

#83<sup>rd</sup> Marketing Club 22<sup>nd</sup> Cairo

# Online Marketing Tools

Tuesday 21-3-2023

8 PM EGY 9 PM KSA 10 PM UAE

FOUNDER & HOST

Dr. Mahmoud Bahgat



INSTRUCTOR

Mr. Taher Abdel-Hameed

Digital Marketing  
& Senior Research Analyst



# Essential Marketing Tools

For Online Business

*Small & Medium Businesses*

Taher Abdel-Hameed

Author - Marketing Consultant

Sr. Research Analyst

[TaherAbdelHameed.com](http://TaherAbdelHameed.com)



# Who Am I?

- Author of 3 Books in Marketing.
- Experience 12+ years in Marketing across MEA.
- Certified in Marketing Management from AMA in USA.
- Working at IDC.com  
*(all my views today are my own and not related or endorsed by my employer)*
- Marketing Consultant for Small & Medium Businesses





# Assumptions in my Presentation!

- Most of us here in **Small & Medium** Businesses!
- Need **Practical** Advice not to Show off!
- **Strategic** Guidance more than step-by-step tutorial!
- **Fast-Paced** Presentation!
- By the end of today we have to take some **Baby Steps!**



# هديتك!

خصم كبير (حقيقي) على كورس

## Marketing Toolbox

وشامل معه كتابي "أدواتك التسويقية"

