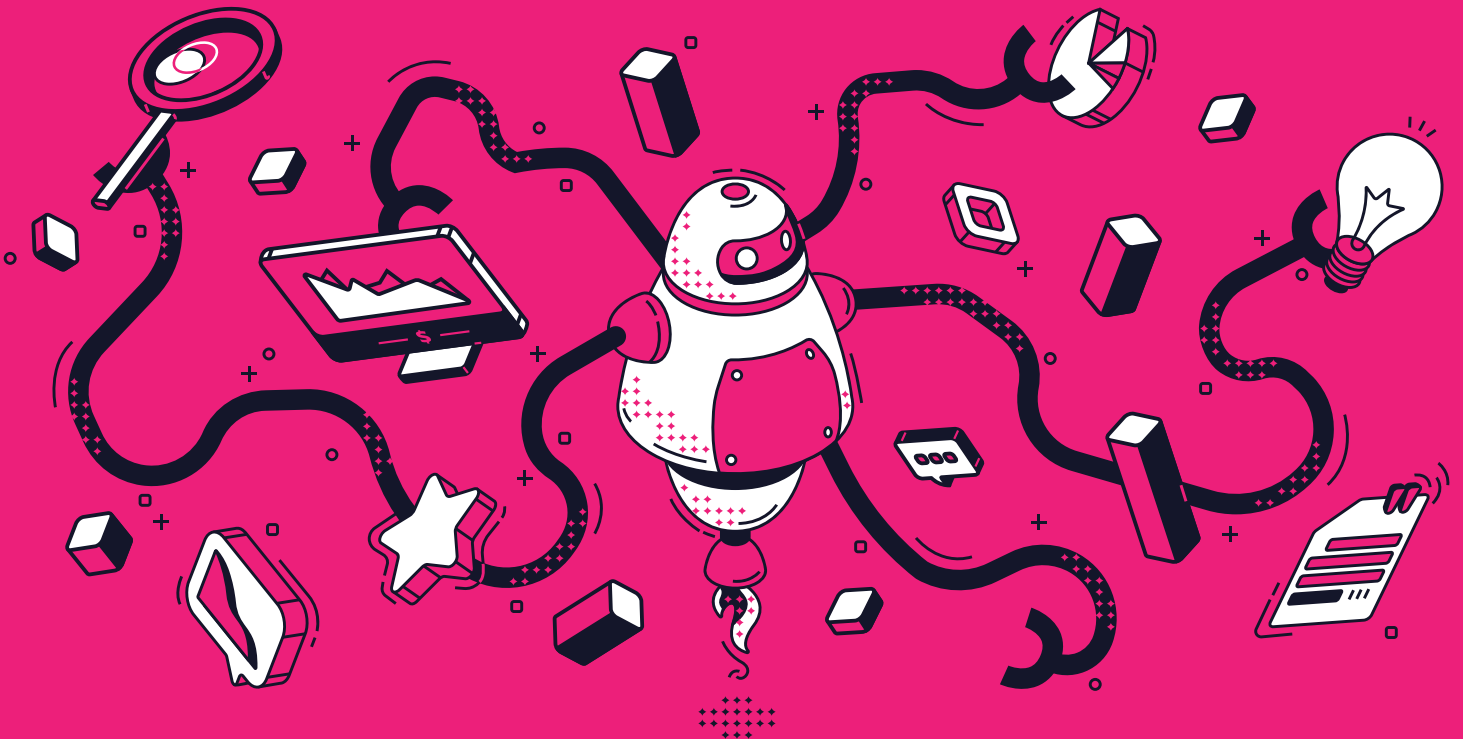# Top Digital Marketing Tools

Preferred by Digital Agencies

In Partnership With

channable   ContentCal   teamwork   WiX

Participants

Charney Weiss
Director of Social Media
at 9thWonder

John Curley
SEO Specialist
at 9thWonder

Hannah Byrd
Creative Brand Manager
at Absolute Web

Matthew Rouzaud
Marketing Strategist
at Absolute Web

Sergiu Tabaran
eCommerce Specialist & COO
at Absolute Web

Fran Hale
VP Marketing & Sales
at Brave Bison

Chandni Kothari
Associate Director
at Croud

Elizabeth Baggan
Senior SEO Manager
at Croud

Tony Ng
Founder and Creative
Director at DigiSalad

Joyce Ko
Digital Content Manager
at Digital Business Lab

Bethany Rathbone
SEO Team Lead
at Digital Uncut

Johnny Craston
PPC Team Lead
at Digital Uncut

Sam Martin-Ross
Managing Director
at Digital Uncut

Kevin Van
Digital Optimisation
Specialist at DIJGTAL

Siobhan Graham
Content Specialist
at DIJGTAL

Will Turner
Director, Digital Production
& Operations at DIJGTAL

Ben Hirons
Founder
at Due North

Stella Tsokeva
Digital Marketing Strategist
at eDesign Interactive

Vincent Mazza
Managing Partner
at eDesign Interactive

Alex Lyle
Search Engine Advertising
Specialist at Emote Digital

Ben Wheelhouse
Head of Marketing
at Emote Digital

Lily Keating
Digital Projects Director
at Emote Digital

Becky Carré
Head of Paid Media
at Evoluted

Sam Biggins
Head of Development
at Evoluted

Tommy Wilson
SEO Account Executive
at Evoluted

Participants

Carl Huang
Head of Enterprise
at First Page Digital

FIRSTPAGE

Miraj Mandal
Head of Performance
Media at First Page Digital

FIRSTPAGE

Sarah Quek
Content Marketing Team
Lead at First Page Digital

FIRSTPAGE

Ben Wood
Strategy Director
at Hallam

Hallam

Elliot Haines
Head of SEO
at Hallam

Hallam

Jon Martin
Technical Director
at Hallam

Hallam

Harry Brace
Senior Web Analytics
Specialist at Impression

IMPRESSION

James Webster
Senior Ecommerce PPC
Specialist at Impression

IMPRESSION

Lauren Roitman
Senior SEO Strategist
at Impression

IMPRESSION

Fiona Cubitt
Director
at Kindred

kindred

Thom Bransom
Design Director
at Luminary

Luminary

Connor Borrowdale
Client Engagement Manager
at Massive Media

MASSIVE

Lindsay Smith
CEO
at Massive Media

MASSIVE

Dan Irascu
Head of Marketing
at Mobiteam

mobiteam

Marcel Sobieski
Founder
at Mobiteam

mobiteam

Benjamin Boehm
Marketing Director
at NuStream

NuStream

Kevin Fidler
Sales Manager
at NuStream

NuStream

Pat Bechtel
SEO and Copywriting
Specialist at NuStream

NuStream

Mitchel White
Managing Director
at Reward

reward

Richard Trigg
Experience Design Director
at Tangent

TANGENT

Steve Clark
Head of Digital Growth
