

The Top 5 Tools Professional Marketers Use



Hint: The First 3 Are FREE



Website Development



Sales & Marketing Automation



Landing Page Creation



Customer Insights



Video Sharing

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So Who Are These Marketing Experts?

To put the content together for this guide, we investigated as many of the top marketers that time would allow. The only requirement we had was that these marketers had to actually be doing business in 2014. We wanted to make sure these folks were actively marketing, not just relying on the name that they'd built in the past. Our marketers include:

Brendon Burchard	Maria Andros	Carrie Wilkerson
John Assaraf	Frank Kern	Yanik Silver
Marie Forleo	Perry Marshall	Stan Dahl
Mari Smith	David Bach	Dan Kennedy
Lewis Howes	Lisa Sasevich	Melanie Duncan
Amy Porterfield	Jay Abraham	Peter Diamandis
Laura Roder	John Jantsch	Jon Morrow
John Carlton	Brian Moran	James Wedmore
	Jairek Robbins	Sam Carpenter



The right tool for the job

As a child, I was what you would call a “tinkerer”. I loved to take things apart (and occasionally put them back together). Rarely did they work when I was done but that didn’t stop me.

I’m not sure if it was my inquisitive mind, my desire to see how things worked or just an early appreciation for destroying things but I loved hanging out in the garage with my dad. The sights, the smells and oh yes ... the tools.

Screwdrivers, wrenches and hammers – OH MY!

I used them all. I had no idea what I was doing but I figured the more tools I had laying around me when I was done the better. It was like a crime scene at the local Sears store.

There I would be next to my dad, working away on a Saturday afternoon. Every once in a while he would look up over the rim of his glasses and say “Make sure you have the right tool for the job, son”.



I was like 7 so I had no idea what he was talking about. He’d offer to help and I wouldn’t accept it – I could do it myself. Then, after working on something for hours and never being able to get it – he would quietly go to the toolbox, pull out a tool (usually drastically different than what I had) and then get me pointed in the right direction. He wouldn’t finish it for me Just get it started and then let me do the rest.

It didn’t take me long to catch on so instead of wasting a bunch of time on what I thought would work, I’d go to dad and ask him what he thought. As soon as I started doing this I was able to “fix” more stuff in a shorter amount of time.

I’ll be the first to admit that my technical skills didn’t get any better – I was still just taking apart broken stuff but I could do it faster and easier when I had the right tools.

I didn’t think this was some sort of major life lesson or anything... after all I was 7. All I knew was bikes were

“Make sure you
have the right tool
for the job, son”.



cool and girls were gross. It wasn't until later in life would I look back at those days in the garage and realize what I was actually being taught.

The right tool for the job:

- Saves time
- Save money
- Alleviates frustration

Sound familiar?

Of course it does. Business in the 21st century is all about tools.

Which tools do you use in your business to do more, be more, act faster, etc.

Do you still hand-write checks or keep a ledger? No. You use QuickBooks or some other software package.

Why? Because it is better.

- It's faster.
- It's smarter.
- It's cheaper.

What about research? Do you go to the library? How many of you still have a set of Encyclopedia Britannica's in your home?

My guess is that most of you have the internet right on your smart phones.

These are the tools that we use to make life and business better today.

Marketing is no different.

It used to be all about the Yellow Pages and Newspapers but not anymore. Those tools have been replaced with new ones. Which new ones is the purpose of this guide.

We looked at everybody from Dan Kennedy and Brendon Burchard to Marie Forleo and beyond to come up with the list of resources that these people use.

If you want professional results, you have to use professional tools.



Tool #1 – Website Development

What started out life 10 years ago as a simple publishing platform has since taken the web by storm. Today nearly 20% of the web (yup the entire web) is running on a WordPress-based site.

To check out the impressive and ever-increasing numbers – visit the WordPress site itself (<http://en.wordpress.com/stats/>).

Why so popular you might ask? Because it is Simple, Powerful, Fast.

