

An aerial photograph of a city skyline, likely London, featuring the Gherkin and other skyscrapers. The top half of the image is overlaid with a solid red color, which serves as a background for the main title text.

# HOW THE BEST MARKETERS ARE STAYING AHEAD OF THE CURVE

The explosion of Google has made the acquisition of knowledge available to everyone. Today, anyone and everyone with basic access to the internet is a new expert on matters they might not have even heard about a minute ago. As digital marketers adapt to the single-click information age at their own pace, they realise that they need to go beyond the current customer queries to answer more pressing questions. In other words, marketers are expected to predict the future and be aware of the implications their current marketing actions might have on the future. This involves knowing and accurately predicting what customers or market at large may need.

“

Knowing what the future holds and acting on it is key to staying ahead of the curve

”

# WHY MARKETERS **SHOULD SWIM WITH THE SHARKS**



Now with social media platforms, marketers have the luxury of following the digital marketing giants in real-time. In this fast-moving landscape, every marketer who adapts is a survivor, and the field of digital marketing is full of survivors. So how do you manage to stay on top of things as someone who is just starting out? Well, it's a broad domain that encompasses everything from content marketing, SEO, SEM to email marketing and sales funnels. A marketer is only as effective as the additional bit of information they possess over their competitors. While working alongside experienced professionals can add to your practical learning curve, discovering and following enterprising marketers across social channels could revolutionise your career.



**Who and what to follow in this digital age?**



Separating the wheat from chaff amid all the digital noise can get tricky, especially considering the plethora of content published by Marketing Gurus in their respective disciplines. So, which articles should you read, and whom should you follow? Well, to get started, you must look into leading voices and influencers in the industry. Unfortunately, the internet is replete with myriad marketers, many of whom are as good as the next person. Find the biggest influencers in their corresponding areas of expertise. For instance, Rand Fishkin, co-founder of SEOMoz, has spoken authoritatively on matters pertaining to SEO. Similarly, you have a good number of influential marketers who use web platforms to voice their authoritative perspective on marketing trends.

*To stay up to date in some of the key areas, here are some of the popular websites of influencers we recommend you follow:*

## Content Marketing

### Content Marketing Institute

<https://contentmarketinginstitute.com/>



### Copy Blogger

<https://www.copyblogger.com/content-marketing/>

copyblogger

### Convince and Convert

<https://www.convinceandconvert.com/category/content-marketing/>



## PPC

### PPC blog at Search Engine journal

<https://www.searchenginejournal.com/category/pay-per-click/>



### <https://searchenginewatch.com/category/ppc/>

<https://www.copyblogger.com/content-marketing/>



## SEM

### SEM Blog at Search Engine Land

<https://searchengineland.com/library/channel/sem>



## SEO

### MOZ

<https://moz.com/>



### Search Engine Land

<https://searchengineland.com/library/channel/seo>



### Search Engine Journal

<https://www.searchenginejournal.com/category/seo/>



## Sales Funnels

### ClickFunnels

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



### Wishpond

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



### Leadpages

<https://www.leadpages.net/>

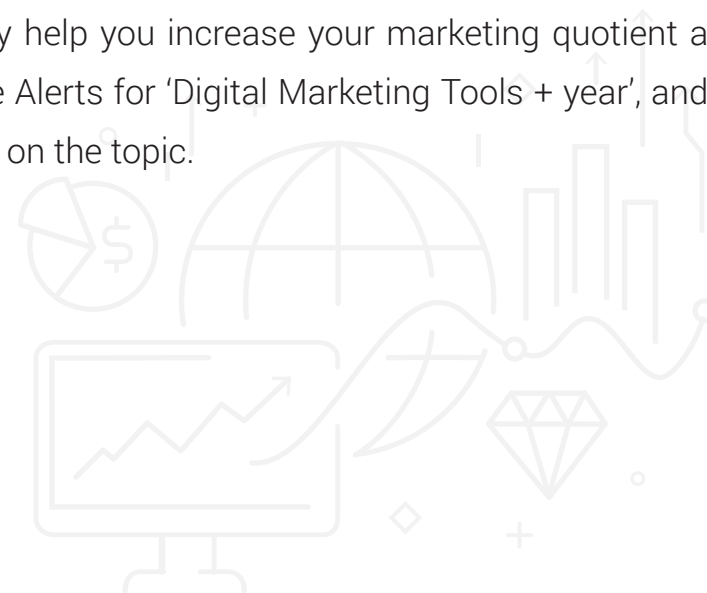


Be the first to find the best content from marketing experts.

There are many leading voices in the industry waiting to be discovered. Living in a world that nurtures information, both aspiring and budding marketers are surrounded by chances to learn the craft the best way. Every year many digital marketing events take place in major hub centres. These events are conducted by passionate marketers who simply want to use the

platform to reach and inspire like-minded marketers. Leading Digital marketers like Brain Dean of Backlinko, Google Insider Josh Bachynski and Inbound Marketing guru, Neil Patel, are among those who consistently reach out to followers on their personal YouTube channels. Basically, you are just a click away from discovering on YouTube many other industry influencers from whom you can learn life-altering marketing lessons free of charge.