at Tangent

TANGENT

Aayush Gupta
Sr. Manager, Brand &
Marketing at Uplers

Uplers

Mattan Danino
CEO
at WEBITMD

WEBITMD

Matt Moore
Director of Paid Media
at WEBITMD

WEBITMD

Tom Jarvis
CEO
at Wilderness

Index

Executive Summary

As Digital Agency Network, we have gathered the reviews of 50 digital marketers from 25 digital agencies. The locations of the experts are as follows:

| | 2 CA | 15 USA | 17 UK | 2 EU | 6 Asia | 8 AU |

Agency experts also rated the importance of the features while choosing a digital marketing tool:

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important
INTEGRATIONS	–	–	6	22	13
PRICING	–	6	25	13	5
USER-FRIENDLINESS	–	1	7	23	17

DIGITAL AGENCY NETWORK

Advertising Management & Analytics Tools

channable

When eCommerce serves up spaghetti

We make it easy as pie

Or a piece of cake... whatever floats your boat

Product Feed Manager

Increase your clients' online presence with fully optimized feeds for 2.500+ sales channels.

PPC Automation

Automate Google Ads & Microsoft Advertising PPC ads with high quality scores & performance.

Marketplace Integrator

Easily connect via apps or plugins or import files including XML, CSV and Google Spreadsheets.

Insights & Analytics

Use performance data to increase efficiency of your clients' campaigns and boost online sales.

100+

digital marketing agencies trust Channable

Did you know?

We're the ultimate feed management & PPC platform for marketing agencies.

Find out why

digitaluncut

Sam Martin-Ross

Managing Director at Digital Uncut

London, UK

We're a digital marketing agency for startups and scaleups, we enable startups to fast forward their growth by delivering expert and innovative digital marketing services.

As managing director I focus on client strategy, oversight, as well as new business and hiring.

Advertising management & analytics tools preferred by Digital Uncut

Our preferred tools are BigQuery & Data Studio as we predominantly work with Google's Cloud Platform.

Google Data Studio: It provides a free, user friendly interface to visualise data and showcase reports. It doesn't have all the features as more advanced tools like Microsoft BI or Tableau however is constantly evolving, more easily integrated into other Google products e.g. Google Sheets, and has more than enough functionality for our current requirements.

BigQuery: It is an excellent data warehouse, and to get data from third party sources in there we use a combination of Stitch (for common platforms e.g. Google Ads/ Analytics/Marketo/Salesforce) and custom API scripts where Stitch doesn't have a pre-built connection (e.g. SnapChat Ads).