بالكوبون ده

mkt-club

ستحصل على خصم ٦٠% فوراً

لفترة محدودة

اعرف تفاصيل الكورس  
واستفاد بالخصم الكبير

Offer Link

<https://bit.ly/mkt-club-offer-60>

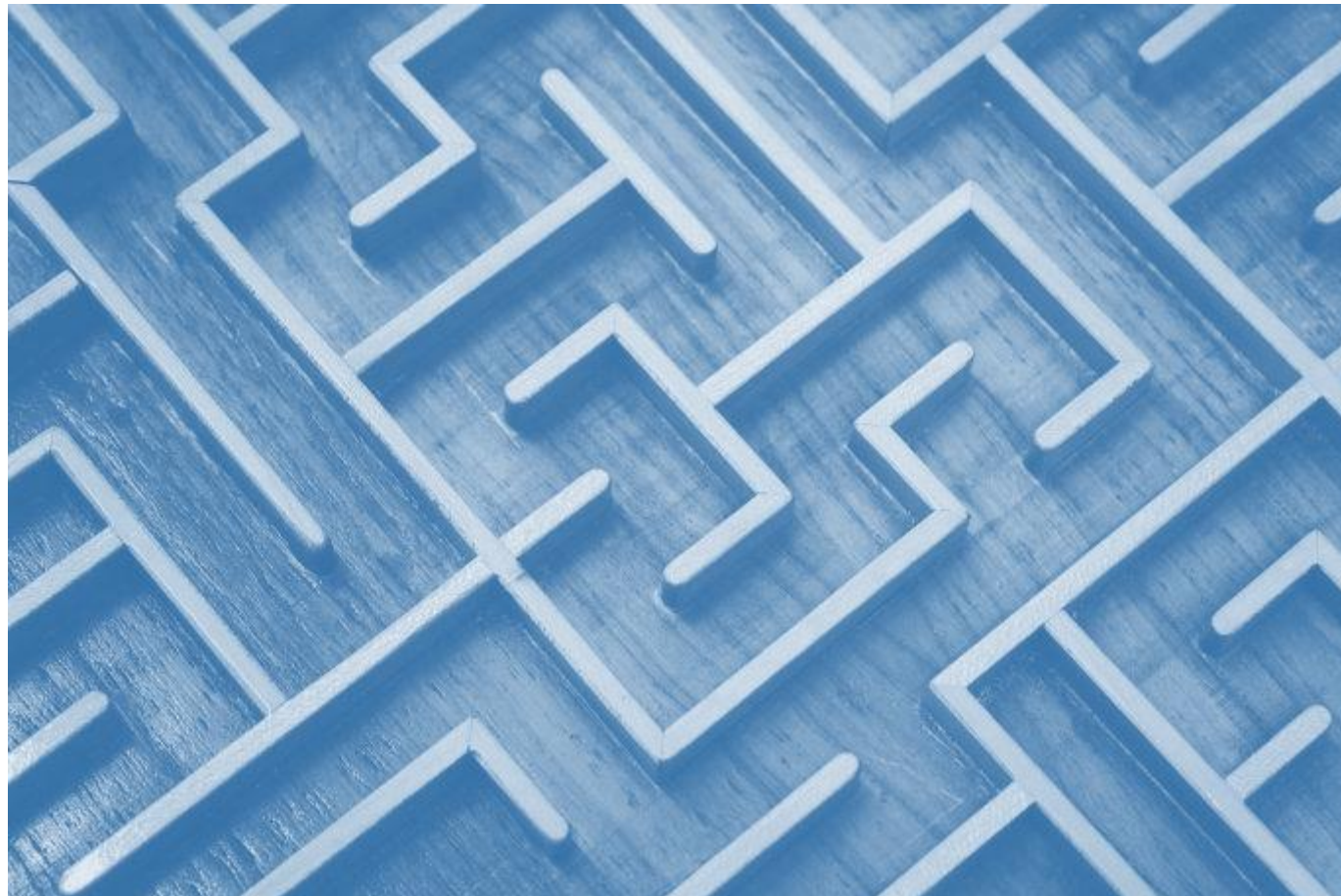


# Introduction





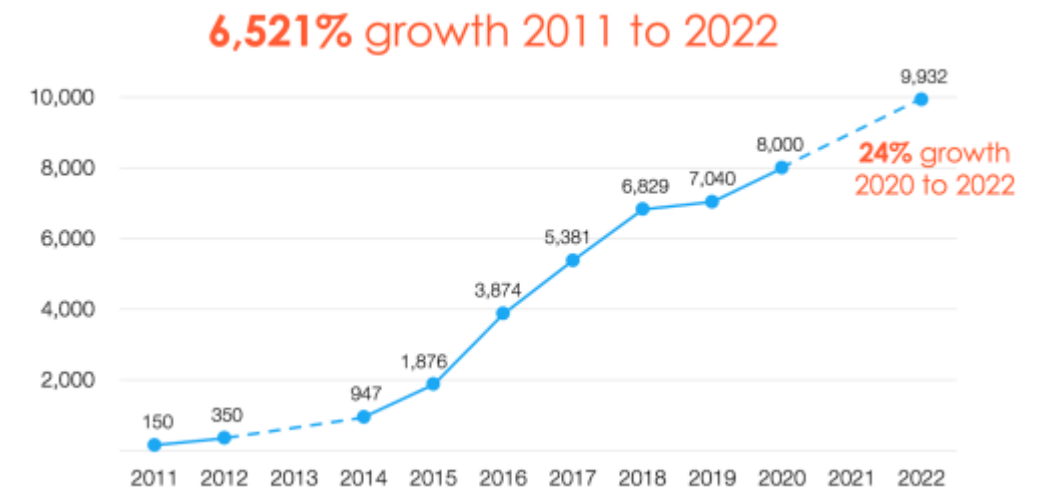
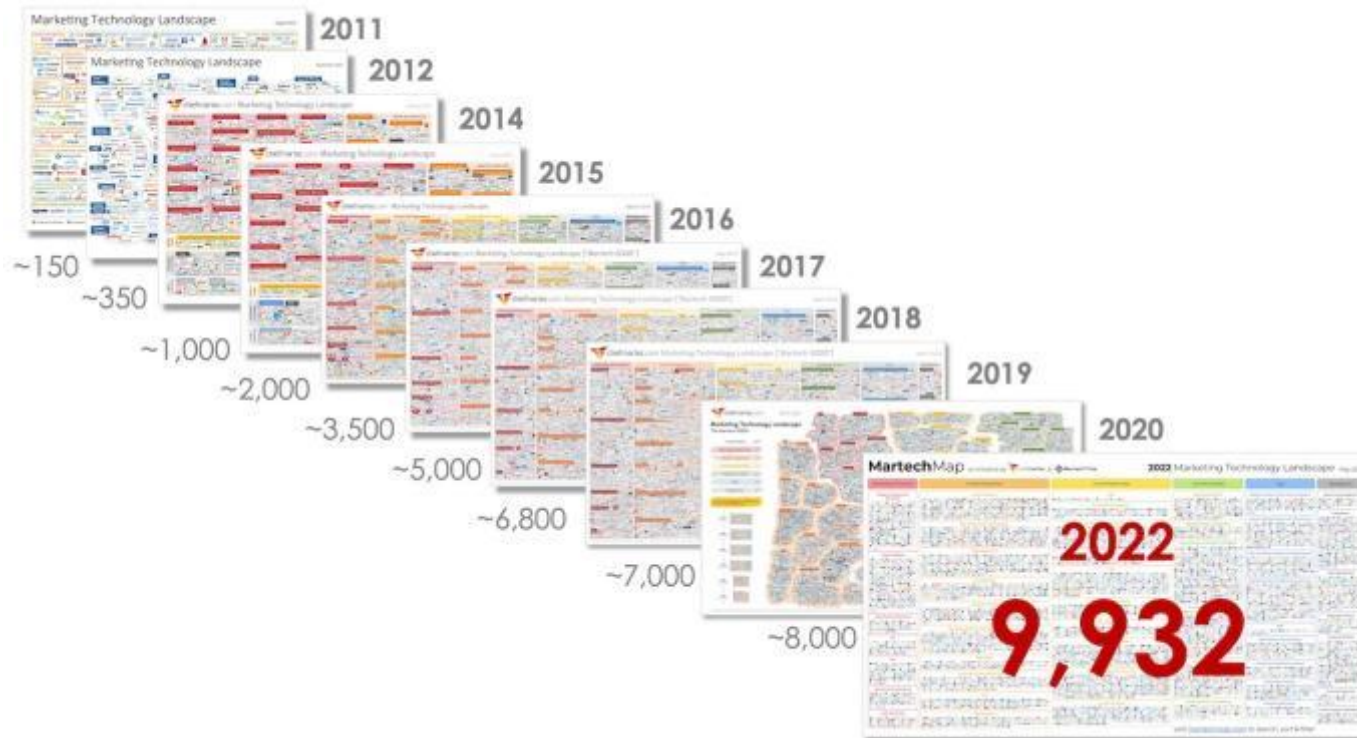
# Marketing Tools?



## Introduction

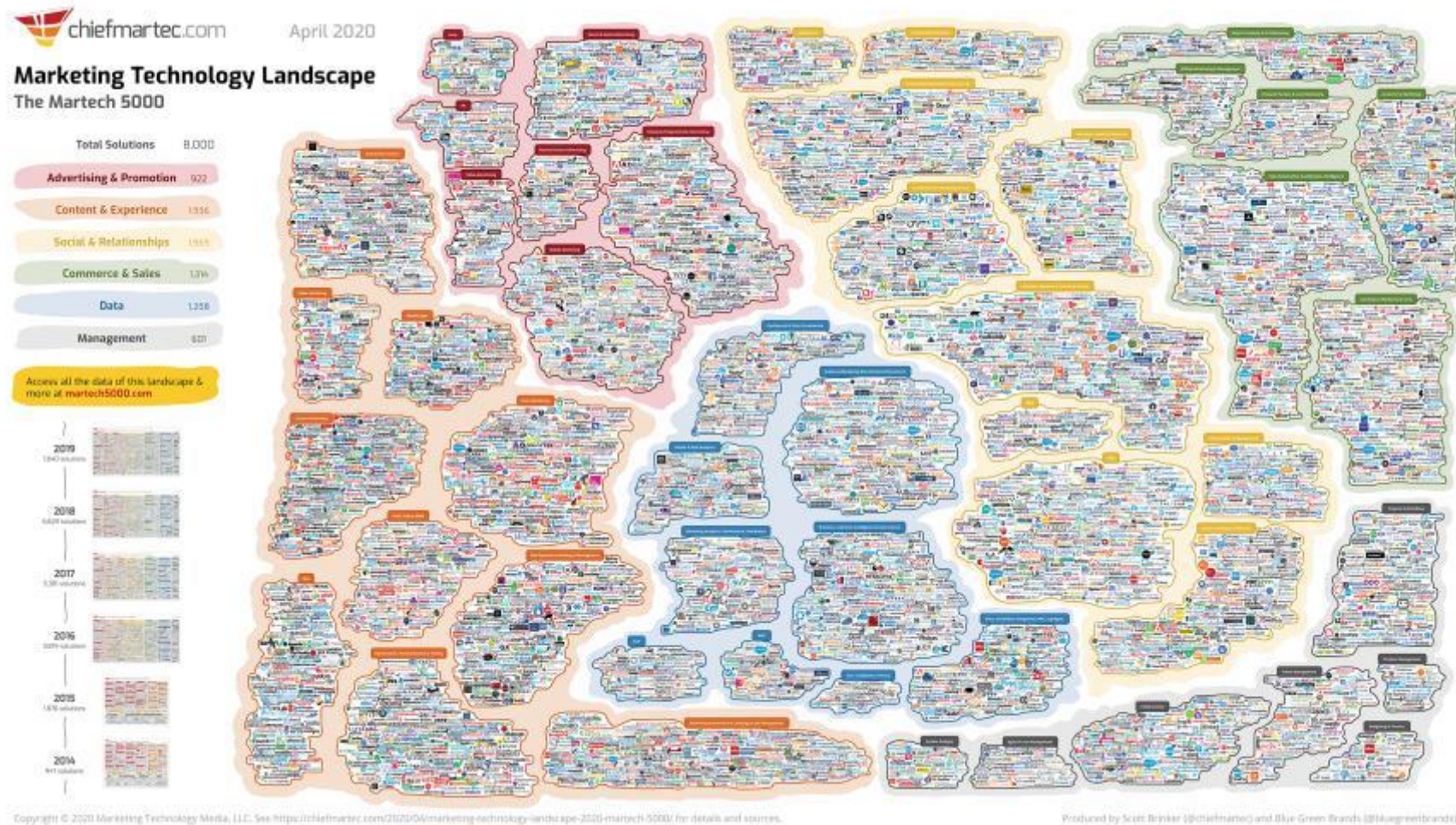


# MarTech= Marketing Technology



## Introduction

# MarTech Landscape!



Source:


[martech5000.com](https://martech5000.com)

Copyright © 2020 Marketing Technology Media, LLC. See <https://chiefmartec.com/2020/04/marketing-technology-landscape-2020-martech-5000/> for details and sources.