Simple

The user interface is dropdead simple to use allowing business owners and marketers with no technical skills at all the ability to modify their websites and publish content when necessary without having to hire expensive web developers.

Powerful

Want to add special features to your site? No problem. WordPress developers across the globe have created nearly 30,000 plugins (small little programs used to enhance the functionality of WordPress) that can easily be searched and added to any WordPress site with a few clicks of a mouse.

Fast

Most hosting companies like [GoDaddy](#) offer 1-click installations of WordPress so you can literally have your Wordpress-based site up in minutes without having to worry about transferring files or database security. 1 mouse click and a few bucks for a domain name and you're ready to rock it. It doesn't get any easier than that.

A Word Of Caution

Because WordPress is so popular it has also become the target of many hackers. To keep your site safe from hackers and clean of malware make sure you always keep security in the back of your mind. We've written an e-book on the topic called DIY Wordpress Security that you can [download here](#).



Tool #2 – Customer Insights

Viral videos and campaigns are awesome and if you ever have the opportunity to be a part of one I highly recommend it. For the other 99.999999% of us, marketing is less explosive. It's not about holding on for the ride but more about the process.

For most business owners, marketing is about making a series of small changes to marketing materials and processes to get incremental changes in the conversion rates.

Some folks depend on gut instincts to make these changes. Other, smarter business folks such as yourself, depend on data. That's where [Google Analytics](#) comes in.

Google Analytics is a free, robust website analytic tool (think page counter on steroids) that is created and maintained by some of the brightest minds on the planet.

Powerful

Google Analytics (GA) is really easy to setup and install on your website (especially if you use WordPress). Once installed, GA will start keeping track of a myriad of information about your website visitors like what pages they visit, how long they are on those pages, what portion of visitors are viewing your site on a mobile phone, etc.

Free

Do we need to talk about this? In business there is a time and place to spend your money. This isn't one of them.

Google

Did we fail to mention that it was put together by the guys at Google. These are some of the brightest marketing and technical minds on the planet and you have the ability to capitalize on their brainpower.





A Word Of Caution

Google Analytics has so much information about your website and your visitors that it is easy to get overwhelmed. My suggestion to most small business owners is: "Focus on the 3-4 metrics that will tell you if a specific campaign is working and nothing else. Don't get caught up in the minutia."

Tool #3 - Video Sharing

The web by itself is a pretty impersonal medium. Anonymous pages, lots of words but no real personality. We use imagery and color to help but still fall short many times when trying to convey complicated or emotional scenarios.

In a study conducted by UCLA Psychology Professor Albert Mehrabian he revealed that verbal communication only accounts for 7% of the total impact of your communications. Non-verbal communication like body language, tonality, and facial expressions make up the other 93%.

The solution ... Video. There are tons of ways to shoot, record and edit videos but at the end of the day – if you want somebody else to see it, it has to be hosted somewhere. This is where [YouTube](#) comes in.

YouTube.com is a video sharing website that allows billions of people from across the globe to discover, watch and share videos online. It was originally started in 2005 but bought by Google in 2006 and has grown astronomically ever since.

The service is FREE and because it is owned by Google, the search engine KINGS, is a great place to load your videos if you want them to show up in keyword searches.

The interface is really easy to use. Drag and drop uploading makes it so you don't even need FTP software to load your videos. Just shoot, export and load.



[click for more info](#)



Why do the top marketers in the world use YouTube?

- More than 1 billion unique users visit YouTube each month
- Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
- Mobile makes up almost 40% of YouTube's global watch time (KEEP AN EYE ON THIS)

Special Note

Google allows you to access their services through a single consolidated login so I always recommend my clients create a business related Gmail account. Even if you never use the Gmail account – it is through this same username and password that you will access other FREE Google tools like Google Analytics, Drive, Webmaster Tools, etc.

Tool #4 - Opt-In Pages

In order to have a sustainable business we need to generate leads. That is no surprise. What is surprising, however, is the quality of the tools that are being generated now.

