



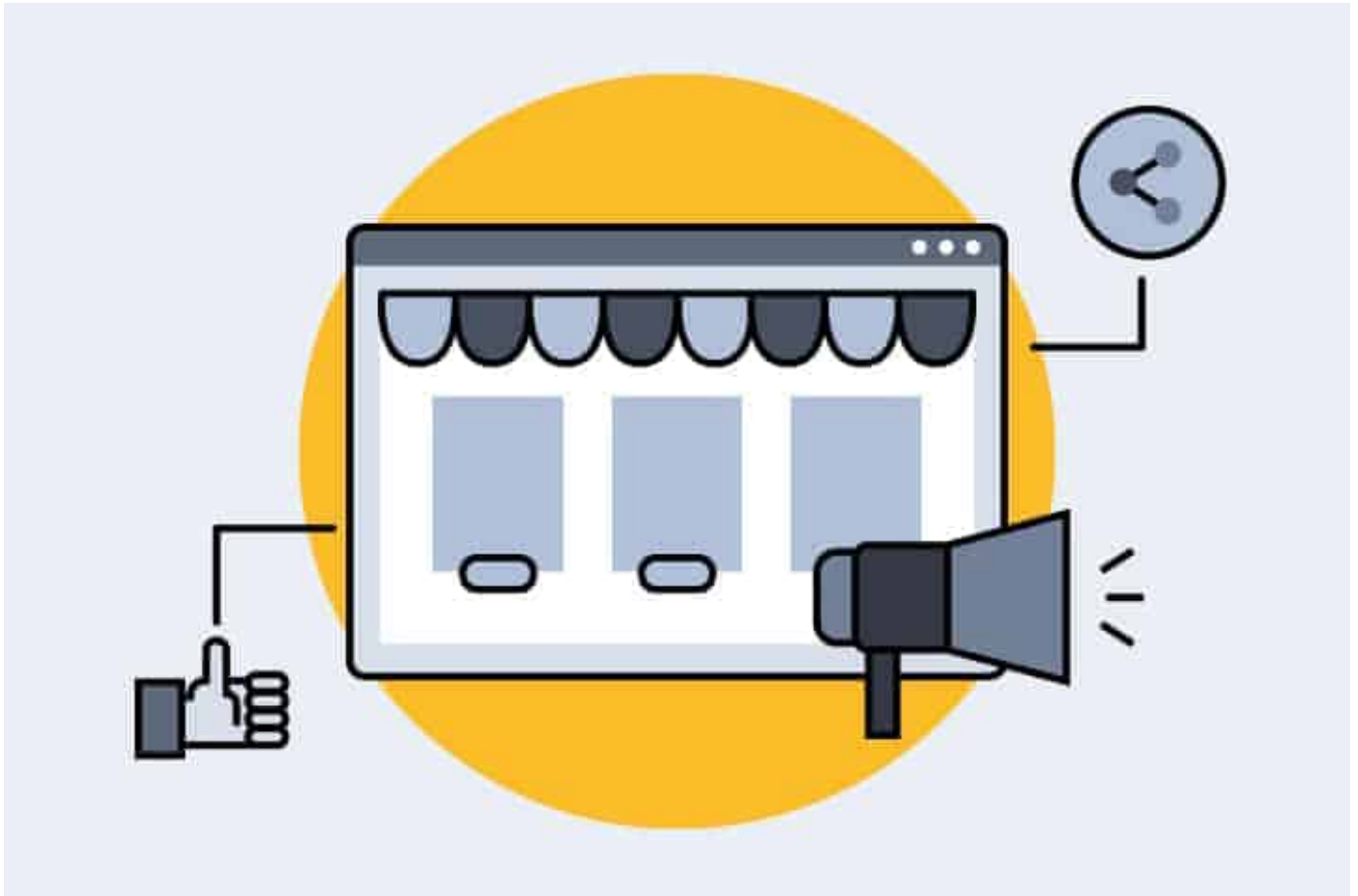
OSI Affiliate

www.osiaffiliate.com

10 Best Small Businesses Marketing Tools – Updated Jul 2020



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In the United States alone, there are over 28 million small businesses. Do you know what that means? The competition is intense, and you need to step up with some incredible marketing tools. These tools would serve as an edge over other businesses, mainly when appropriately utilized.