Whether or not you benefit from following these individuals depends on your keenness to learn. Now if you really want to get a taste of the practicalities, you may want to look into attending workshops conducted by trusted marketers. In addition to acquiring the marketing know-how in real-time, you will also be able to build your network by meeting and connecting with many passionate marketers in the industry. Modern Marketers today also seek authentically-driven human experience in places like webinars that can actually spare them the hassle of sifting through a torrent of data to no avail. Just as attending workshops can do a world of good for budding marketers, webinars can serve as the perfect springboard for putting into practice what they learn. You will surely come away from these events with a lot of confidence and a renewed perspective on the marketing world. Reading articles from leading marketers will surely help you increase your marketing quotient a notch or two. What's undoubtedly more important is that you set up Google Alerts for 'Digital Marketing Tools + year', and receive notification emails from Google whenever new articles are published on the topic.







## USING THE LATEST TOOLS TO LEVERAGE YOUR MARKETING EFFORTS

The best part about testing out the latest marketing tools is having the most effective tool to optimise your marketing initiatives while staying one step ahead of your counterparts. Of course, the sheer abundance of tools in the market nearly renders you incapable of selecting one. Well, the big idea, as marketers at Mr Digital recommend, is to keep testing new tools until you find the right ones. It's absolutely vital not to fall into the comfort zone of "Rinse and Repeat" which in the long run could even prove counterproductive for your marketing efforts. Every marketer dreams of finding that one tool to scale their marketing efforts faster and more effectively than the next person. But let's face it, there is no one such tool to rule them all. Instead, there are tools.

“ With great tools comes great marketing scope ”

With an increasing number of tools flooding the marketing landscape, it has become even more challenging to pick one in accordance with your advertising requirements. Testing out each tool takes a lot of your time, energy and, at times, money. Sometimes, it takes a while to get used to the workings of the tool. A misstep or mishap in the course could see you switching to a different tool. Then there is the risk of working with the wrong tool, and only to realise your mistake when it is too long down the marketing journey. At Mr Digital, we urge marketers to follow the industry experts and get the best out of the latest tools they use. With great tools at your disposal, you can always be on top of your marketing initiative, whether it is to

scale analytical data, SEO, Social Media or content marketing. For instance, many digital marketers continue to be huge believers in the power of ClickFunnels and LeadPages to optimise their landing pages.

*To stay up to date in some of the latest marketing tools, we recommend you try:*

### Content Creation

**Canva**  
<https://contentmarketinginstitute.com/>

**Fiverr**  
<https://www.fiverr.com/>

**OutGrow**  
<https://outgrow.co/>



**fiverr**



### SEO

**Screaming Frog**  
<https://www.screamingfrog.co.uk/seo-spider/>

**Ahrefs**  
<https://ahrefs.com/>

**Majestic**  
<https://majestic.com/>



**ahrefs**



### PPC

**Google Keyword Tool**  
<https://adwords.google.co.uk/ko/KeywordPlanner/Home>

**Adplexity**  
<https://adplexity.com/>



### SEM

**ManyChat**  
<https://manychat.com/>

**Dux Soup**  
<https://www.dux-soup.com/>

**Swiped**  
<http://swiped.co/>



### Sales Funnels

**Clickfunnels**  
<https://www.clickfunnels.com/>

**LeadPages**  
<https://www.leadpages.net/>



In the fast-changing digital marketing world, it is not just about keeping tabs on the latest arrival of Tools in the market, but about testing them, and learning how to leverage your business with them.



## FOLLOWING INDIVIDUALS WITH **KILLER MARKETING EFFORTS**

What exactly is it that separates world-class marketers from run-of-the-mill ones? Is it all about the talent of individuals? Could it be due to their relentless work ethic? What about the role of creativity? Well, Marketers at Mr Digital run into different debates over the role of these four aspects in the making of a complete marketer. However, we are unanimous in agreement about the overwhelming impact of one thing on everyday marketing efforts: Technology. The tech-savvy marketers are also capable of identifying the right tools necessary for measuring and scaling their marketing initiatives. Among the key functions of marketing tools are generating revenue and enhancing the efficiency of operations. They are responsible for not only helping marketers push the envelope but removing the obstacles in carrying out campaign plans with great efficiency.

