



**OSI Affiliate**

[www.osiaffiliate.com](http://www.osiaffiliate.com)

# 67 Best Ecommerce Resources



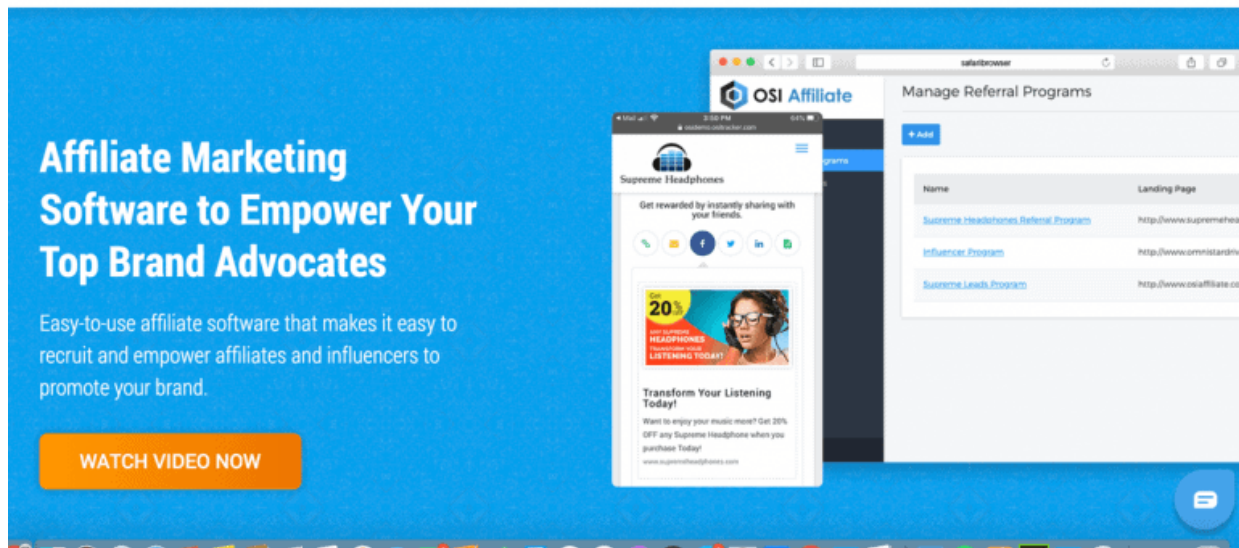
# Best Ecommerce Resources



With this age of social media, hiring influencers to promote your brand is one of the best ways of doing online marketing. Influencers have a strong fan base, and if you want to pitch your product to the right market, all you gotta do is identify and hire influencers who have the right audience for your product. Influencer marketing software comes with powerful features that help brands identify and connect with different influencers and successfully manage their campaigns. In this article, we have gathered a list of 10 Best Influencer Marketing Software in the market right now. Let's find out what they have to offer.

## Influence Marketing Software

### 1. [OSIAffiliate.com](https://www.osiaffiliate.com)



**Affiliate Marketing Software to Empower Your Top Brand Advocates**

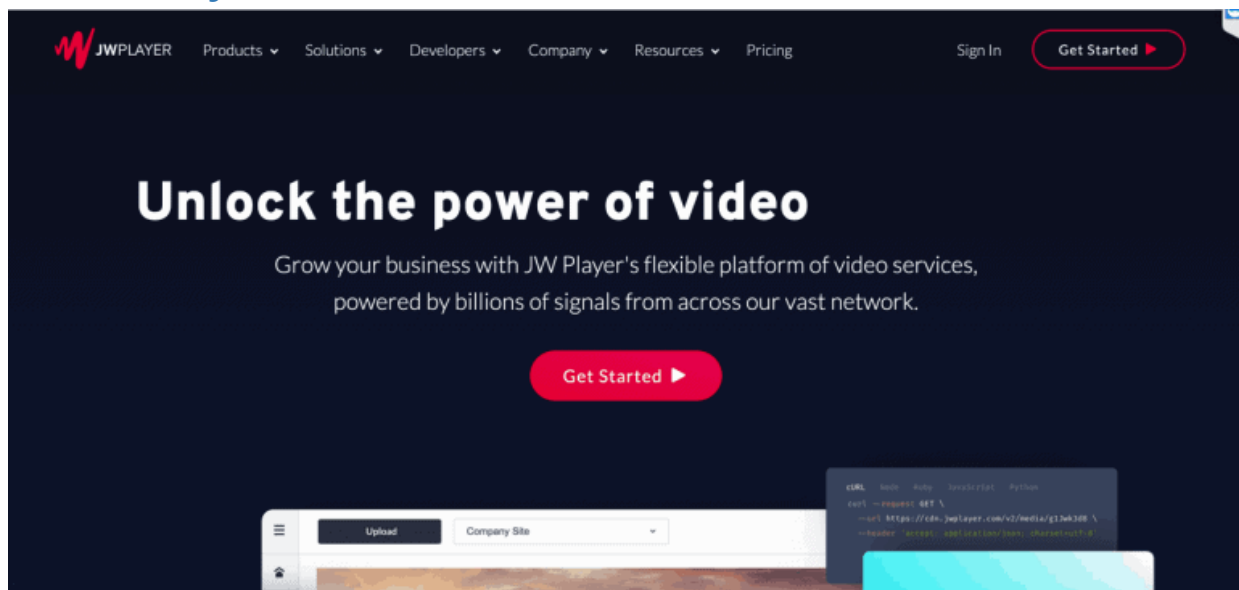
Easy-to-use affiliate software that makes it easy to recruit and empower affiliates and influencers to promote your brand.