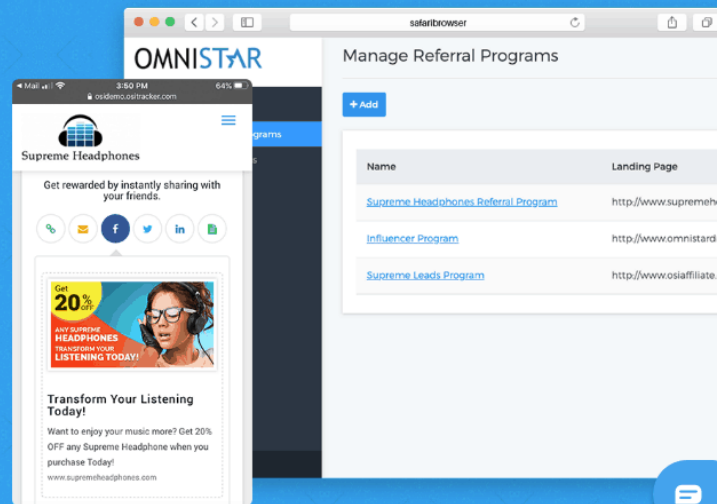
Although the competition is intense, you still have a chance to have a share of the pie. In today's digital market, you don't need to operate only a brick and mortar business. The internet offers excellent opportunities. In this article, you are going to learn some remarkable marketing tools that you can use to stay ahead of the competition and drive sales.

1. OSI Affiliate

Affiliate Marketing Software to Empower Your Top Brand Advocates

Easy-to-use affiliate software that makes it easy to recruit and empower affiliates and influencers to promote your brand.

WATCH VIDEO NOW



If you want your business to buzz with lots of order and traffic, you need to delve into affiliate marketing. This marketing strategy is unique and complex, which is why so many small businesses are yet to tread this route. But with OSI Affiliate software, complexities no longer exist. This software allows you to run affiliate marketing and increase sales and customers overnight. When you run into some technical issues with this software, the company is always on standby to help ratify them.

2. MailChimp



Log In

Sign Up Free

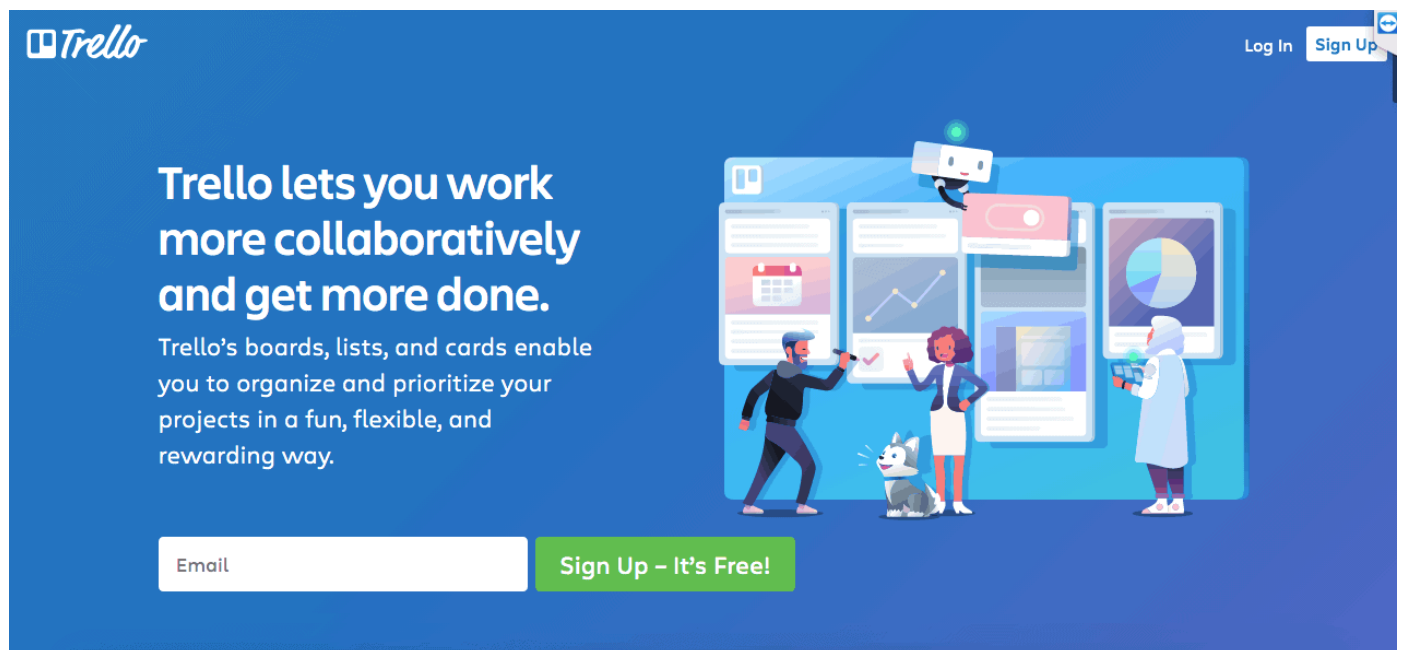
We've got your back and your free .com

Many businesses are working harder than ever to stay connected with customers. Start with a free custom domain for up to 5 years, then build a free website to get your business online