A few years ago, landing pages were complicated because they had to be hand-coded and integrated into your email marketing system. If you wanted to tie this to a webinar registration things got even harder. Those days are over.

Enter LeadPages.net

LeadPages is an online service that allows everyday business owners and marketers the ability to create Landing Pages, Launch Pages, Sales Pages, Thank You Pages, Coming Soon Pages and other "Opt-In" Pages just like the Pros.

No graphic designer is required. You just login to the app, select the style of page you want, select the template you want and start customizing by typing right on the page. Super simple ... Super powerful.

When you are done you can either let LeadPages.net host the pages for you, you can put them on your WordPress site or post them directly to your Facebook page with a couple of mouse clicks.





Lead Pages is also setup to integrate with all major email marketing systems ([Infusionsoft](#) and [Aweber](#) mentioned here) as well as Go To Webinar.

Because Lead Pages is a hosted service, they have the statistics on conversions for each of the pages. If you want, you can sort each type of page by conversion rate so that you can start your campaigns with the pages that have been getting the most signups.

It also allows A/B testing and complete campaign analytics.

A Word of Caution

The profile of the average Lead Pages user skews towards the Internet Marketing industry. This isn't a bad thing but sometimes that can affect the conversion rates for some pages – so like all things in marketing. Test and see what works best for YOUR audience.

Tool #5 – Sales & Marketing Automation

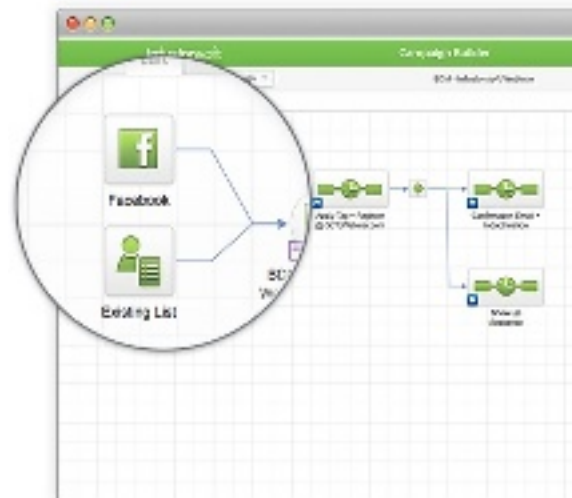
Last but definitely not least we have [Infusionsoft](#).

It combines everything your business needs into a single integrated system.

Infusionsoft is the #1 sales and marketing software built specifically for small businesses. It combines everything your business needs into a single, integrated system.

Infusionsoft is the heart and soul of many businesses allowing them:

- Get Organized - Keep track of contacts, appointments, tasks and everything else about your business all in one place.
- Automate Marketing - Attract more leads and turn them into customers – while you do other things. Infusionsoft streamlines your processes by automating your lead capture and email follow-up.
- Close Sales - Spend more of your day growing sales with tools to get organized, quickly work through a list and automate follow-up.



[click for more info](#)



- Sell Online - Manage your online store, inventory, fulfillment and billing from a single system. Offer upsells, discounts, payment plans and subscription plans.

Don't need Lead Scoring or Quote handling? Not interested in selling online?

That's cool. Infusionsoft offers different levels of service to fit your business needs.

The logo for Infusionsoft, with "Infusion" in green and "soft" in grey.

Before we were introduced to infusionsoft we were using 4 different systems to run our business. None of the systems “talked” to each other and it was a huge PITA to work with. After switching to infusionsoft and consolidating all of our systems into one – we have now have better data, better list segmentation and can take better care of our customers because we know exactly where they are and what they need next.

Special Note

Although Infusionsoft is constantly working on making the software easier to use, it can sometimes be a little difficult to work with. Do yourself a favor and find a good company that you trust to help you integrate Infusionsoft in your business. Infusionsoft Certified Partners (like [Black Dog Marketing](#)) exist to help you make the transition from your current systems to Infusionsoft easily and effortlessly..