[WATCH VIDEO NOW](#)

The banner features a blue background with white text. On the right, there are three overlapping screenshots: a mobile app interface for 'Supreme Headphones', a desktop browser window showing a promotional offer for headphones, and a 'Manage Referral Programs' dashboard with a table listing programs like 'Supreme Headphones Referral Program', 'Influencer Program', and 'Supreme Leads Program'.

The best influencer marketing software on our list is OSIAffiliate. It is a very versatile software that helps your business to grow. Affiliate marketing is one of the best ways to generate more traffic and conversions, and OSIAffiliate will help you to launch and manage your referral program. OSIAffiliate has made the task of managing your referral program easy, which enables you to save a lot of your time and effort so that you can put more focus on your business strategies. OSIAffiliate offers free promotional tools that will help you to promote your programs and campaigns.

## 2. JWPlayer



**Unlock the power of video**

Grow your business with JW Player's flexible platform of video services, powered by billions of signals from across our vast network.

[Get Started ▶](#)

The banner has a dark blue background. At the top, there is a navigation menu with 'JWPLAYER' logo and links for Products, Solutions, Developers, Company, Resources, Pricing, Sign In, and a 'Get Started' button. Below the main heading, there is a sub-heading and a 'Get Started' button. At the bottom, there are two overlapping screenshots: a video player interface with an 'Upload' button and a 'Company Site' dropdown, and a terminal window showing a curl command for API access.

Another brilliant influencer marketing software is JWPlayer. If you are an influencer who keeps his followers updated through videos, then you must try this software. JWPlayers helps you with live video streaming, hosting, and article matching. And if you want to keep tabs on your performance, it offers you detailed analytics of your videos, which is very important if you are in the

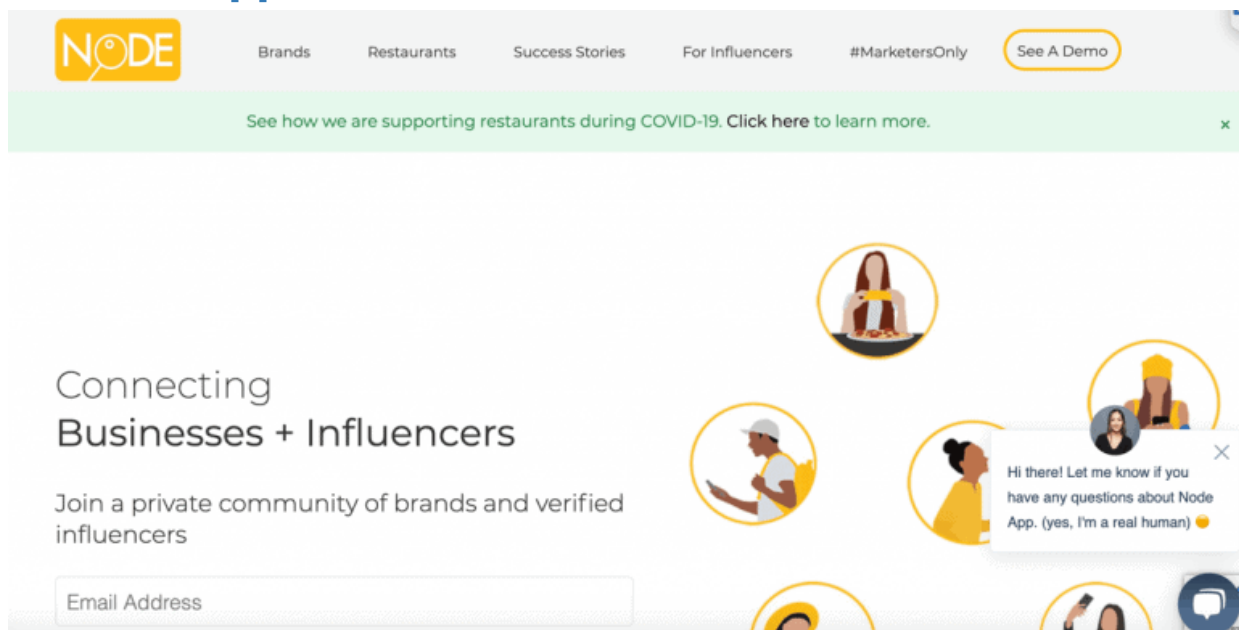
field of influencer marketing in which you need to know how you are performing at every step. This cloud-based software also helps with ad optimization, conversion tracking, video ad serving, and much more.

