



Exodus Digital Marketing

35 GROWTH HACKING TOOLS

Generate targeted traffic, achieve high search rankings and optimise your social campaign.





INTRO

So let's get to the truth. Because startup's simply can't afford to be forking out \$5,000 a month on marketing platforms, we decided to level the playing field for our **digital marketing tribe** by sharing some the best performing FREE growth hacking tools.



Growth hacking is about Generating Revenues Affordably

2 FREE Site Crawlability Tools
5 FREE Social Scheduling Tools
6 FREE Content Curation Tools
4 FREE Influencer Identification Tools

3 FREE Duplicate Content Tools
4 FREE Website Health Check Tools
4 Free Link Analysis Tools
3 FREE Social Listening Tools

FREE SEO Keyword Research Tools

SOCIAL LISTENING

Stay in control of brand equity.

What Does That Look Like

Social listening will allow you to identify when and where you brand is mentioned. You can respond to complaints quickly, respond to slander, identify niche areas where your target market resides and measure the return on digital marketing efforts.

Did you know that you can use social listening to check up on your competitors and identify where and when they communicate? It's true! You can take your competitors information and begin your own campaign to penetrate those niches.

Find out a little more about the benefits of social listening in this short video (it's a bit of a sales pitch by a company, but identifies the benefits of social listening nonetheless).

Watch this 6 minute video >> <https://youtu.be/ozvHg2-3i8s>



1) IceRocket

Icerocket will provide you monitoring capability over blogs, Twitter, and Facebook in 20 Languages. Choose the period of time you want to analyse and get graph based results.

2) Twazzup

This is a Twitter social listening monitoring tool. Get real time updates on keywords, people or brands, and research key influencers discussing your industry keywords.

3) Socialmention

Take 100+ social media sources and explore conversations about brands, people or companies. It's a free tool that provides descriptive social listening statistics.

THE BENEFITS

- ✓ Measure ROI
- ✓ Feedback
- ✓ Improve Customer Service
- ✓ Competitor Analysis

INFLUENCER IDENTIFICATION

Find the top dog in your niche.

What Does That Look Like

You've spent days writing epic content, and you've published on your social media accounts but you're not getting the traffic and engagement you were hoping for. Now you can find brand champions, Vip's, Chief Marketing Officer's, Chief Executive Officers or even niche bloggers with 100,000's of followers to build a relationship with.

Your goal is to find trendsetters, active minds, educators, entertainers and coaches who are charismatic and provide educational content to their audience. Nurture these relationships and you could find a handful of influencers in your industry who will happily promote your content within their network.

Watch this 3:58 minute video >> <https://youtu.be/LMaxSqgvZXU>



1) FollowerWokk

If you want to start influencer marketing on Twitter, then Followerwokk will enable you to compare Twitter bios by location, find experts and authorities on your interest, build relationships, and grow your reach.

3) ManageFlitter*

ManageFlitter allows you to search twitter profiles by your stated interest, it also ranks them based on their influence, spam score, following ratio and more. You can also follow 50 and unfollow 100 twitter accounts from this platform on a daily basis.

2) WeFollow*

With it's own influencer rating system from 0 - 100, it will identify high value influential twitter users in your areas of interest. Why not use the influencer rating to discover a mentor or guide in your field?

4) Cicloscope*

Circloscope is a powerful Google+ tool that will allow you to find people who share, engage and influence others. Organise followers, add tonnes more followers at once, and unfollow those that are not following back.

THE BENEFITS

- ✓ Claim Authorship
- ✓ Claim Backlinks
- ✓ Redirect Traffic to Your Website
- ✓ Improve SERP Rankings

KEYWORD RESEARCH

Create Streams of Casflow.

What Does That Look Like

Keywords are revenue streams, rank for more keywords & generate more revenue. The more traffic you get, the more opportunities you will have to speak directly to the needs of your target audience. The more you educate your target audience about your product, service or opportunity (by utilizing specific keywords). This increases the chance that they will know, like, trust and remember you when it comes time to make the final purchasing decision. 57% of B2B make a the decision before they contact the provider.

1) Google Keyword Planner*

The best keyword research tool available. This tool is primarily used to purchase keywords that people click on from within Google SERPS. However, it's great for keyword ideas.

