketing tools? This is why experienced marketers at Mr. Digital essentially sieved through every nook and cranny of the internet to bring you lesser-known but powerful marketing tools that you might not have even heard about before. Here's our personal list of 9 underrated tools marketers use to leverage their online assets.

## Intercom



Intercom serves as an all-in-one tool to streamline the whole range of customer communication on a single platform. Adopted by businesses of all shapes and sizes, Intercom allows you to acquire, engage and support customers in real-time effectively. According to most marketers, it's a powerful tool that can not only drive your sales but offer timely aid in every stage of the buyer journey.

## Dux-Soup



Not many marketers can afford the luxury of manually reaching out and connecting with every potential lead in their desired areas. With Marketing Automation taking the world by storm, never has there been a greater necessity to use a lead generation tool like Dux-Soup. Use it to view the LinkedIn profiles of potential leads, automate personalised messages and export their emails for promotional campaigns.

## Traackr



Influencer marketing programs continue to be a powerful means of influencing buyer decisions at both small scale and large scale. Design is a multifaceted tool that lets you discover abled influencers in the respective niches, and subsequently, help you measure and leverage your influencer marketing programs. Using Traackr you can get real-time insights into influencer analytics, and quantify critical metrics for scaling your marketing campaigns.

## ManyChat



Messenger marketing has clearly revolutionised how brands and businesses look at marketing. ManyChat is a user-friendly bot builder that can be set up within facebook messenger to automate different marketing possibilities. When used effectively, it offers the most innovative and compelling way of reaching users on messenger.

## Crowdy.ai



Are you trying to turn your website into a lead magnet? The seven ways effective formula of Crowdy.ai will help you do just that on one user-friendly platform. Crowdy does all the legwork by displaying your social proof to visitors, thus improving your onsite conversion rate. The fantastic tool shows all types of buyer journey details, whether it is customer testimonials, current visitor number or conversion rate on specific product pages.

## ClickFunnels



With ClickFunnel a marketer can virtually automate pretty much all the key marketing processes. Doing away with all the cumbersome marketing processes, Click Funnel offers you the most convenient means of analysing and tracking user data inside the funnel. More importantly, it helps save your precious time and cut down on expenses while also enabling you to turn your leads into clients.

## WhatsApp Business



With an astonishing base of 1.3 global users at its disposal, WhatsApp Business is smartly designed to meet the marketing goals of people from all walks of life, whether they want to run a full-fledged international campaign or a locally specific one. WhatsApp Business lets you set up a nifty business profile, give instant replies, and create automated messages. The simple yet powerful messaging system of the tool serves as a doorway into infinite marketing possibilities.

## Zapier



In a busy Marketing landscape where marketers are expected to be in the thick of everything digital, Zapier offers a new lifeline by injecting a much-needed automated efficiency into marketing workflows. With a built-in capacity for connecting over 700 popular Apps, Zapier allows for the transfer of information between applications, and lets you pull out data to set up effective workflows with just a few clicks.

## Automate.io



Sometimes, as a digital marketer, working hard is not enough. Instead, you need to work smarter. And that's where you can use an intelligent automation tool like automate.io to the best effects. Automate.io is an all-in-one tool to automating the gamut of online business' activities, from marketing, sales to E-commerce and internal processes. And the best part is that there's no coding involved.

### Mr. Digital can help you scale your business

As you may have inferred from the diversity in marketing tools, every marketer at Mr. Digital has contributed to creating this list. And keep in mind that it's just a list of tools marketers have come to admire and value most in recent times for various reasons unique to their business needs. Our marketers draw on the latest marketing tools to help clients grow their business models.