### 3. Sysomos Platform



If you want to implement your social strategies with a higher success rate, then Sysomos is a brilliant software made just for you. It will help you provide concrete predictions and insights based on trillions of owned and earned data points, which will help you curate a better and efficient business strategy. It comes with tons of powerful features, including CRM, Campaign Management, Faceted Search/ Filtering, Influencer Discovery, ROI Tracking, Social Media Monitoring, and more.

### 4. Node App



Node app provides a brilliant platform where influencers meet with brands. Node helps the brand interact with influencers, offer them their product and

services, and get social content and exposure from the influencers. This is an excellent initiative that is beneficial for both: the business owners and the influencers as it provides a user-friendly platform that offers a win-win situation for both the parties. If you are an influencer, you will have to pay nothing to join Node; however, you will have to verify before you start connecting with the brands.

## 5. SocialBook



Influencer marketing is all about finding the right influencers for your brand. But, finding the influencers is not very easy, especially when you don't have any idea about their level influence on people. This is where SocialBook comes into the game. No business would want to hire an influencer with zero influence, so SocialBook provides you a feature where you can search a real-time database of over 3 million influencers from YouTube, Instagram, and Twitch. You can also find out if an influencer is real, for this SocialBook offers a feature where you can verify influencers. The software also offers Campaign KPI tracking, which is a big plus.

## 6. Modash

## Find Influencers That Reach Your Target Customer

Get precise follower data on any influencer on Instagram and Twitch so you can win big choosing the right influencers for your next campaign.

[Try for free](#)

Not sure where to start? [Book a demo.](#)



*We're working with hundreds of influencers globally. Modash is our go-to for verifying Instagram influencers' accounts at scale.*



Are you launching influencer marketing campaigns? Then you will love Modash. Modash is a brilliant search engine where you can search almost 100 million influencers worldwide. All these influencers are listed with their audience data and contact info, making it very easy for you to decide whether it would be beneficial to work with a particular influencer or not. You can avail yourself of a free trial to decide if Modash is something you want to use in the future. The paid plans start from as low as \$29/month.