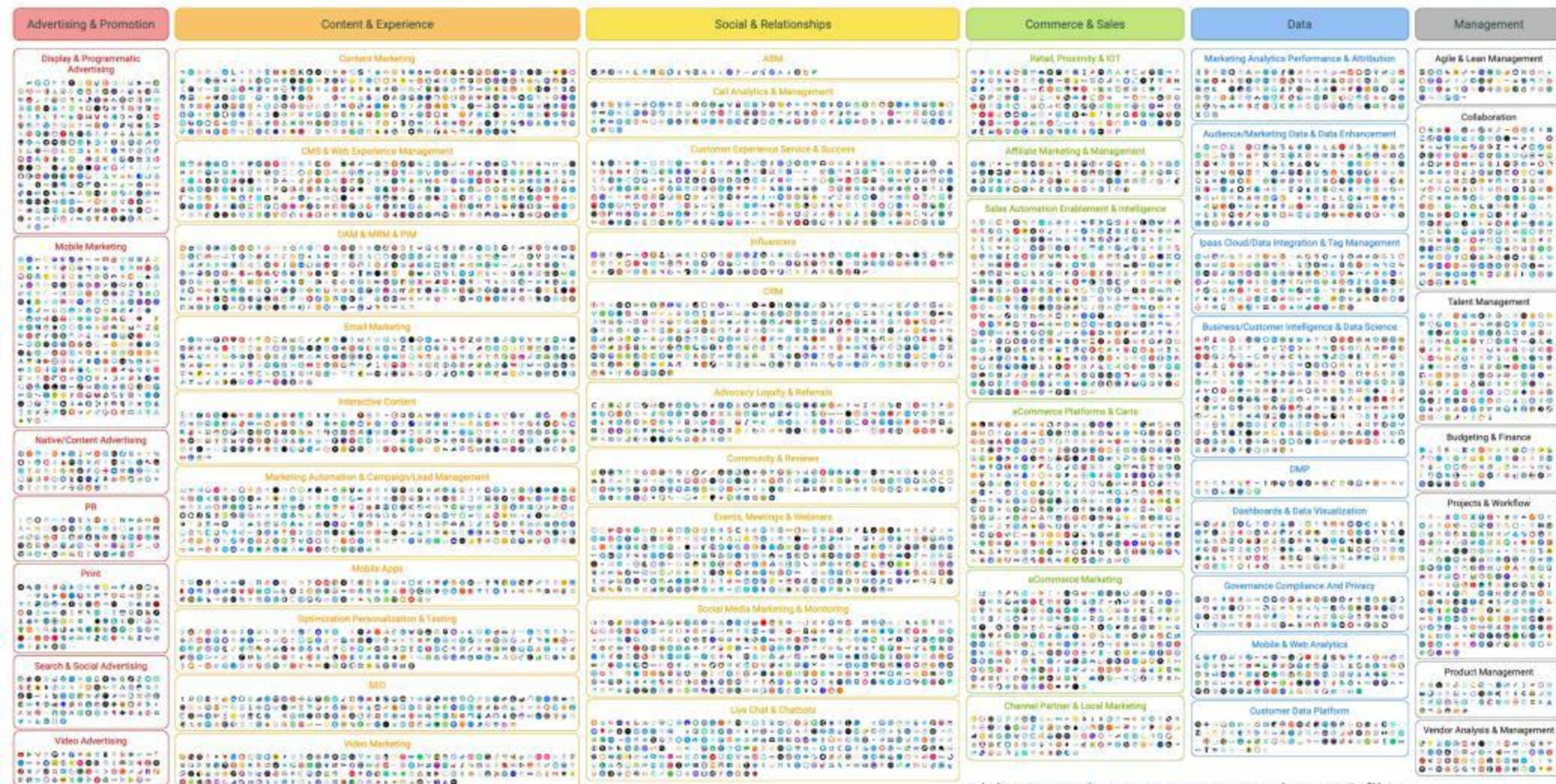
Produced by Scott Brinker (@chiefmartec) and Blake Green Brands (@blakegreenbrands)



# Introduction

**MartechMap** an initiative by  chiefmartec &  MartechTribes

**2022 Marketing Technology Landscape** May 2022



visit [martechmap.com](https://martechmap.com) to search, sort & filter



# ...Better Approach to Understand Marketing Tools

Main Categories For SMBs



*Where are Trending AI Tools?!*





# Communicate



- أدوات عمل نماذج إدخال البيانات

Forms Tools

- أدوات عمل الاستبيانات

Survey and Getting Feedback  
Tools

- أدوات إدارة "السوشيال ميديا"

Social Media Management Tools

- أدوات التسويق بالإيميل

Email Marketing Tools

- أدوات إدارة العلاقات مع العملاء

Customer Relationship  
Management (CRM) Tools

- أدوات جذب وتوليد العملاء المحتملين

Lead Generation Tools





# Communicate

- أدوات عمل نماذج إدخال البيانات  
Forms Tools
- أدوات عمل الاستبيانات  
Survey and Getting Feedback  
Tools
- أدوات إدارة "السوشيال ميديا"  
Social Media Management Tools

- أدوات التسويق بالإيميل  
**Email Marketing Tools**
- أدوات إدارة العلاقات مع العملاء  
Customer Relationship  
Management (CRM) Tools
- أدوات جذب وتوليد العملاء المحتملين  
**Lead Generation Tools**



# Introduction

## Sell



- أدوات التجارة الإلكترونية  
Ecommerce Platforms / Tools
- أدوات الدفع أونلاين  
Payment Gateways Tools
- أدوات تحسين نسب التحويل والبيع  
Conversion Rate Optimization  
(CRO) Tools

- أدوات بناء صفحات الهبوط والبيع  
Landing Page / Sales Page Tools
- أدوات بناء المواقع  
Website Builder/Platforms Tools
- أدوات صناعة القمع البيعي  
Sales Funnels Tools



# Introduction

## Sell



- أدوات التجارة الإلكترونية  
**Ecommerce Platforms / Tools**
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Sales Funnels Tools





# Helpful Tools



- أدوات معرفة اتجاهات السوق  
Market Trends Tools
- أدوات تساعد في تحليل المنافسين  
Competition Analysis Tools
- أدوات تساعد في تحسين الإنتاجية  
Productivity Tools
- أدوات التحليل وتتبع رحلة العميل  
Analytics and Tracking Tools
- أدوات التكامل والأعمال الأتوماتيكية  
Integration and Automation Tools
- الأدوات المتكاملة في منصة واحدة  
All-in-One Solutions



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All-in-One Solutions



# So, Today's ~~Agenda~~ Actions (Baby Steps) 😊

## Communicate

- Email Marketing
- Lead Gen

## Sell

- Landing/Sales Page
- E-Commerce

## Helpful

- Tracking Customer Behaviors
- Passwords Managers





# So, Today's ~~Agenda~~ Actions (Baby Steps) 😊

Communicate

- **Email Marketing**
- Lead Gen

Sell

- **Landing/Sales Page**
- E-Commerce

Helpful

- **Tracking Customer Behaviors**
- **Passwords Managers**





# In Each Tool

Concept

Types / Sub-Categories

Terminologies: Speak Their Languages

Main Options

Recommended Tools?

Other Tools?

Use Cases / Examples



# How to Choose The Best Suitable Tool





# At First, Let's Agree?

- There is Nothing Called  
“The Best” Software or Tool in the World.
- It Depends on your Needs!
- What's Great for you Today,  
May not be Suitable to you Tomorrow!





# Tips on How to Choose?

- Easy to Use?
- Affordable to You to Start With?
- Affordable Mid-Price Plan? High Plan?
- How about Their Content Marketing / Support?





# Tips on How to Choose? Cont.

- Hidden Costs?
- My Data? Import and Export?
- Stop Subscription?
- Better to Choose Tool has Freemium Plan



## How to Choose



# What to Look for When Selecting a Tool?



Your **Must-Have**  
Options?  
Now and in the Future?



Your **Nice-to-Have**  
Options?  
Now and in the Future?



Your **Budget?**  
Now and in the Future?





