FAN FAVORITES
MUST-HAVE TOOLS FOR MARKETERS

TECH GUIDE

FAN FAVORITES 2018

We asked the CMI community which tools and technologies they can't live without—and more than 700 responded. Here are the top five in each of the 34 categories. We've also made it easier to find these top tech tools in the new online ContentTECH Directory, marking them with a Fan Favorites badge.

ACCOUNT-BASED MARKETING (ABM)
- LinkedIn
- Marketo
- DEMANDBASE
- Terminus
- salesforce

ARTIFICIAL INTELLIGENCE (AI) FOR CONTENT MARKETING
- acrolinx
- CONCURED
- MarketMuse
- PathFactory
- Scoop.it!

ANALYTICS/BUSINESS INTELLIGENCE
- Microsoft Power BI
- tableau
- ORACLE BUSINESS INTELLIGENCE
- GoodData
- IBM Cognos Analytics

DIGITAL ANALYTICS
- Google Analytics
- Adobe Analytics
- KISSmetrics
- IBM
- MOZ

FREELANCE PLATFORMS
- Upwork
- fiverr
- freelancer
- skyword Moving stories. Forward
- crowdspring

DEMAND GENERATION
- HubSpot
- PathFactory
- Datanyze
- sprinklr turn it on.
- INSIDESALES.COM

CMS & WEB EXPERIENCE MANAGEMENT
- WordPress
- Acquia
- SQUARESPACE
- Adobe
- IBM

CONTENT MARKETING
- DIVVY HQ
- Contently
- Überflip
- PathFactory
- CoSchedule

INFLUENCER MARKETING
- Buzzsumo
- KLOUT
- BuzzStream
- CROWDLY
- Traackr

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
- salesforce
- HubSpot
- Zoho
- Microsoft Dynamics 365
- nimble

LIVE CHAT PLATFORMS
- zendesk
- salesforce service cloud
- Drift
- LiveChat
- INTERCOM
- freshdesk

DIGITAL ASSET MANAGEMENT (DAM)
- WIDEN
- Percolate
- Adobe
- bynder
- IBM

EMAIL MARKETING
- HubSpot
- salesforce
- Constant Contact
- Campaign Monitor
- MailChimp

ENTERPRISE CONTENT MANAGEMENT
- xerox
- DocuShare Central
- SEISMIC
- ORACLE WebCenter
- opentext
- IBM
- Lexmark Enterprise Software

"I had no idea there were so many tools. I have some research to do!"

MARKETING ANALYTICS
- Google Analytics
- LinkedIn
- DIVVY HQ
- mixpanel
- brightfunnel

MARKETING AUTOMATION
- GetResponse
- salesforce pardot
- HubSpot
- Marketo
- MailChimp

MARKETING RESOURCE MANAGEMENT
- VYA
- MarcomCentral A Ricoh Company
- bizible
- BrandMaker
- Allocadia

"The best kind of tool takes away the pain of day-to-day tasks, freeing up time for creative thought."

MOBILE MARKETING
- SendPulse
- URBAN AIRSHIP
- Kahuna
- mailup BE RELEVANT
- Textedly

NATIVE ADVERTISING
- NATIVO
- hexagram
- nudge.
- POWERLINKS
- AdMachine

ONLINE COMMUNITY MANAGEMENT
- Vanilla FORUMS
- Lithium
- HIGHER LOGIC

ONLINE REPUTATION MANAGEMENT
- Demandforce
- yext
- BIRDEYE
- Trustpilot
- reputation.com
- BrandYourself

OPTIMIZATION
- crazyegg
- hotjar
- unbounce
- Google Analytics
- fullstory

PROJECT MANAGEMENT
- DIVVY HQ
- Basecamp
- Trello
- asana
- Project

PUBLIC RELATIONS
- HARO Help a Reporter Out
- BuzzStream
- Meltwater
- Business Wire A Berkshire Hathaway Company
- CISION

SOCIAL MEDIA ANALYTICS
- salesforce social studio
- sproutsocial
- Hootsuite
- Buzzsumo
- TrackMaven

SOCIAL MEDIA MONITORING
- Hootsuite
- Buzzsumo
- sproutsocial
- Brandwatch Social Media Monitoring
- Meltwater
- CISION

SOCIAL MEDIA SUITES
- Hootsuite
- Buzzsumo
- sproutsocial
- salesforce social studio
- sprinklr turn it on.
- Zoho

SEARCH MARKETING
- Google
- MOZ
- SEMRUSH competitors research
- ahrefs
- BRIGHTEDGE

SOCIAL MEDIA MANAGEMENT
- Hootsuite
- buffer
- sproutsocial
- CoSchedule
- sprinklr turn it on.

SURVEY TOOLS/SOFTWARE
- Typeform
- qualtrics
- surveygizmo
- Google Surveys
- SurveyMonkey

TEAM COLLABORATION
- slack
- Trello
- DIVVY HQ
- Confluence
- Evernote

TRANSLATION SERVICES
- acrolinx
- Lionbridge
- welocalize
- SDL
- cloudwords

"Technology is the baseline foundation for successful marketing efforts."

VIDEO
- vimeo
- YouTube
- brightcove
- Media Encoder CC
- vidyard
- WISTIA

WEBINARS/VIRTUAL EVENTS/CONFERENCING
- skype
- citrix GoToWebinar
- zoom
- Cisco webex
- ON24
- Google Hangouts