## 7. Ninjalitics

NINJALITICS

SUPPORT US WITH A COFFEE

TIKTOK

BLOG

PRICING

PHILOSOPHY

NINJALITICS BUSINESS

# Analyze like a Ninja!

*"We help Instagram to be a better place"*

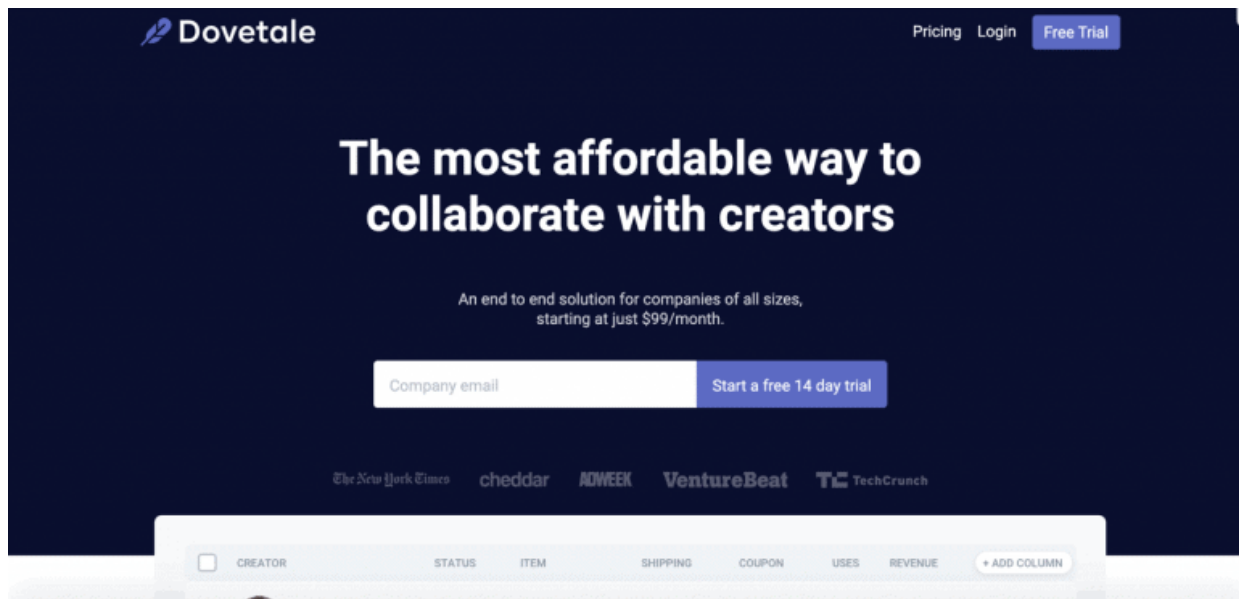
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Profiles Analyzed

ANALYZE

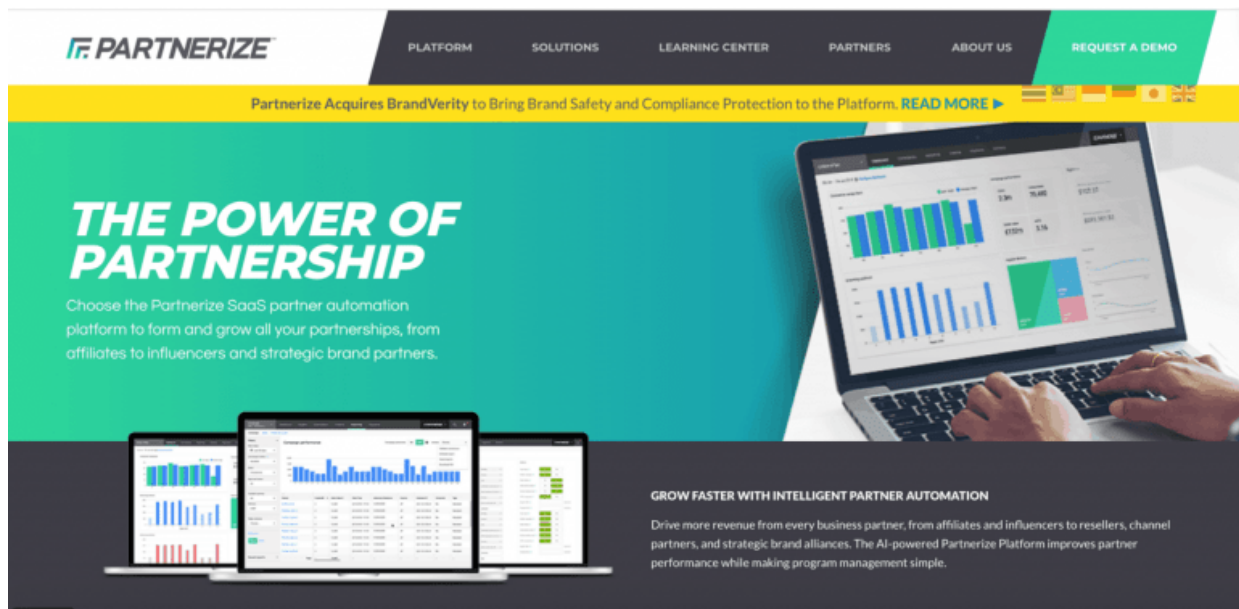
Ninjalitics is an influencer marketing software that can be used by both influencers as well as the brands. If you want to keep track of your social media performance, then Ninjalitics provides a brilliant Social Media manager, which will help you do the task with quite an ease. With the software, you will be able to get a detailed insight into your Instagram business for up to 6 months, which will help you to bring improvement to your profiles.

## 8. Dovetale



To grow your business online, you need to make sure that your business maintains a strong online presence. Dovetale helps you create a successful campaign by providing you essential data and insights about the latest online trends. By using the data, you will not only create better marketing strategies, but you will also save a lot of your time, and build a stronger relationship with your customers. Thus, generating more sales.