# Tools Trends



**SaaS**  
(Software as  
Service)



Data  
on **Cloud**



**API**  
Integration with  
Other Tools



Consumer  
**Privacy**  
Concerns &  
Challenges



**Empowerin**  
**g** Customers  
on Their Data





# Types of Tools *From Hosting Perspective*

## Hosted (Standalone)

- No Manual Setup
- SaaS
- Limited Control
- Usually, Less Features
- Not Easy to Migrate
- Stopped Payment: Nothing Active!
- Usually, Easy to Use
- Updates Auto
- Secured by Provider

## Self-Hosted

- Setup by Yourself
- SaaS or Others
- Unlimited Control on Everything!
- Usually, More Features
- Freedom to Migrate
- Stopped Payment: May Still Active!
- Usually, Complex to Use
- Usually, Updates by Yourself
- Security Depends on You





# Watch OUT!

**Shiny** Object  
Syndrome

Love Tools vs  
**USING** Them!

Wasting Time  
Researching  
the **Minors**!



# Email Marketing Tools





# Concept

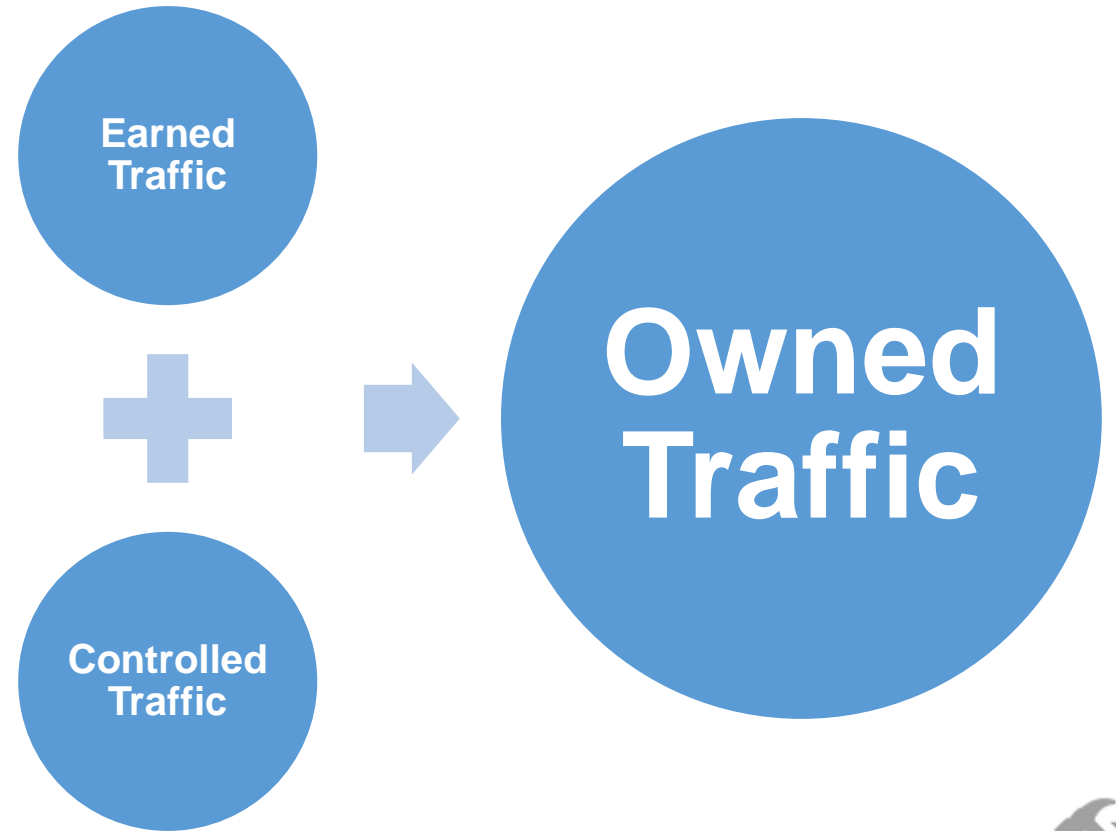
- Manage Your Email List Contacts / Subscribers
- Send Personalized Emails to Many People
- Tracking and Reports





# Why Email Marketing?

- Important **Asset** to Own!
- Type of Traffic Online/Offline
- Hint: **Owned** Traffic!





# Why Email Marketing? Cont.

- Because Most People don't buy from 1st time!
- Dead! Not Yet!
  - You need an Email to sign up to Social Media!
- Highest ROI



**Email Marketing Drives \$38 for Every \$1 Invested.**

(According to Litmus)





## Main Types?

Criteria	Standalone/Hosted Email Marketing Example: MailerLite / MailChimp	Self-Hosted Email Marketing Example: Sendy App + SES
Easy to Use/set up	Yes	No
Cost	Cheap to start Expensive when growing your list	Usually Expensive to Start with ( <i>up front costs</i> ). The Cheapest when growing your list
Maintenance/ Updates /Security	Up to date / Don't worry about anything!	It's your responsibility to make sure everything is working/updated
Data Storage	On Cloud of the provider	On your Server
Deliverability	High	Depends on your settings
Recommended for?	All Marketers / Businesses	If you have Strong Technical Background or team to support. Having Huge List (over 20K)