MailChimp is an email marketing tool that allows you to grow your email list through customized signup forms, pops, and landing pages. Using this marketing tool is pretty straightforward. Although at first, the interface might be confusing. When you play with the marketing tool for some minutes or hours, you will get the hang of how it operates. Building an email list is something every business should not disregard, as it would determine the business's level of success.

3. Trello

The image shows the Trello website landing page. The background is a solid blue color. In the top left corner, the Trello logo is displayed. In the top right corner, there are links for "Log In" and "Sign Up". The main content area features the headline "Trello lets you work more collaboratively and get more done." followed by a sub-headline: "Trello's boards, lists, and cards enable you to organize and prioritize your projects in a fun, flexible, and rewarding way." To the right of the text is an illustration of three people (a man, a woman, and a person in a white lab coat) standing in front of several large digital screens displaying various data visualizations like charts and graphs. A small robot character is also visible above the screens. At the bottom of the page, there is a white input field labeled "Email" and a green button labeled "Sign Up - It's Free!".

To many who are still pretty new to this software, it isn't a social media like many people often thought. If you are a business working with a team of workers; then, this marketing tool would be beneficial. What this tool does is to bring your team in one single platform for effective collaboration. For instance, you can share content with your team through Trello before it goes live. It allows your team to go through the material and make changes where necessary. Trello isn't the only tool that can do this, but it is by far the most reliable.

4. BuzzSumo

Find the content that performs best.

Collaborate with the influencers who matter.

Use our content insights to generate ideas, create high-performing content, monitor your performance and identify influencers.

Try it out! Enter a keyword or domain



If you're a business looking for a source of traction, BuzzSumo can offer you that by linking you up to top influencers in your industry. With this incredible marketing tool, you will be able to search a database of top influencers who you would form an affiliation. Aside from this remarkable feature, it comes with powerful analytics that allows you to take a peek at past trends and current trending topics and mentions. With this insight, you will learn of areas you need to improve as a business. Lastly, you can use this tool to assess accessible content, most shared, and referenced. As a business, this tool should not be missing.

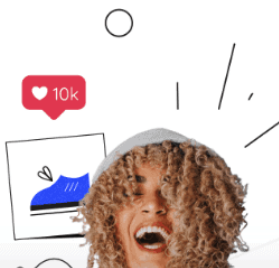
5. Buffer

authentic engagement

Tell your brand's story and grow your audience with a publishing, analytics, and engagement platform you can trust.