## 9. Partnerize



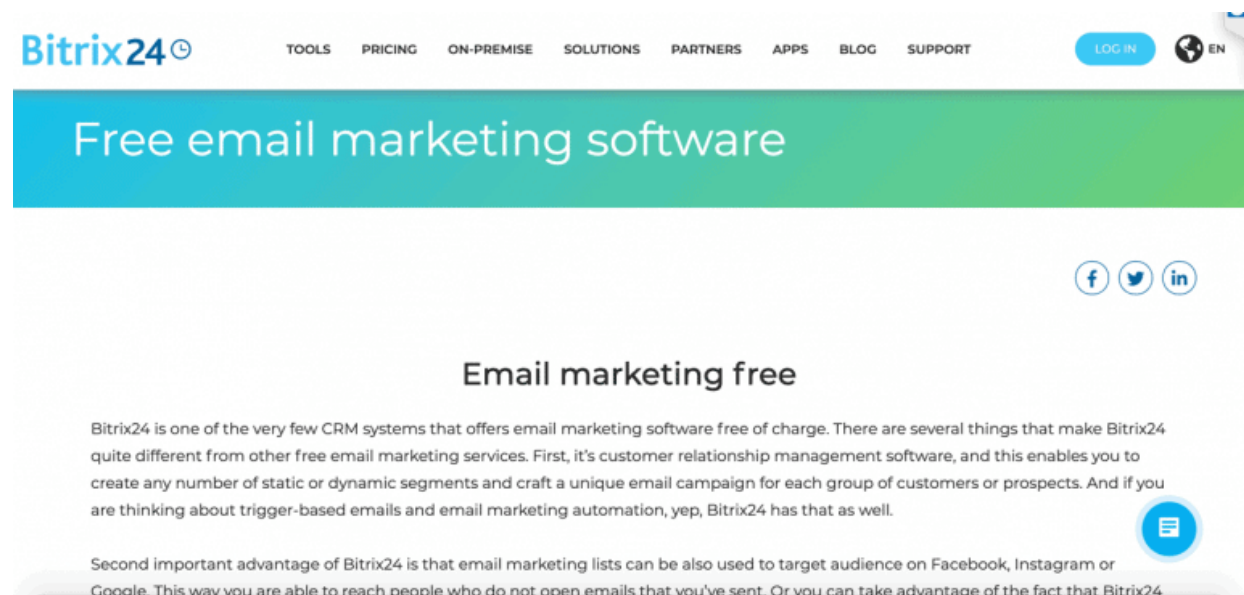
Partnerize is another brilliant influencer marketing software that provides solutions for forming, managing, analyzing, and predicting your campaigns and programs by using artificial intelligence. It is a SaaS-based software that has helped companies generate billions of dollars in revenues. Partnerize provides its services across the globe. If you want to expand your online business, then Partnerize is definitely worth a try.

If you want to build brand awareness, generate more sales, and build customer trust, investing your time and money in influencer marketing is worth it. People tend to accept the suggestions and recommendations by someone they know, and if a recommendation comes from an influencer, they will definitely pay attention to it. With influencer marketing, you can target the right group of audience and promote your business's growth more effectively.

## Email Marketing Software

Launching a business is easy; getting customers and making more sales is where things get tricky. There are many marketing strategies and techniques which help your business to grow, and among these strategies, one is email marketing. Although email marketing is an old technique but is still one of the most effective ones. Email Marketing helps you build relationships with your customers, and provides you one of the best platforms to pitch your products and offers. In this article, we have gathered a list of 10 best Email Marketing Software in the market. Let's find out what each has to offer.

### 10. Bitrix 24



The screenshot shows the Bitrix24 website. At the top, there is a navigation menu with links for TOOLS, PRICING, ON-PREMISE, SOLUTIONS, PARTNERS, APPS, BLOG, and SUPPORT. A 'LOG IN' button and a language selector (EN) are also visible. Below the navigation is a large green banner with the text 'Free email marketing software'. Underneath the banner are social media icons for Facebook, Twitter, and LinkedIn. The main heading is 'Email marketing free'. The text below reads: 'Bitrix24 is one of the very few CRM systems that offers email marketing software free of charge. There are several things that make Bitrix24 quite different from other free email marketing services. First, it's customer relationship management software, and this enables you to create any number of static or dynamic segments and craft a unique email campaign for each group of customers or prospects. And if you are thinking about trigger-based emails and email marketing automation, yep, Bitrix24 has that as well.' A blue circular icon with a white envelope symbol is positioned to the right of the text. Below this, it says: 'Second important advantage of Bitrix24 is that email marketing lists can be also used to target audience on Facebook, Instagram or Google. This way you are able to reach people who do not open emails that you've sent. Or you can take advantage of the fact that Bitrix24'.