# Email Tools Subcategories

**Standalone** Email Marketing Tools

**Self-Hosted** Email Marketing Tools

**Transactional** Email Marketing Tools

**Cold** Email Marketing Tools

**Helpful** Tools Around Email Marketing



# Standalone /Hosted Email Marketing Tools



# Scope of Email Marketing Tools



Sending Emails /  
Newsletter



Landing Pages



Websites Builder



SMS



E-Commerce  
Features



CRM



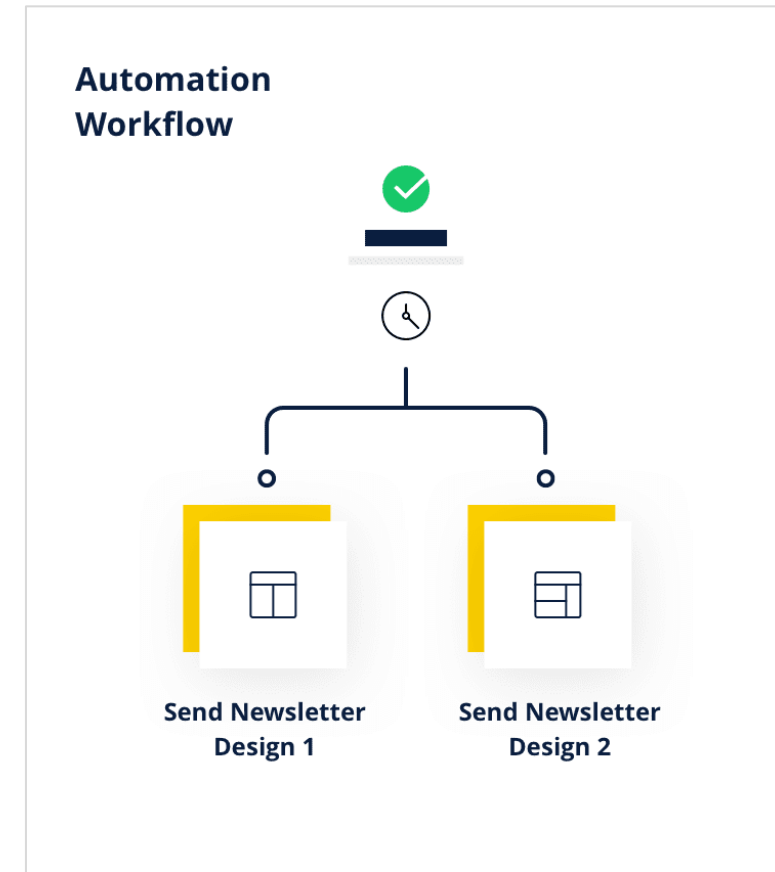
Transactional  
Emails





## Main Options

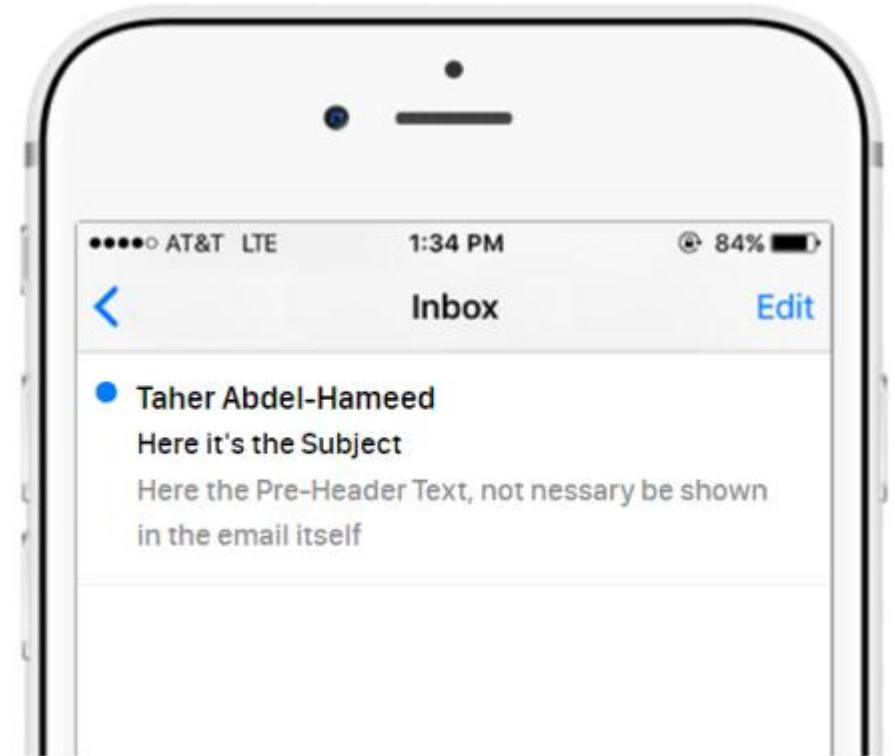
- Schedule Emails/ Promotions
- Email Series/ Drip Emails  
/ Auto Responder/ Automation
- List Management
- Segmentation: Lists, Groups, or Tags
- A/B Testing
- Reports





# Speak Their Language!

- Subscribe/Opt-in
- Unsubscribe/Opt-out
- Open Rate: Understand the Pixel!
- Tracking Clicks
- Pre-Header Text (Preview text)
- Trigger / Condition
- Template
- Contact Variables





## Pricing Models

- **By Subscribers/Contacts**
  - Active – Unique
  - Inactive – Unsubscribed!
- **Emails Volume**
  - Regardless Contacts Number
- Mix of Both
- Pay as You Go / Email Credit

mailer lite

How many subscribers do you have?

1,000

MONTHLY ANNUALLY

Monthly cost

Subscribers	Emails / month	Monthly cost
0 - 1,000	12,000	\$25/month
0 - 1,000	Unlimited	\$25/month

**Lite**  
Perfect for new marketers

**\$25/month**

Monthly email volume:

10K 100K+

10,000 Emails





# Pricing Models – How to Choose!

- **By Subscribers/Contacts?**
  - Send Regular emails to Specific List
- **Emails Volume?**
  - Send Irregular Emails to Larger Lists
  - Send to Many New Leads
- **Pay as You Go / Email Credit?**
  - Lite Use During the Year

mailer **lite**

How many subscribers do you have?

10,000

MONTHLY ANNUALLY USD EUR

Monthly cost \$50

Subscribers	Emails / month	Monthly cost
1,001 - 2,500	Unlimited	\$ 15
2,501 - 5,000	Unlimited	\$ 30
5,001 - 10,000	Unlimited	\$ 50

**Lite**

Perfect for new marketers

**\$25/month**

Monthly email volume:

10K 100K+

10,000 Emails

~ \$25-\$37

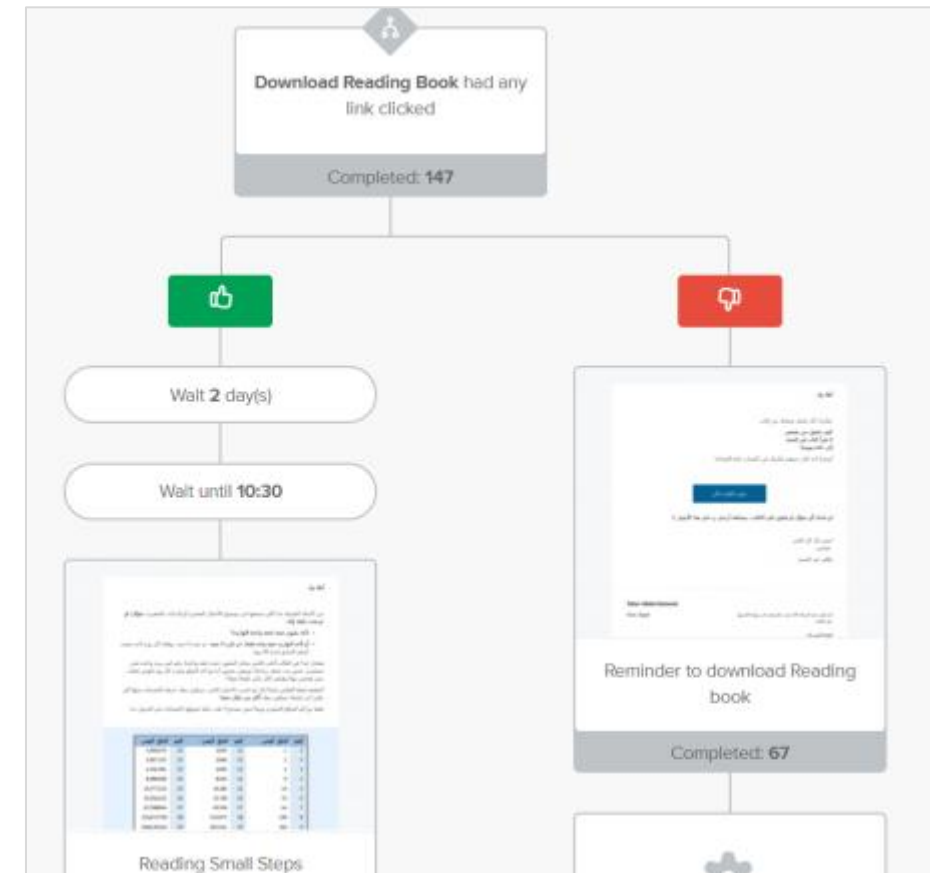




# Recommended Tools for SMEs

- **MailerLite**:

