B2B Marketing Stack v2.3

Michael Zuckerman
Chief Executive Officer
December, 2017

© 2017 Crush10Media, Inc. All rights reserved.

B2B Marketing Stack v2.3 - Top Choices

CRUSH 10 MEDIA™

CONTENT

GRAMMAR
-Grammarly

COMPOSITION
-Google Office
-Microsoft Office
-Adobe

SURVEYS
-Survey Monkey
-Wufoo
-SurveyAnyPlace
-Webex (at end)

TRANSCRIPT
-SpeechPad

IN-HOUSE VIDEO
-Camtasia
-others +++

ENTRY VIDEO
-Voices.com
-Firestarter.com

HIGH END VIDEO
-10Fold
-Visionarium
-many others +++

AWARENESS

SOCIAL MEDIA
-LI, Twitter, Fbook ++++++

SOCIAL TOOLS
-Hootsuite. Feedly,Hashtagify, Gain
-Buffer, Bit.Ly, Tweepi, BuzzSu

PAID MEDIA
-G Adwords
-Adroll, Fbook, LinkedIN
-Bing Ads, Yahoo
-Ad Networks (Double-Click)
-Acquisio (ad mgmt smb w/ML)
-Spyfu(tool),Ispionage(tool)

CONTENT SYNDICATION
-Outbrain,Taboola
-Zemanta (acquird)Google-native advertising
-Influence, Contently, Blog(s)
-BrightTalk

SELF SYNDICATION
-Vimeo
-Youtube

SMAAS & PAID PROMOTION
-Crush10Media, PowerPost
-BuyRealMarketing,

EVENT MGMT
-Cvent

P. RELATIONS
-Cision, HARO
-TrendKite,MuckRack,Meltwater

WEBSITE

LOCALIZATION
-Smartling (no)
-Transperfect

WEB INFRASTR
Wordpress
-Avada template
-Genesis template
-Pro template
-Plug-ins 50+

UX/LANDING
-EyeQuant

A/B TESTING
-Optimizely
-CrazyEgg
-Nello
-Covert by Yoast
-Google

SEO
-MOZ
-ScreamingFrog
-G Webmaster
-Hubspot
-Neil Patel

CHAT
-LiveAgent
-Chatbots

DATA MGMT

SALES AUTOM
-Salesforce
-20+ others

MKTG AUTOM
-Marketo
-Eloqua
-Hubspot
-SalesF Pardot
-SilverPop

BASIC EMAIL
-ConstantContact
-MailChimp

DATA ACQUISIT
-Discover.Org
-RainKing
-Hoovers & 100+

ENRICHMENT
-RingLead
-Clearbit
-Infer -Datanyze
-Alexa
-StrikeIron

ENGAGE

RETARGETING
-AdRoll
-Facebook
-Google

DATA DRIVEN
-SendRoll
-Customer.IO
-SendWithUs
-Drip
-Pinpointe
-Zapier

INTEGRATION
-Segment

NURTURING
-Pipeline
-Salesbox
-Nutshell
-Hubspot
-Marketo-Scoring
-ActOn
-SharpSpring

BRAND
-KRED
-PeerIndex
-Brandwatch
-Azuqua
(brand/social scoreing platform)

INTERACT

INTERNAL
-Slack
-Google Docs
-Jive, Trello, Asana

EXTERNAL
-Basecamp
-Google Docs

FEEDBACK
-Satismeter

LARGE GROUP PRESENTATION
-Webex

SMALL GROUP PRESENTATION
-Zoom
-Uber Conf
-Appear.in
-Go-to-Meeting
-Google Hang (10)
-Google Meet (30)
-Free Conf Call

KPI

W ANALYTICS
-Google Analytic
-HotJar
-Kissmetrics
-Attribution
-BrightEdge
-Optimizely
-MixPanel
-HEAP (reviewing)

S ANALYTICS
-InsightSquared

B ANALYTICS
-QlikTek
-Tableau

SM ANALYTICS
-Buffer,Zoho
-Hootsuite,Brand24
-Synthesio,Sysomo
-Klout, Sprout
-Brandwatch

WEBSITE RANK
-SimilarWeb
-Alexa

DASHBOARDS
-Google Sheet
-Google DataStudio
-Geckoboard
-Cyfe, Leftronic
-Plotly

© 2017 Crush10Media, Inc. All rights reserved.