

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.



































WebCenter







ANALYTICS/BUSINESS INTELLIGENCE















IBW. MOZ

FREELANCE PLATFORMS







DEMAND GENERATION













CONTENT MARKETING

DIVVYHQ

Contently

∠ überflip



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

INFLUENCER MARKETING





Traackr



















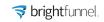


MARKETING ANAIYTICS









ONLINE COMMUNITY MANAGEMENT

Vanilla

Lithium

social studio sproutsocial

Buzzsumo

SEARCH MARKETING

Google MOZ

semrush

🐐 ahrefs

BRIGHTEDGE























MARKETING AUTOMATION









MARKETING RESOURCE



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

ONLINE REPUTATION MANAGEMENT



SOCIAL MEDIA ANALYTICS

"Technology is the baseline

foundation for successful

marketing efforts."



Hootsuite*

Track Maven

SOCIAL MEDIA MANAGEMENT

buffer sproutsocial

CoSchedule Sprinklr

Hootsuite

OPTIMIZATION



SOCIAL MEDIA MONITORING







SURVEY TOOLS/SOFTWARE



VIDEO vimeo You Tube



viduard > wistia

MOBILE MARKETING



[mailup]

Textedly





NATIVE ADVERTISING

NATIVO

PROJECT MANAGEMENT







SOCIAL MEDIA SUITES







TEAM COLLABORATION # slack



Evernote



WEBINARS/VIRTUAL EVENTS/CONFERENCING





Want to see the full results from the Fan Favorites survey? Eager for more information to help you find the right tools for your team? Visit our new ContentTECH Directory at http://cmi.media/directory.