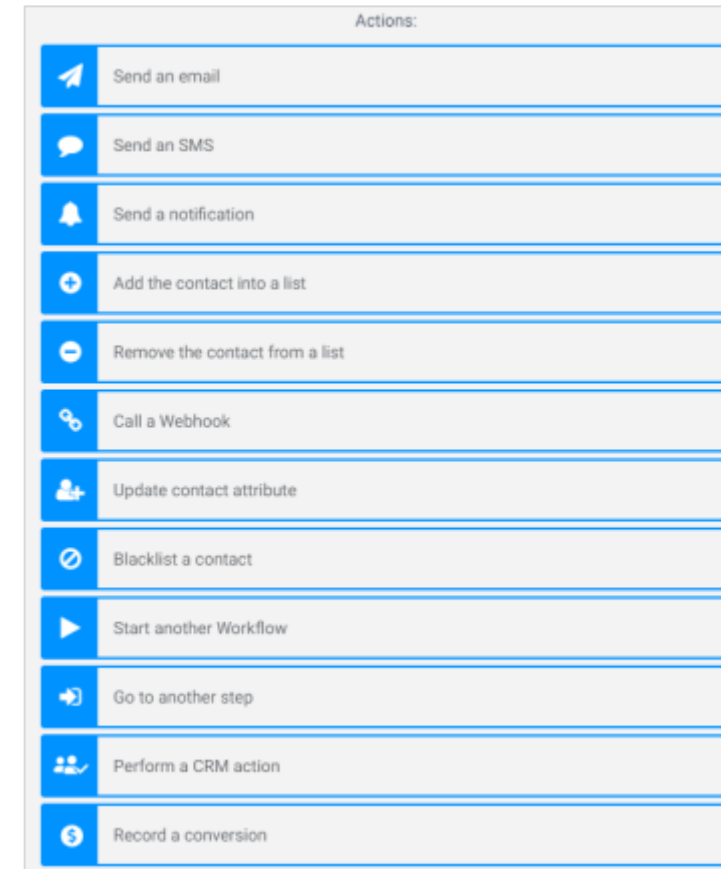
- Very Easy to Use.
- Suitable for Most of us, Beginners and Advanced!
- Free up to 1000 Sub with automation
- Affordable Prices
- If you stop your paid plan, your automations will still work
- Built-in Surveys
- Good with Arabic Content





# Recommended Tools for SMEs

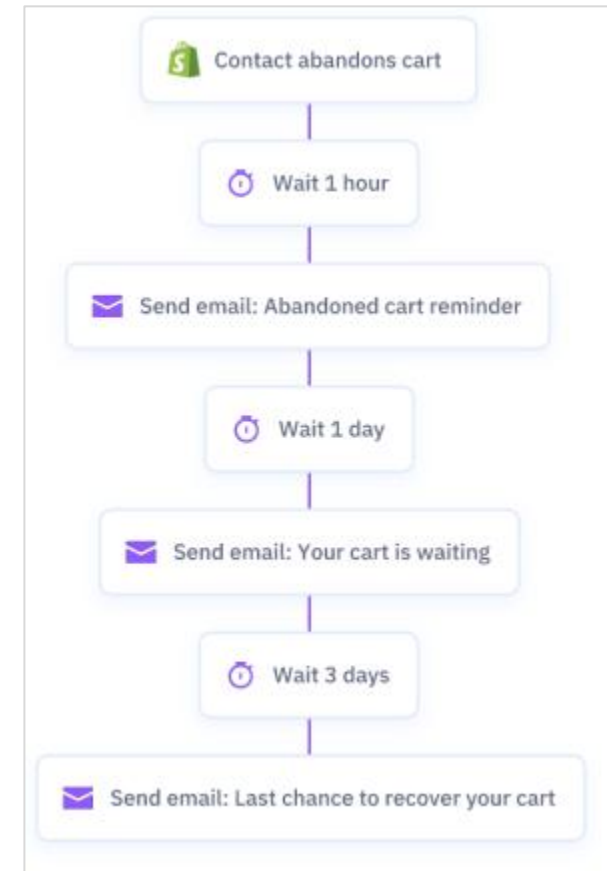
- **SendinBlue:**
  - Affordable for Large Lists
  - Price By Sent Emails not # of Contacts.
  - Free to 300 Email/day ~ 9,000/Month
  - Great Options for E-Commerce
  - More Advanced Options
  - Great Tools Collection in one Place: SMS, CRM, Transactional.





# Recommended Tools for SMEs

- **ActiveCampaign:**
  - The King of Automations
  - Strong in A/B Testing
  - Including SMS, Powerful CRM
  - For Advanced Needs and Higher Budgets.





# Other Tools ....

- [MailChimp](#): Famous BUT Very Expensive after the Free Plan!
- [MailJet](#): Very Affordable BUT NOT Integrated Easy!
- [MooSend](#): Interesting Pay as You Go Option!
- [GetResponse](#): Popular Option.

MailerLite

- [Drip](#): Very Strong Option for Ecommerce

SendinBlue

- [Ontraport](#): Popular for Advanced Needs

ActiveCampaign





# Use Cases / Scenarios

- Send Regular Newsletter/Updates/Promotion
- Send Lead Magnet/ Opt-in
- Automated Email Series Triggered by an Action
- Cart Abandonment Emails



Action To Take

# Email Marketing Tools

1. Hosted Solution 😊
2. Which Pricing Model Suitable for you?
3. Pick a Tool and Try 😊



# So, Today's ~~Agenda~~ Actions (Baby Steps) 😊

Communicate

- **Email Marketing**
- Lead Gen

Sell

- **Landing/Sales Page**
- E-Commerce

Helpful

- **Tracking Customer Behaviors**
- **Passwords Managers**



# Lead Generation Tools





# Concept

- Enable you to Capture Emails/Leads
- Why?

**50-80%**

Of New Visitors  
Leave & Never Return...





# Main Options

- Templates of Opt-in Page/Form
- Different types of Lead Gen
- When to Show the Form or Pop-up:
  - Exist Intent
  - Scroll to % of page
  - Specific Posts/Pages/Category/Tags
  - Conditional Factors
- Leads Reports



# Popular Types



Slide-In



PopUp Lightbox



Opt-In Widget



"Sticky" Ribbon



Scroll Mat



Screen Filler Overlay





# Recommended Solutions for SMEs

- WordPress Plugins?
  - [Thrive Leads](#) (The Best and Affordable)
  - [OptinMonster](#)
  - Simple Needs? Email Marketing built-in forms
- Hosted Website Solution?
  - Most of them have Basic Lead Gen





# Other Lead Gen Solutions...

- [Sumo.com](https://sumo.com)
- [Bloom from Divi](#)
- [Ninja Popups](#)
- [HelloBar.com](https://hellobar.com)
- [Picreel.com](https://picreel.com)





# Use Cases / Scenarios

- Increase Email List
- Offers – Promotions – Discounts
- Guide Visitors to a Specific Action



Action To Take

## Lead Gen Tools

1. Hosted (free inside Email marketing tool) or Self-Hosted Tool?
2. Pick a Tool and Try 😊
3. What to Offer for Subscribers?  
Promotion on a specific page?

# Landing Page Sales Page Tools





# Concept

- Help you Build Conversion Focused Pages
  - Without Distractions
  - Focus on One Call-to-Action
- 
- Build with Drag and Drop!





# Main Options

- Edit on Front-End! WYSIWYG
- Responsive Design
- Above the Fold / Hero Section
- Opt-in Fields
- Call To Actions
- Sections/Blocks
- Elements
- Integration with Email Marketing Tools
- Tracking Options/Codes





# Recommended Solutions for SMEs

- **The Best WordPress Plugins : (Self-Hosted)**
  - [Thrive Architect](#)
  - [Beaver Page Builder](#) ([Free Version here](#))
- **Others WordPress Plugins**
  - [Divi](#)
  - [WPBakery](#) (was Visual Composer)
  - [Elementor](#) ([Free Version here](#))
  - [OptimizePress](#)





# Recommended Solutions for SMEs

- **Hosted Solutions:**

- Most of Email Marketing Platforms Including Landing Page....