Another great Email marketing software on our list is Bitrix 24. The best thing about this software is that it offers its customers excellent email marketing services, absolutely free of cost. It allows you to build strong customer relationships by creating static or dynamic email marketing campaigns for a particular group of customers or prospects. Not only this, but Bitrix also enables you to send trigger emails and provides you features for email automation. In addition to this, you can also target audience on Facebook,



Instagram, or Google as Bitrix is a multichannel CRM that lets you send instant Facebook Messages, Viber, and Telegram.

## 11. **Routee**

Routee aims at getting your business more leads and more prospects. This is why it has provided an all-in-one Email platform, SMTP, and email API, which can be used to engage with the customers in the best way possible. If you have a tight marketing budget, then Routee would be the best for your email marketing because it only charges you based on the volume of emails sent. Like any other email marketing software, Routee also helps you curate custom email marketing campaigns, set transnational updates, and provide features like email automation.

## 12. **Moosend**

Moosend is an affordable and intuitive email marketing software that will help you manage multiple email campaigns and mailing lists altogether. You can also curate personalized email designs, responsive newsletters, and schedule trigger emails with this software. During an email campaign, it is essential to have intelligent email automation and personalization tags on board, and Moosend will assist you in this regard. You can also measure your campaign's performance as Moosend offers meaningful campaign reports and real-time statistical analysis.

## 13. **Hunter**

Hunter is a cloud-based email verification tool which helps you to find authentic email addresses which will help in making your email marketing campaign a success. Hunter allows you to verify professional email addresses from companies and domains so that you can curate an email marketing strategy without any doubt that it will not go through your desired prospects. In addition to verifying emails, Hunter also enables you to find email addresses of different companies and domains. Hunter is used and trusted by more than 2,000,000 customers worldwide. You can check this software on a free trial, and the packages start from as low as \$49.00 a month.

## 14. **Lemlist**

Lemlist is an email outreach platform that enables you to create customized images and videos based on your email marketing campaign. You can grow your business by using email outreach, and no matter which email provider

your use, lemlist supports all of them. lemlist takes only a few seconds to sync your email account and get you going. The software also helps you to build a warmer relationship with your prospects by giving you the power to add a personal touch to your email marketing campaigns. You can automate follow-up and put repetitive tasks on autopilot as well.

## 15. **MaxBulk Mailer**

MaxBulk Mailer is a complete software that comes with all the tools to manage your email marketing campaigns. It can be installed on both Windows and macOS. With its user-friendly interface, sending personalized emails, press releases, and product listing to customers is super-efficient. Some of the prominent features of this software include Subscriber Management, Mailing List Management, Reporting/Analytics, and Template Management. There is no free version of this software available, and the price starts at \$39 as a onetime payment per user.

## 16. **BombBomb**

With BombBomb, take your email communication to another level as it allows you to add a video to any message or email quickly. That's not it; BombBomb comes with many other useful features that will take your email marketing campaign to a whole new level. With BombBomb, you can even perform screen recording and do social sharing. Some other prominent features of this software are Auto-Respond, CAN-SPAM Compliance, Drip Campaigns, Dynamic Content, Image Library, Landing Pages/Web Forms, Mailing List Management, Mobile Optimized Emails, Reporting/Analytics, Subscriber Management, and Template Management.

## 17. **MailerLite**

MailerLite is another brilliant email marketing software which aims at providing quality customer support and fantastic email designs to the users. With MailerLite creating a campaign is easy and managing, it is even more straightforward. The software also allows you to manage your subscribers and design custom popups and landing pages.

## 18. **Intercom**

Intercom lets its user create scalable messaging to build a stronger bond with the customers. Intercom incorporates many useful features, some of them are: A/B Testing, Auto-Responders, CAN-SPAM Compliance, Drip Campaigns, Dynamic Content, Event-Triggered Email, Mailing List

Management, Mobile Optimized Emails, Reporting Analytics, Subscriber Management and more.

Email marketing is old, but it is not obsolete. If you want to get more leads, generate more traffic, and drive more sales, then email marketing is one of the most cost-effective marketing strategies. In this article, we discussed ten best email marketing software that will help you create an effective marketing campaign and provide you tools and features to manage these campaigns easily.

## 19. [SmartFinancial](#)

SmartFinancial Helps insurance shoppers save money on insurance by using innovative technology. SmartFinancial has revolutionized the insurance-buying experience with a transparent insurance-technology platform that pairs people with the right insurance carrier.