2) Wordtacker

Generate 100 phrases for every keyword you submit on the free version of wordtracker tool. Wordtracker will also supply you with a handy estimate of search volume for your chosen keyword

3) Ubersuggest*

Get a list of keyword suggestions by language and format (web, images, news, shopping etc.) for your chosen keyword.

4) Keywordtool.io*

As an alternative to the keyword planner, Keywordtool.io will show you which keywords your audience is searching for when they use the Google search box.

THE BENEFITS

Attract Potential Customers



Higher Return on PPC



Reduce Cost of Organic Ranks



Increase Website Traffic



WEBSITE HEALTH CHECK

Create Streams of Casflow.

What Does That Look Like

SEO has changed in the last few years, dramatically. New algorithms are coming out faster than ever before and you'll need to keep up with them to succeed with your search marketing efforts. Some things to consider are site speed, usability, code errors, mobile responsiveness and the dreaded duplicate content issue. The first three minutes of the video below will put website health into perspective for you. Watch this 2:40 minute Video >> <http://tune.pk/video/1180512/seo-site-checkup>

THE BENEFITS



Improve Bounce Rates



Improve User Experience

Rank Better in Search Engines

Increase Content Reach



1) SEO Site Checkup*

Run a quick check-up on any website and discover SEO issues. Find keyword, robot.txt, sitemap, speed optimization and mobile usability issues.

2) Hubspot Marketing Grader

Hubspot's marketing tool digs deeper into your online presence, unlike the other tools. It reviews your SEO, blogging and sharing efforts, Twitter activity, lead generation and mobile compatibility issues.

3) Lipperhey

Another free tool that analyses your website for technical attribute issues, site popularity and SEO health.

4) Traffic Travis*

Download this tool right now to your desktop for free. It provides a full SEO health check and discovers technical errors that are affecting your website ranking in search engines.

DUPLICATE CONTENT

Don't get crowded out of Google's search engine results.

What Does That Look Like

Ok, so you may not save your marriage, but as Matt Cutts says you could save your website from being crowded out of the Google's search engine results!

If your content is plagiarized and published on a larger website where it has page authority and rank, and gets shared virally, you'll want to know about it so you can claim the credit.

Watch this 2:55 minute video >> <https://youtu.be/mQZY7EmjbMA>

THE BENEFITS

- ✓ Claim Authorship
- ✓ Claim Backlinks
- ✓ Redirect Traffic to Your Website
- ✓ Improve SERP Rankings



1) Small SEO Plagiarism Checker

Software that checks the web against your content to identify duplicate content.

2) Plagspotter

A software that provides free originality and sources report. It checks the web for duplicate content and monitors for duplicate content free of charge.

3) Copy Scape*

Duplicate content software that will scan the world wide web and show you a list of webpages with similar content.

SOCIAL SCHEDULING

Keep your audience informed and engaged.

What Does That Look Like

Probably the best internet software investment you will ever make will be in acquiring social media scheduling tools.

We provide you with 5 free social media scheduling tools below. These tools will allow you to automate your social media publishing and some will provide analysis on which content gets you the most engagement.

We highly advise you use the analytics to identify which curation content your audience loves. This information will provide you with content strategy and development.

The video below shows a brief demonstration of how quickly and efficiently you can take charge of your social media publishing strategy.

Watch this 7 minute video >> <https://youtu.be/k9ar-PSY4dM>



THE BENEFITS



- Save Hours Every Day
- Generate Leads Automatically
- Target And Engage Influencers
- Build Your Own Herd



1) Tweet Jukebox*

This is currently a free tool. The main benefit is that you don't have to continuously replenish your content. Simply add what you want to tweet, when you want to tweet it and walk away. You can even add tweets with CSV file.

2) Buffer*

The free version of this tool suggests content for you to publish and gives analytical data on your posts such as clicks, favorites, plusones, likes and shares. Cons: you have to replenish your feed daily or buy an upgrade.

3) Roundteam Retweet*

This is a free retweet tool unlike any other. You can retweet followers or people you are following, or twitter accounts in a list you have created. Set the program to retweet based on hastags they use.