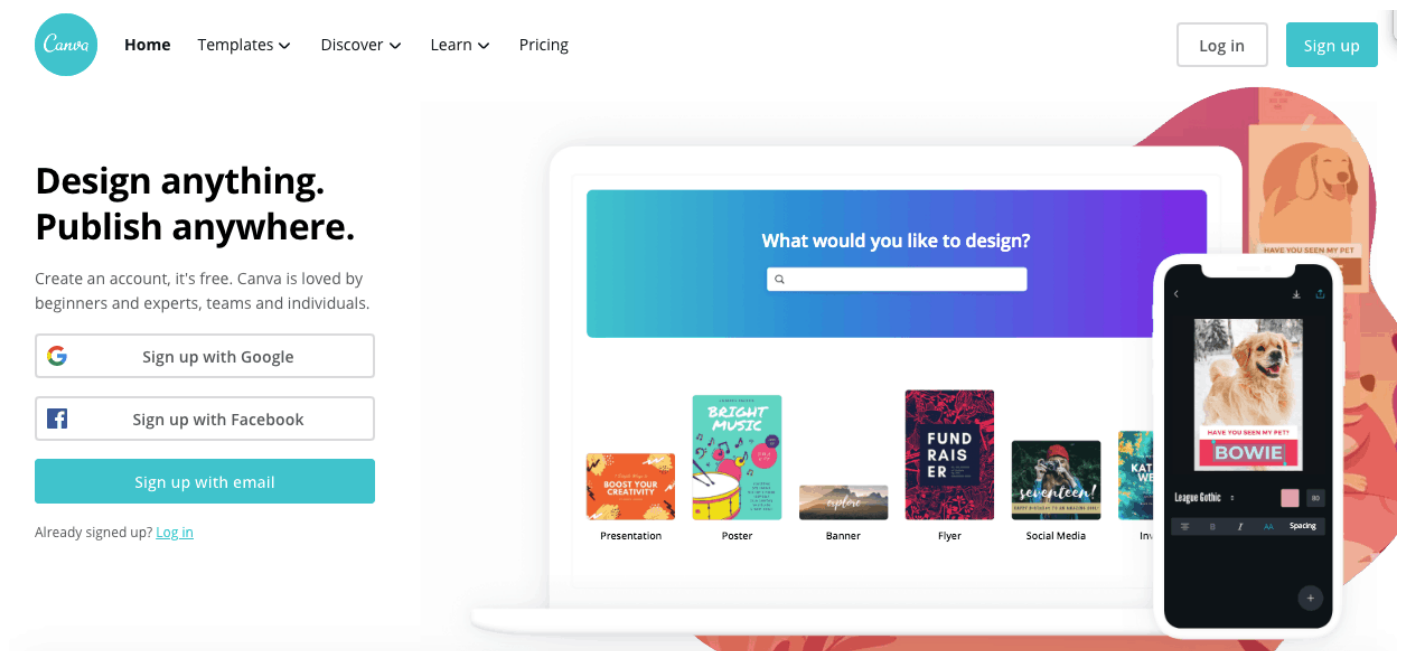
Get started now

✓ No credit card required ✓ 14-day free trial ✓ Cancel anytime



If social media is part of your marketing strategy, then you can't do without Buffer. Buffer is a social media management tool that allows you to manage your social media handles in one platform. With this marketing tool, you will be able to schedule a post to your various social media accounts, build your brand, and engage with your audience without hurdle. The benefits of this marketing tool are enormous and would ensure you reap the full potential of social media. If you want to get the full features, you might need to consider opting for the upgraded plans. By doing this, you get more features and goodies that would benefit your business in the long run.

6. Canva



Since your business is online and has a website, one thing that you can't do without is visuals. That is where Canva comes in, as it helps you create exceptional images that would give the desired effect. It is not like Photoshop, where you need to be a skilled user. It is effortless to use and master. Canva features tons of templates that you can edit and customize to your taste. It is so easy that even a dummy would flawlessly use it within minutes of exposure.

7. All I One SEO Pack



All in One SEO Pack

Download

If you run a WordPress site, then this plugin would ensure your SEO game is on top. It is one of the most popular SEO plugins that make your content accessible to both search engines and users. With this tool, you will be able to get XML Sitemap support, get an advanced canonical URL, META tags automatic generation, and is compatible with most plugins. If you're ever confused about how to use this software, there is always a guide that would help you. All you have to do is click the '?' and you're good to go.

8. Google Analytics



Analytics



Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

Start measuring

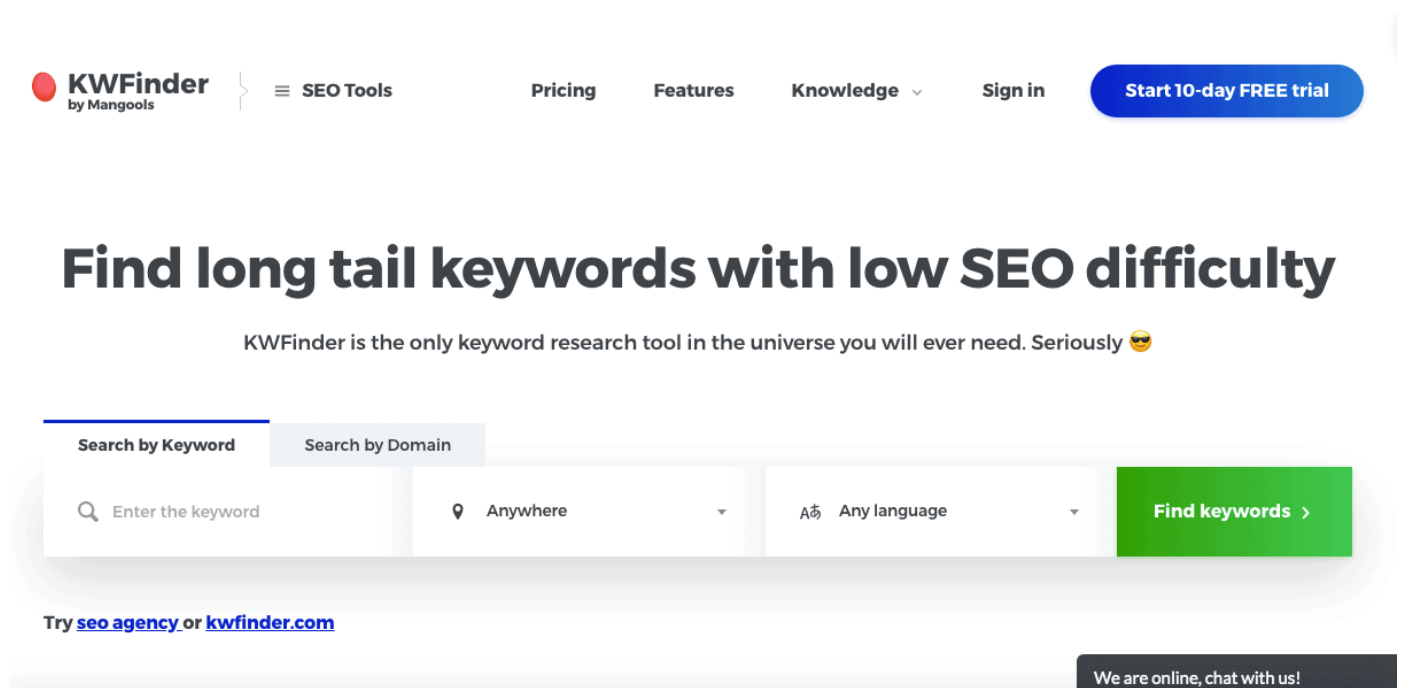
Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.