## 20. [HubbleHQ](#)

HubbleHQ uses office search alchemy to take the complexity and guesswork out of finding your perfect office space. They have developed the industry's most advanced tech platform, optimised to simplify and supercharge your search by analyzing millions of data points on spaces, places and cities to find the ideal match for your business.

## 21. [LinkGallery](#)

This tool lets you create one bio link that directs your audience to all the different articles, events, sites, and shops that matter to them most. You can create a unique bio link and add new content to the gallery over time. With LinkGaller you can get detailed click stats from your audience and enhance your users' experience by directing them to specific destinations based on their behavior. Let me know if you need more from my side.

## 21. [Vengage](#)

Vengage is an online graphic design tool that enables businesses, nonprofits and classrooms to create engaging visuals. They offer an extensive library of templates for infographics, charts, white papers, social media graphics, slide decks, reports and more. Vengage's drag-and-drop canvas, one-click branding features, and team collaboration features make it easy for anyone of any design level to create professional designs.

Ecommerce Strategies From Experts

## 1. Brian Dean – [Backlinko](#)



If you're like most ecommerce sites, SEO is a REALLY important part of your business. The problem is, retail giants like Amazon and Best Buy tend to rank for just about everything. But they have a weakness...

You see, massive ecommerce sites like Amazon rely on Domain Authority to rank. If you look at individual product or category pages, they generally have few (if any links) pointing directly at them. Which means, if you can build links directly to your product pages, you can outrank them. Fortunately, there's a strategy called [The Moving Man Method](#) that's perfect for ecommerce sites. Basically you a) find products that are no longer sold and b) reach out to people that linked to those products and c) ask them to replace their link with a link to a similar product you sell.

## 2. Neil Patel – [Quick Sprout](#)



Most ecommerce sites focus on driving traffic. And although traffic is important, improving your conversion rate is a great way to generate more sales. So if you want your ecommerce site to grow, don't just focus on traffic building, also optimize your site for conversions.

### 3. Jeff Baker – [Brafton](#)



Marketing strategies shouldn't be based on hunches; many people make the mistake of assuming marketing is a purely qualitative "opinion" that anyone can do. Good marketing strategies are always a combination of data and psychology: the data justifies the investment in the strategy and the psychology is based on your customer profiles and personas.

Jeff Baker, CMO and Moz blog contributor.

### 4. Nick Dimitriou – [moosend](#)



To thrive, businesses need the best marketing strategies to meet their KPIs. While marketers have numerous tactics in their marketing toolbox, developing an effective SEO and Link Building strategy is the first step to achieve scalability. As more and more consumers trust and use search engines to find products and services, improving your website rankings through SEO is the best practice to increase your credibility, boost your organic traffic, and meet your sales goals. – Nick Dimitriou, Head of Growth at Moosend

### 5. Mark Schaefer – [B Squared Media](#)



A marketing strategy is meant to identify un-met and underserved customer needs, compel an organization to meet those needs, and then envision a system of promotion, placement, and pricing to deliver the product in a profitable way.

## 6. Andreea Sauciuc – **cognitiveSEO**



A good marketing strategy is understanding your audience and the user intent when they perform a search on Google. As an e-commerce business, you should know exactly what your audience wants to give them products and services that fulfill their needs to convert them and push them down the funnel.

It is a long process to rank on Google and find the user intent. It implies research (keyword research on Google, on your website search box, analytics), and then competitors spying to understand what do they offer. Then you'll continue with content optimization so that SERPs will love your website content, fix any issues and technical errors to make a fast and performant site. No one likes a slow loading website...

Then continue with promotion and what other digital marketing strategies you want.

There's a saying "Take care of home before impressing the streets" which can translate into analyzing your website before you share content and promote it.

## 7. Chase Clymer – [Honest Ecommerce](#)



A good marketing strategy is a simple marketing strategy. Pick one or two tactics that work and become the best at those in your space

## 8. Paul Thornton – [digital hothouse](#)



There isn't a marketing strategy that works for all companies. Know your target audience. Once you understand your audience you can then start to create a strategy – where does your audience appear, if online, what websites, platforms and search engines do they frequent and what are their interests? Once you understand this you are able to focus on where to market to them, the messaging involved, and whether that includes the need for any offers or discounts.

## 9. Phillip Thune – [Textbroker](#)



A good online marketing strategy always includes a good content marketing strategy. If you are looking for huge traffic volumes and nice conversions, you need to attract Google and your readers at the same time. Start with your content and persona analysis. Then, write content that provides valuable information to your readers and solves their issues. If outsourcing content creation is an option, Textbroker is the right fit.