- [Landingi](#)
- [Instapage](#)
- [Unbounce](#)
- [LeadPages](#)





# Use Cases / Scenarios

- Opt-in to Get Lead Magnet (Free/Cheap Product)
- Sales Pages



Action To Take

# Landing Page Tools

1. Hosted vs Self-Hosted Tool?
2. Pick a Tool and Try 😊

# Ecommerce Platforms / Tools

## Quick Guide





## Concept

- Show Products/Service
- Enable Customers to Buy Directly
- Handle Some Operations





# Ecommerce Main Components

- **Ecommerce Platform**
  - Shopping Cart
  - Checkout Tool
  - Manage Products, Prices, Orders ...etc.
- **Payment Gateway / Payment Processing**
  - Process Credit Cards and Other Payments Options
- **Delivery**
  - Access to Digital Products
  - Shipping for Physical Products





# Types + Examples: Global Players

### Hosting?

## Hosted Solution

- [Shopify](#)
- [BigCommerce](#)

## Self-Hosted Solution

- [WooCommerce](#)
- [Magento](#)

### Scope?

## Simple Ecommerce Store

- For Few Products / Digital Products
- Usually, Hosted Solutions
- Embedded Purchase Buttons Anywhere
- [ThriveCart](#) - [SendOwl](#) - [Gumroad](#)

## Full Ecommerce Store

- For Many Products / Physical Products
- Can be Hosted/Self-Hosted Solutions
- Above Options: Shopify – WooCommerce





# Types + Examples: Arab Players

### Hosting?

## Hosted Solution

- [ExpandCart](#)
- [Zammit](#)
- [Zid](#)

## Self-Hosted Solution

- N/A (I don't know)

### Scope?

## Simple Ecommerce Store

- For Few Products / Digital Products
- Usually, Hosted Solutions
- May Embedded Purchase Buttons Anywhere
- **Most of Local Payment Players**
- [Fawaterk](#) - [EasyKash](#) - [Paymob](#)

## Full Ecommerce Store

- For Many Products / Physical Products
- Can be Hosted/Self-Hosted Solutions
- ExpandCart - Zammit - Zid





# Recommended Options

## Hosted Full Ecommerce Store

- **Shopify**
- **ExpandCart**

## Self-Hosted Full Ecommerce Store

- **WooCommerce**
- **Why?**

## Simple Ecommerce Store

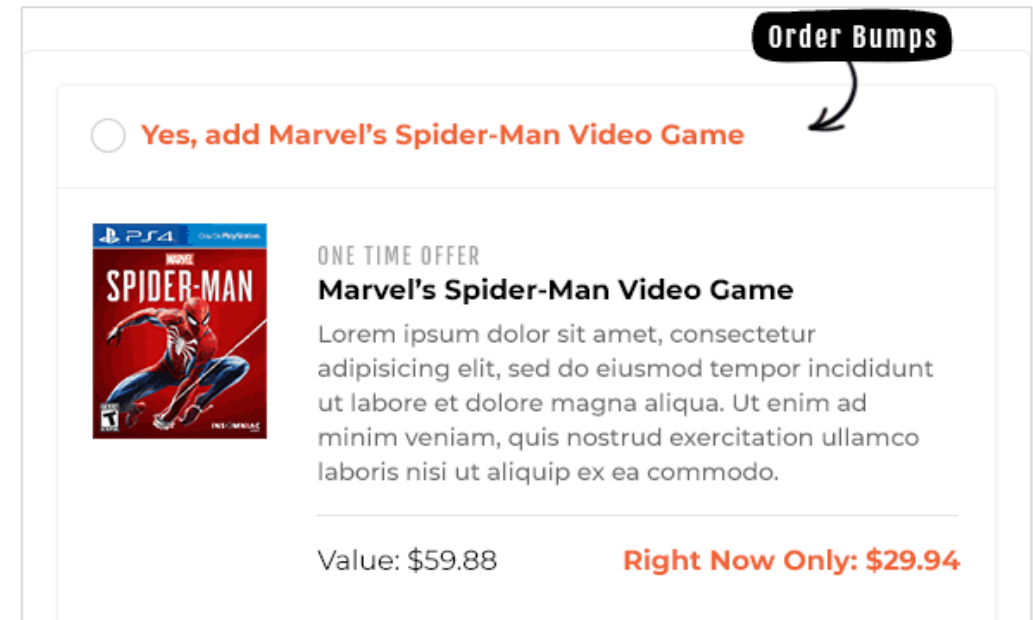
- **SendOwl**
- **Fawaterk**





# Speak Their Language!

- Shopping Cart
- Checkout
- Order Bump
- One-Click Upsell
- Cart Abandonment
- Thank You Page
- Average Order Value (Basket)





# Helpful Tools for WooCommerce

- [Checkout Field Editor](#)
- [CartFlows](#)
- [WooCommerce Cart Abandonment Recovery](#)
- [WooFunnels](#)

The screenshot displays a checkout interface for a PlayStation 4 Slim console priced at \$299.99. A black callout box labeled 'Frictionless Checkout' with an arrow points to the payment section. The payment section includes logos for VISA, PayPal, MasterCard, and Skrill. Below these, the cardholder's name is 'John Doe'. The card number is masked as '.... 1234'. The expiration date is '06/2019' and the CVC/CVV2 is masked as '...'. A large orange 'PAY NOW' button is at the bottom.



# Analytics and Tracking Tools





# Analytics Tools Sub-Categories



Tracking Traffic



Recording  
Sessions  
Heatmaps



UTM



Link Management  
Shorten Links



# Tracking Traffic

- [JetPack](#) (WordPress)
- [Google Analytics](#)
- [Google Tag Manager](#)
- [Yendex Metrica](#)
- Facebook Pixel / Conversion API
- Other Social Media Pixels
- [Clicky.com](#)
- [Heap.io](#)
- **Privacy Focused**
  - [SimpleAnalytics.com](#)
  - [Fathom.com](#)



# More Analytics = More Vanity Metrics?!

The danger with any analytics tool is that we get lost in vanity metrics.

Everybody likes to see that there's more traffic this week than last week or that the bounce rate is lower this month than last month.

But on its own, this kind of data is useless.

**In fact, any Kind of Data is Useless,  
Until You Make a Change Based on it.**

Shane Melaugh



# Behavior Analytics Recording Sessions / Heatmaps



# Recording Sessions / Heatmaps

- Concept
  - Track visitor behavior online
  - Record their browsing experience in like a video
  - Track their scrolling
- How?
  - Tracking Code, you paste into your website





# Behavior Analytics Recording Sessions / Heatmaps

- [Hotjar](#)
- [Microsoft Clarity](#)
- [Yendex Metrica](#)
- [Stack Analytix](#) (Egyptian Tool)
- [MouseFlow](#)
- [VWO Insights](#)
- [Mixpanel](#)

