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Some Suggested Digital Marketing Tools and Strategies for 2019

1. Ahrefs

This handy tool analyzes websites to find out:
- Its volume of sources
- The keywords it is ranking for in Google
- What backlinks are linking to it

With Ahrefs you can effectively see:
- How websites link to each other
- The traffic they're getting
- Whether they're looking from a strong or a weak website

This can help you create content plans and see what other people have written about a certain topic and the sort of backlinks they've gotten for it.

Ahrefs also sends a report of your top ranking positions and the ones that are just within reach, letting you plan for future content.

Likewise, it shows where you've been mentioned without a hyperlink, giving you the opportunity to request a link or offer some great value.

2. Content Gap

Within Ahrefs, the Content Gap function can produce a sort of Venn diagram of your competitor websites, showing where they cross over in terms of content topics. This gives an indication of topic and keyword value. If several of your competitors are writing on a topic, you might then investigate that content - what they're saying, how they're ranking, etc.

SEMrush is another, similar tool that lets you plug in competitors and see where their content overlaps.

3. Flattery-sharing

A good way to get shares and links is by interviewing a bunch of experts in your space. Approach, say, 20 or 30 pros and ask each for two or three sentences answering a question, i.e., the top five tools they use. Mention them in your post, let them know when it's published, and invite them to link to your site or share your piece on social media.

4. AnswerThePublic

AnswerThePublic is a free tool that lets you enter any topic and rewards you with a vast mind map of phrases and questions based on that subject. If you're at a loss for ideas or suffer the occasional writer's block, this could well become a favorite

resource of yours.

5. Cartoonify it

This is a strategy that worked two or three years ago, and is still effective today. If you're running an ad, turn it into a cartoon. Change nothing else - keep the copy and the target audience the same. Find an artist, even on Fiverr or Upwork, to make over your visuals. People are more likely to engage with it because it's different from what they're used to seeing, preventing "banner blindness".

6. Push Notifications

When users visit your website, a message will pop up in their browser, asking permission to send them push, or desktop, notifications. Hitting "allow" adds them to a list, and instead of emails they'll receive small notifications in their screen corner of your latest product or offer. Some push notification providers you might consider are PushEngage, Aimtell or PushCrew.

7. Pixel hijacking

Facebook has a Facebook pixel that can be added to any website. When about to run a campaign, what you can do is approach website owners in the same niche, and ask them if they would allow you, for a fee, to place a Facebook code on their site alongside their existing code and build an audience on Facebook. This will allow you to market to an audience that you already know is interested in your type of offer.

8. Facebook video retargeting

When you make a Facebook video, i.e. an explainer or testimonial vid, you can then embed it on your website, on your testimonial or home page, wherever. You can then set things up so that people who watch those videos, or a percentage of the videos, get "pixeled". This will let you retarget them in their news feed based on the video or how much of the video they watched.

To learn more about Facebook advertising, check out this training.

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Hear more about digital marketing from Stephen Esketzis at SuperFastBusiness Live 2019