Every business wants to achieve growth, and one of the most reliable and trusted ways to monitor growth is through Google Analytics. With this tool, you would get to understand the amount of traffic your site generates daily, source of traffic, location of visitors, search terms, and, most of all, your most popular pages. This information or insight would help you diverse a better marketing strategy that would spill in more results.

9. KWFinder



The screenshot shows the KWFinder website interface. At the top left is the logo for KWFinder by Mangools. To its right is a navigation menu with links for 'SEO Tools', 'Pricing', 'Features', 'Knowledge', and 'Sign in'. A blue button labeled 'Start 10-day FREE trial' is positioned on the right side of the header. Below the navigation is a large heading: 'Find long tail keywords with low SEO difficulty'. Underneath the heading is a sub-headline: 'KWFinder is the only keyword research tool in the universe you will ever need. Seriously 😎'. The main content area features a search interface with two tabs: 'Search by Keyword' (selected) and 'Search by Domain'. The search bar contains the placeholder text 'Enter the keyword'. To the right of the search bar are two dropdown menus: one for location set to 'Anywhere' and one for language set to 'Any language'. A green button labeled 'Find keywords >' is located to the right of the search bar. Below the search interface is a link: 'Try [seo agency](#) or [kwfinder.com](#)'. In the bottom right corner, there is a dark grey button that says 'We are online, chat with us!'.

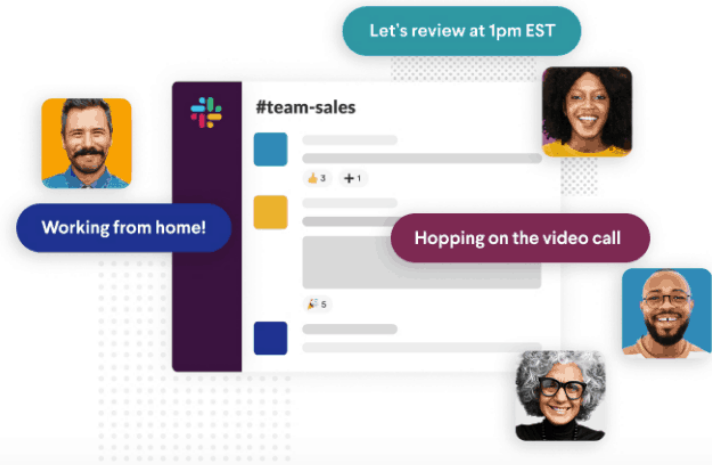
Before you sit down to write any content for your blog, you first need to determine if you're targeting the right keywords. With tools like KWFinder, you will be able to conduct keyword research and discover a lucrative keyword that would bring in more traffic. Writing content for your business without first conducting keyword research is a mistake you should never make.

10. Slack

WORK FROM HOME

Slack brings the team together, wherever you are

With all of your communication and tools in one place, remote teams will stay productive no matter where you're working from.

[LEARN MORE](#)[CONTACT US](#)

If you are working with a team, then this tool would be very beneficial since it allows for effective communication. With slack, you will be able to notify your team or workers about any development. With this tool, you can find virtually any slack app for any purpose.

Conclusion

Every small business desires growth and that growth is achieved when you work with the right marketing tool. Although most of these tools are paid, they offer excellent value for money, with an incredible return of investment.