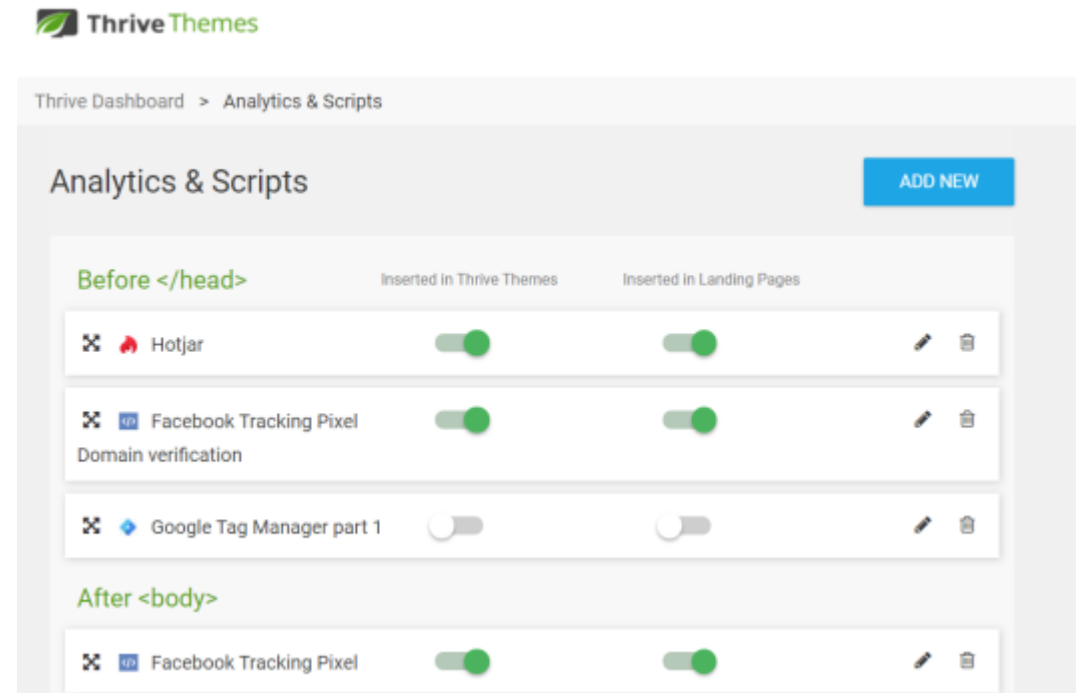


## Behavior Analytics



# WordPress Plugins to Put External Codes of Other Tools

- [Insert Headers and Footers by WPBeginner](#)
- [Analytics & Scripts Option in Thrive Themes](#)
- [PixelYourSite \(Free Version Here\)](#)
- [Facebook Pixel Helper](#)



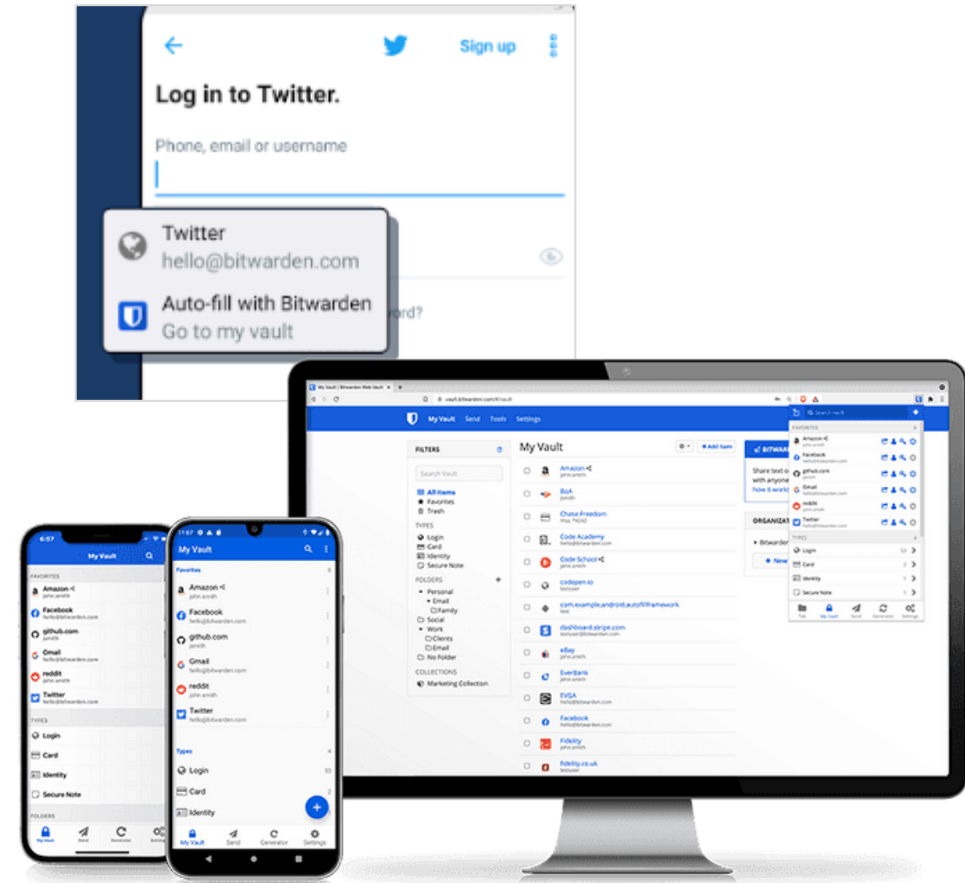
# Productivity Tools



# Password Managers Tools



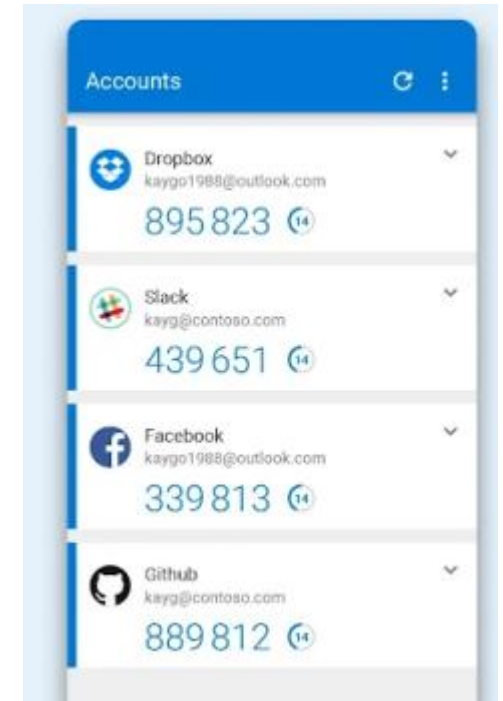
- **Concept:** Create/Managing Passwords!
- **Recommended Tool:**
  - [Bitwarden.com](https://bitwarden.com)
    - The Best Free App
    - Open-Source
- **Others:**
  - [LastPass.com](https://lastpass.com)
  - [1Password.com](https://1password.com)
- [Why use a password manager?](#)





# 2 Factor Authentication Management

- Concept:
  - Verify you are the account owner!
  - Instead of SMS/Calls, just pop-up or Code
- Recommended Tools
  - [Microsoft Authenticator](#)
- Others
  - [Google Authenticator](#)
  - [Authy 2-Factor Authentication](#)



**Find More  
Tools / Alternatives?**





# Websites to Explore More Tools, Find Alternatives

- User Reviewing Websites
  - [G2.com](https://www.g2.com)
  - [Capterra.com](https://www.capterra.com)
  - [Softwareadvice.com](https://www.softwareadvice.com)
  - [Trustpilot.com](https://www.trustpilot.com)
  - [Datanyze.com/market-share](https://www.datanyze.com/market-share)  
(Don't Trust %, just explore tools)
- Google by:
  - Alternative to .....
  - Compare ..... Vs. ....





## Explore More MarTech Tools:

- <https://martechmap.com/>
- <https://chiefmartec.com/>
- <https://martech5000.com/>



# Summary





### In Brief...

- Tools are Great BUT  
not Replacement to Marketing Strategy/System!
- Don't Waste Too Much Time!
- **Take Action AND Adjust!**





**“The Best Time  
to Plant a Tree  
was 20 Years Ago.  
The Second-Best Time  
is Now.”**

Chinese Proverb

# هديتك!

خصم كبير (حقيقي) على كورس

## Marketing Toolbox

وشامل معه كتابي "أدواتك التسويقية"

بالكوبون ده

mkt-club

ستحصل على خصم ٦٠% فوراً

لفترة محدودة

اعرف تفاصيل الكورس  
واستفاد بالخصم الكبير

Offer Link

<https://bit.ly/mkt-club-offer-60>