## 10. Alan Carr – [Webpop Design](#)



You can easily increase your bottom line by strategically placing customer reviews on your website. Customer reviews are proven to encourage people to buy. If you place real-life reviews on your website around your products or services, you can build trust with your users that can help lower the barrier to them buying from your website.

By providing social proof with customer reviews that are placed at key points throughout the purchase process, you can potentially double the chance of a website visitor converting into a customer. Integrate a service like TrustPilot into your checkout process to completely automate the process.

## 11. Dr Dave Chaffey – [Smart Insights](#)





To compete and grow your business with online marketing it's essential to have a digital marketing strategy. Yet our research shows that many businesses of different sizes don't have an integrated strategy to reach and engage audiences in an effective way. Our strategy system 'RACE: Reach > Act > Convert > Engage' uses a data-driven approach to grow business based on analytics and dashboards. Ultimately, you will compete based on the quality of your content marketing strategy, blending creative and efficient content distribution.

## 12. Mike Lieberman – [Square 2](#)



Today's marketing strategy looks nothing like the strategy we used to build even five years ago. Today it includes story development, buyer journey mapping, differentiation, customer advocacy initiatives, tactical orchestration, analytics to measure performance and technology to improve performance.

## 13. Jason Falls – [jasonfalls.com](#)



A good marketing strategy is one that aligns with the overall goals of the business. No one will be happy with your marketing if it doesn't have at least a trickle-down effect on revenue or sales. That doesn't mean you can't use content marketing, influencer marketing, advertising, public relations or even affiliate marketing for awareness or less concrete reasons. Those reasons may well lead to revenue or sales! But you have to develop a marketing strategy that ladders up to dollars or you won't be in charge of marketing very long." – Jason Falls, Digital Strategist and author of *Winfluence: Reframing Influencer Marketing to Ignite Your Brand* (Coming in 2021).

#### 14. Michael Melen – [SmartSites](#)



Invest in your reputation. Good online reviews on your business will boost returns on all of your marketing efforts, be it SEO, PPC, or otherwise. Develop effective processes to maximize your positive reviews and minimize the negative. If I had to develop a single central marketing strategy, that would be it.

#### 15. Chris Makara – [Bulk.ly](#)



A good marketing strategy starts with having the right product fit (or service) that can solve a pain point of the target audience. The design, messaging and experience should all align in order to deliver on solving these pain points. And in order to know if the strategy is working (or not) it must be set up so that you can track your efforts. Without this data it's hard to know if it is making an impact on your bottom line.

## 16. **Joi Sigurdsson** – [CrankWheel](#)



Automation has been the name of the game in marketing for many years, but I like to encourage people to think about where in your strategy a human element could help. Can you segment your website visitors automatically to understand which ones are the most valuable, and offer them to chat with a real human, or even offer them an immediate phone call and screen share to explain your offering? For those 1% of most valuable visitors, it can be really worth going above and beyond what most of your competitors are doing. Concretely, you can segment e.g. by seeing if they visit one of your higher-value pages (e.g. pricing or a page on a big-ticket offering) and stay there for a while, or you could have a form that they can fill out which usually ends up

with an automated email or email sequence, but gets scored and might offer them to get a callback right now if the score is high enough.

## 17. Ajay Paghdal – [Linkio](#)



Don't be afraid to link to competitors from your e-commerce website. If you're just getting your website off the ground and SEO is important to you, think about building your content strategy around being a resource for shoppers. You can see in this [e-commerce SEO case study](#) how linking out to your competitors can improve your rankings for more keywords than if you just talked about your own products. Once the traffic is on your site, it's your job to convince them your shop is the best.

## 18. Amadou T. Agne – [Vogueboard](#)



According to Hubspot research, salespeople spend as little as one third of their time on selling. The other two thirds is spent on writing emails (21%), entering data (17%), scheduling calls (12%), and internal meetings (12%). One of the greatest opportunities during the current, hopefully short-term, slowdown is to optimize business processes through cloud-based software automation, increase efficiency of sales teams by implementing a CRM system, and training people for new skills like marketing automation or B2B sales automation.

## 19. David Reimherr – MAGNIFICENT



Marketing is simply putting the right message in front of the right people at the right moment. The key is, your message **MUST** deliver value to each individual. Gone are the days of broadcasting a ‘special offer’. In today’s fast-paced digital world, content and offers must truly be ‘special’ to each person. Take the time to research and understand your audience. Then, apply analytics to confirm accurate (or at least the most realistic) marketing decisions. It is not about just marketing, it is about marketing smart.