DIGITAL AGENCY NETWORK

Advertising Management & Analytics
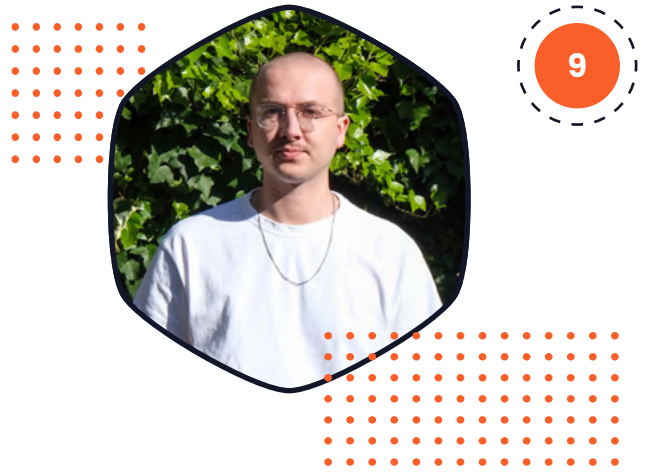
Johnny Craston

PPC Team Lead at Digital Uncut

London, UK

Here at Digital Uncut, we are focused on delivering effective and innovative digital marketing designed to help startups and scale-ups grow their business efficiently and sustainably.

My role is centred around coordinating marketing experts across a range of advertising platforms, delivering performance stimulating campaigns on time. Delivery involves end to end services, from strategic guidance and budgeting to creative development, implementation, dashboard building and final reporting.

- -

Advertising management & analytics tools preferred by Digital Uncut

Google Ads Editor: Essential for any Google Ads manager, to organise and operate large ad accounts, allowing for efficient bulk editing and visualisation.

Adpiler: This has proven to be the best tool for sharing previews of HTML5 Ads with clients that we have found. It also allows for the viewing of ads on websites.

Google Data Studio: This tool allows us to combine data and metrics from several sources and draw direct comparisons on performance as well as identify opportunities for optimisation.

Advertising Management & Analytics

EMOTE

Ben Wheelhouse

Head of Marketing at Emote Digital

Melbourne, Australia

Emote delivers powerful websites and measurable marketing. In my role I head up our marketing team, and services.

With 30+ clients across digital advertising, search, content and social, we work with amazing brands, and thrive off the chance to grow business of all sizes, across a variety of industries.

Day to day, I work closely with our Account Managers and Marketing Specialists to ensure that our clients are getting the best outcomes.

Advertising management & analytics tools preferred by Emote Digital

Zapier: A great tool that allows us to link digital platforms. Really handy for getting leads sent directly from ads to the clients inbox, or to integrate the platform interface with our reporting platforms.

Madgicx: An all in one advertising platform that allows us to manage multiple channels from one place for high-spending clients.

ClickCease: Allows us to cut down on fraudulent clicks for many of our clients and ultimately get more out of their media spend. This is particularly useful across Google Ads.

DAN DIGITAL AGENCY NETWORK

Advertising Management & Analytics

evoluted

Becky Carré

Head of Paid Media at Evoluted

Sheffield, UK

Evoluted is a full-service web development and digital marketing agency. Our digital marketing arm offers SEO, Digital PR, and Content along with a full range of Paid Media services across both paid search and paid social channels. I joined Evoluted earlier this year as Head of Paid Media to drive the team forward with paid media innovation, as well as working agency-wide to grow our client portfolio and create a best-in-class digital marketing team through marketing, training, and process.

Advertising management & analytics tools preferred by Evoluted

Ahrefs & SEMrush & Google Keyword Planner & AdMonitor: Although primarily known for SEO, the paid media team regularly use Ahrefs for keyword research and competitor analysis. We combine this data with insights from SEMrush and Google's own keyword planner. I've trialled more PPC-specific tools in the past, but the combination of Ahrefs for keyword research and SEMrush for its market analysis features and AdMonitor tool are a great solution for us, especially when working with integrated SEO and PPC clients.

Google Ads scripts: Perhaps the most important day-to-day tool we use is our Google Ads scripts. Evoluted is fortunate to have a whole team of developers in-house to build pretty much anything we need for PPC management. This includes monitoring performance and budgets, keeping our Optimization Scores healthy, and management of shopping campaigns for our ecommerce clients.

DashThis & Google Data Studio: Finally, our reporting dashboards are essential for a channel as changeable and reactive as PPC. We use Dashthis for our client-facing reports and Google Data Studio for the team to monitor their accounts across numerous search and social channels, all in one place, in real-time.

Excel and Google Sheets: Of course, a shout out to Excel and Google Sheets... where would PPC be without them?