4) Hootsuite*

With their free account you gain the ability to link 3 social networks, schedule messages for future publishing, engage with the warm targeted leads show interest in your posts, see what the audience saying about your brand engage them.

5) Tweet Deck

If twitter is your word de jour, you can easily create a custom Twitter experience by building custom timelines, tracking of lists as well as searches, activity and more. The interface is brilliantly and malleable.

CONTENT CURATION

Maintain an engaged audience with epic content.

What Does That Look Like

Content curation is the process of taking epic content others published from around the web and improving on before delivering it to your audience.

You can add more images, research, case studies, facts or quotes or an opinion to improve the content. Your goal is to find viral content and then curate it to make it more viral!

Watch this 3:05 minute video >>
<https://youtu.be/beD5UzUpWVc>



1) lifeHack

Life hack is a content curation tool that suggests content that you may like. You link up your social media accounts and it analyses which content you have shared or liked and then collates content that is relevant to your interests.

4) Buzz Sumo*

Buzzsumo is a go-to platform that most digital marketers will use for viral content. You'll discover viral content across platforms such as Google+, Facebook, and Twitter.

2) Prismatic

Prismatic is another personalised content curation tool. It finds things you like based on stated interests and your social networking activities, and learns over time what you like to read. It's also available as a iPhone app.

5) Sway.com

Sway crawls over 50,000 pieces of content everyday, and suggested content to you based on your communities preference. A simple platform that gauges retweets, favorites and responses to content through the web.

3) Scoop It*

Take 100+ social media sources and explore conversations about brands, people or companies. It's a free tool that provides descriptive social listening statistics.

6) Everpost

A user friendly content curation tool that collects, curates and delivers the freshest and highly relevant content for you to share on Twitter, Facebook and LinkedIn directly to the those platforms.

LINK ANALYSIS

Why You Should Fall in Love with Link Analysis Before You Hate It

Why It's Important

We know you've heard of artificial intelligence 'AI' in blockbuster movies where there are walking/talking life-like beings, but that's not what we're talking about here.

Currently, what IS HAPPENING is that major tech companies (Google, being on the forefront) are working on revolutionizing how we small businesses get ranked and attract traffic to our websites.

The reason Google is at the top is because in 2014 they acquired a company called Deep Mind technologies, which uses AI to perform network node analysis to identify who has the klout to disseminate information to the masses.

Your klout will be assessed based on your link network and the ability of your content to keep eyeballs on pages, and your content's virility (social shares).

So without any further ado, we present some free tools to build up your klout and network of external links to stay in the search marketing game, post 2016.

You may want to watch this 4-minute video right now to give you some motivation to start developing your link network today! And remember, Deep Mind is already being integrated into Google Image search, so the time for action is now!

Watch this 4:40 minute video >>
<https://youtu.be/EfGD2qveGdQ>



The Tools

1) Open Site Explorer

Get a summary about Page Authority, Domain Authority, linking domains, social metrics and all inbound links. The free version lets you run 3 reports per day.

2) Link Diagnosis

Add this to your Mozilla extensions and get information on anchor text, Page Authority, Domain Authority, link type and information on backlinks.

3) Ahrefs Site Explorer

Get 15 backlink check requests per day with the Free account. Backlink information includes referring domains and TLD breakdown, and of course backlink types such as text, image and no follows (for that highly desired link juice).

4) Majestic SEO

The free account is limited to general information about the site you are checking such as referring domains, external backlinks, and IP addresses.

The Benefits



Improve Page Authority

Improve SERP Rankings



Boost Pagerank

Increase Traffic

SITE CRAWLABILITY

Get your site found online by those looking for you..

What Does That Look Like

Site crawlability is important. It allows search engines to discover content and position it within search results.

What most people don't know is that there are so many variables that can affect the discovery of your content such as robot.txt files, and bloated code, and simple errors in html or java script that can kill your rankings.

THE BENEFITS



Ensure all your content is indexed
Be found for content you publish



Google Search



1) Sitemap Generator*

Use this tool to create XML sitemaps that are submitted and indexed by Google and other search engines so that your content is found and entered into SERPS quickly.

2) Screaming Frog SEO Spider Tool

This is a tool that can be downloaded to your desktop. It crawls your pages links, images, css, scripts and apps to identify areas you can fix.