Honorable Mentions

In addition to the 5 tools listed above there were a few extra tools that we wanted to include for a few different reasons. We're including these here as Honorable Mentions.

Honorable Mention #1 – Vimeo (Video Sharing)

YouTube is the “big dog” on the street for sure and is a great service with tons of reasons for using it. If, however you are particular about the way your videos look, you may want to look at Vimeo.

Vimeo is a servicer similar to YouTube but they do offer some additional perks that I, as a developer and designer really liked such as:

- cleaner look

The Vimeo logo, which is the word "vimeo" in a blue, lowercase, sans-serif font.

[click for more info](#)



- no ads before the videos start
- the ability to upload your own thumbnail image

If video is going to be a part of your marketing (which it should) then setup accounts on each and play with them. See which you like more. If you have the time – keep both – use YouTube for SEO purposes and Vimeo for embedding purposes.

Honorable Mention #2 – Google Drive (File Sharing)

One of the real benefits that technology has provided small business owners is the ability to have remote workers. Whether you bring in independent contractors (IC's) or virtual assistants (VA's) or just let some of your employees work from home a few days per week - the first thing you need to setup is a centralized place to store files because emailing documents back and forth gets old real quick.

Scope docs, content calendars, whatever – Google Drive is the place to do it. You can load documents, access them from anywhere in the world and invite others to share and edit as necessary.

As with all other google products, you can access it with a single login making it easy and simple.



[click for more info](#)

Honorable Mention #3 – AWeber (Email Marketing)

There are some businesses that either aren't ready for Infusionsoft or that just can't take advantage of what Infusionsoft has to offer.

For those businesses that still want to use email marketing – I suggest [AWeber](#). AWeber gives users the ability to set up auto-responder, drip email sequences as well as send out periodic email blasts or newsletters.



[click for more info](#)

The latest version offers a point-and-click WYSIWYG editor, free templates to get you started and you can sign up for \$1 (\$19/mo after that).

I still use AWeber to this day for a few different clients and for the money ... you couldn't ask for anything better.



The Wrap Up

So that's it! The top 5 resources + 3 honorable mentions that are being used by today's top marketers.

If you'd like additional information about any of these resources we'll send you out a link list and we've included links below as well.

If you are already using some or all of these – AWESOME. If not, this might be a good opportunity to review what you are currently using and see if it is serving you as well as it could.

Resource Links

Wordpress	http://bit.ly/NRzCq4	Infusionsoft	http://bit.ly/1jMPQvU
Google Analytics	http://bit.ly/1gPhwO2	Vimeo	http://bit.ly/1c28Fv0
YouTube	http://bit.ly/1fYePM0	Google Drive	http://bit.ly/1dUCFEp
Lead Pages	http://bit.ly/1fCP8lx	Aweber	http://bit.ly/bds-aweber

Thank you for taking the time to checkout this resource guide. If you have any questions about the content in here please let me know.

Have a great day and remember ...

If You Want Professional Results ... You Have To Use Professional Tools.





About Us

Since 1998, Black Dog Marketing has been providing business owners and entrepreneurs with the custom web design, development and marketing services they need to succeed. As certified Inbound Marketers and [Infusionsoft Certified Partners](#) we constantly strive to cut through the "flash" and eliminate the waste to get our clients results.

Our Services

- SEO / PPC
- Social Media Marketing
- Consulting
- Lead Generation & Nurturing
- Content Marketing
- Email Marketing
- Website Design
- Custom Programming
- [Infusionsoft API integrations](#)
- [Marketing Automation](#)
- [Infusionsoft sales and service](#)

"His knowledge of the quickly evolving marketplace, current industry trends, techniques and leaders have already allowed our efforts to result in more 'Wins' for everyone."



Dr. Thad Gala,
My Diabetic Solutions

Infusionsoft.
CERTIFIED PARTNER



If you'd like to schedule a
FREE 30-minute consultation with one of our
Small Business Growth Experts, visit us online at
www.BlackDogMarketing.com/free
and grab your spot today.