*To stay up to date in some of the key areas, here are some of influencers we recommend you follow:*

### Content Marketing

**Joe Pulizzi**  
<https://www.joepulizzi.com/>

JOEPULIZZI

**Ann Handley**  
<https://annhandley.com/>

ANN HANDLEY

**Mark Schaefer**  
<https://businessgrow.com/2018/07/23/content-marketing-hierarchy-of-needs/>

Mark Schaefer

### SEO

**Rand Fishkin**  
<https://sparktoro.com/blog/>

SparkToro

**Neil Patel**  
<https://neilpatel.com/>

NEILPATEL  
SEO Made Simple

**Matt Cutts**  
<https://www.matcutts.com/blog/>

Matt Cutts



## SEM

**Ginny Marvin**

<https://searchengineland.com/author/ginny-marvin>

Search Engine Land

**George Nguyen**

<https://searchengineland.com/author/george-nguyen>

Search Engine Land

## PPC

**Pauline Jakober**

<https://www.searchenginejournal.com/author/pauline-jakober/>

SEJ Search Engine Journal

**Daniel Gilbert**

<https://www.searchenginejournal.com/author/dan-gilbert/>

SEJ Search Engine Journal

## Sales Funnels

**Miles Beckler**

<https://www.youtube.com/channel/UC7RZRFCrN4XKoMsy5MgJKrg>

YouTube

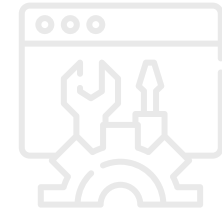
**Russell Brunson**

<https://www.youtube.com/channel/UC2qUDKqTsz00csykCYgdLuA>

YouTube

However, make sure not to limit your research to the specialised areas of the aforementioned marketers. What's just as important is to attend industry events irrespective of its size, and webinars conducted by experts from platforms such as YouTube, Instagram and Facebook. Remember, most of these marketers making the best out of new tools are just keen individuals.





## LEARNING HOW GREAT **MARKETERS BENEFIT FROM TOOLS**

At Mr Digital, we are always on the look for new marketing tools to help our clients grow their businesses. In fact, we take great pride in testing and stumbling upon the latest marketing tools. Digital marketing is a field of the survivors, and if your business is to stand any chance in this battlefield, you must quickly learn to adapt. Whether it is monitoring user behaviour on your website, split testing your ad campaigns, or measuring the effectiveness of social media advertising, you must learn to pick up tools that strictly match your marketing goals. We all know what a widely acclaimed marketing tool Hubspot is, but that does not mean your business should subscribe to it. Knowing the purpose of different tools and how successful marketers implement use them is central to figuring out best fits your marketing processes.

It's absolutely essential that you find marketers renowned for getting the best out of marketing tools, and learn what they are doing differently with these tools to get desired results.

“ Let's look at a few effective marketing tools used by famous marketers today ”



**Ahrefs-** As far as marketers are concerned, it is a magical tool that helps them understand why their competitors rank so high in Google, and how they can outrank them. The best part about this backlink monitor tool is that it helps you keep tabs on your website's backlink portfolio, while also keeping you updated on the backlinks you may be losing.

<https://annhandley.com/>



**ManyChat-** Messenger marketing has clearly revolutionized the way in which 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.

<https://manychat.com/>



**Google Analytics** - Ironically, the most popular marketing tool is also perhaps the most underutilised one of all time. Among many things, Google Analytics (GA) enables marketers to study user behaviour, measure core metrics, and pull out critical details from the data for structuring or reshaping marketing campaigns.

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



**Crazy Egg** – This tool is an absolute winner for marketers. Crazy Egg lets marketers to see how users are interacting with different elements on web pages. Today over 300,000 websites

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





## GET EXPERT AID FROM **A TRUSTED DIGITAL MARKETING AGENCY**

In a study published by the Chief Marketing Office Council revealed that about 60% of the average marketer's time is spent planning and executing marketing activities. Life of a marketer moves along a road map filled with uncertainties. And in order to stay the course, marketers should be up to speed with the most recent developments in digital areas such as search engine optimisation, email marketing and social media marketing. Only by staying in tune with the dynamics of the digital world can marketers produce valuable content that resonates with the audience. If your digital marketing strategy is to have a shot at success, you must understand how to get the best out of the marketing tools. This is where you can benefit from a digital marketing agency with extensive knowledge of marketing trends.

“ Finding a company who know they are doing ”

Digital marketing is a vast area that demands a holistic approach on your part to yield good outcome. Hiring a proven Agency to take care of your digital marketing efforts will do your business a world of good, and in turn let you focus on the business operation. The more experienced the Agency, the richer and more insightful the marketing perspective they offer. The digital marketing agency should not only deliver the promised result, but deliver it on time. Depending on an agency will give your company the much needed flexibility, more importantly a great chance to scale your business like never before.

## NOW WHAT?

It might take you a while before you can partner with a marketing agency that truly understands your requirements and business goal. Remember, planning and running a comprehensive Digital Marketing for a business is oftentimes an all-consuming and time-consuming matter. There may be many agencies that are full of promises, but when push comes to shove they might just fall short of the promises. Mr. Digital is a leading agency driven by a genuine desire to inform and scale businesses the best way imaginable. We let our followers join our journey in developing deeper understanding of challenges modern businesses confront, and helping businesses overcome them. What are you waiting for, how about you start your marketing journey by subscribing to Mr Digital's monthly newsletter, which will keep you updated about the latest trends and tools in contemporary marketing? Let's hear about the marketing challenges you have overcome and the problems you are taking heads on.



**MR. DIGITAL**

[WWW.MR-DIGITAL.CO.UK](http://WWW.MR-DIGITAL.CO.UK)