DAN DIGITAL AGENCY NETWORK

Advertising Management & Analytics

IMPRESSION

Harry Brace

Senior Web Analytics Specialist at Impression

Nottingham, UK

Impression is a multi-award winning digital marketing agency specialising in PPC, SEO, Digital PR, CRO and Analytics.

My role within Impression covers client reports, Google Analytics health checks, tracking implementation and more. Having accurate and reliable data is key in making important digital marketing decisions and drives our data-driven approach.

Advertising management & analytics tools preferred by Impression

Adverity   **BigQuery**   **Google Data Studio**

We use Adverity and BigQuery for our data warehousing solution. This gives us a reliable way to collect data from our various marketing platforms and then pull this data into Google Data Studio.

As this platform uses Google Big Query, our reports are much faster than data pipeline tools and connectors. A benefit of using an ETL/warehousing solution is that you can store your data transformations permanently without having to run them on the fly.

DAN DIGITAL AGENCY NETWORK

Advertising Management & Analytics

kindred

Fiona Cubitt

Director at Kindred

⌖ Hong Kong, Asia

We are based in Hong Kong, Japan, Australia, Greater China, South East Asia and Europe, working with brands from across the globe. We help you grow in Asia Pacific and beyond. I'm the director of the agency.

- -

Advertising management & analytics tools preferred by Kindred

Google Data Studio: Reporting.

Google Ads Editor: Optimisation.

Facebook Ads Manager: Optimisation.

DIGITAL AGENCY NETWORK

Advertising Management & Analytics

NuStream

Benjamin Boehm

Marketing Director at NuStream

Allentown, USA

At NuStream, we're a full-service digital marketing agency. We do everything from website design, to video production, SEO, PPC, and more. Our focus is bringing your vision to reality. By carefully researching your industry and integrating your goals into our campaign strategy, we deliver measurable results at reasonable costs. My job is to keep those goals in line. I work to meet deadlines, communicate with customers, and align our strategies to best meet the needs of the customer.

Advertising management & analytics tools preferred by NuStream

🔍 **SEMrush**   ⓦ **Ahrefs**   ⚙️ **Screaming Frog**

We combine the use of these, often with the **keyword planner** from Google Ads so we can visualize a campaign strategy to fit the goals of the client. By being thorough and understanding their needs, we can align our plan for relevance and authority.

DAN DIGITAL AGENCY NETWORK

Advertising Management & Analytics

reward

Mitchel White

Managing Director at Reward

⊙ Manchester, UK

Growth partners for forward thinking brands, Reward works with sustainable and ethical brands to unlock new growth with search & social channels.

- -

Advertising management & analytics tools preferred by Reward

📈 **Facebook Ads Manager**

📣 **Google Ads:** Mixing Google's machine learning algorithm with human insights is a great balance, the platform has become a lot better at automating strategies, mixing this with continuous improvement tweaks to ad copy and landing pages has allowed us to .

➤ **AdRoll:** Allows us to cut down on fraudulent clicks for many of our clients and ultimately get more out of their media spend. This is particularly useful across Google Ads.

DAN DIGITAL AGENCY NETWORK

Advertising Management & Analytics

# WEBITMD

Matt Moore

Director of Paid Media at WEBITMD

Los Angeles, USA

WEBITMD is a performance focused digital marketing agency.

## Advertising management & analytics tools preferred by WEBITMD

HubSpot: The most important metric to us is the revenue generated from our ad campaigns. We use HubSpot to analyze the flow of a lead past the initial contact point and into the various sales stages all the way to a closed deal. With HubSpot we have the ability to attribute this closed won revenue back to specific campaigns and initiatives for improved optimization effectiveness.

Optmyzr: Optmyzr helps us to analyze large quantities of client data , implement advanced optimizations at scale, and be quickly alerted of anomalies that need to be addressed.

Google Ads Editor: Google Ads Editor is a phenomenal tool provided free by Google allowing agencies and individuals build campaigns and make bulk changes in a spreadsheet modeled application.
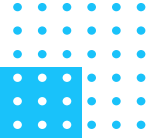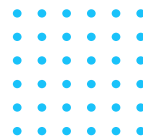
DAN **DIGITAL AGENCY NETWORK**

Advertising Management & Analytics

Collaboration Tools

Matthew Rouzaud

Marketing Strategist at Absolute Web

Deerfield Beach, USA

MeisterTask - easy project management that works for medium sized teams.

- -

Elizabeth Baggan

Senior SEO Manager at Croud

New York City, USA

Working from home has put a greater emphasis on project management, a key component to success that is, at times, overlooked. Some of my favorite tools to help with this include: monday.com - this is a great project management tool that makes running an account so much smoother. Toggl - this time management tool accurately tracks the time you spend on different tasks as you're completing them, allowing you to effectively manage and monitor where you're spending your time throughout your day.

Bethany Rathbone

SEO Team Lead at Digital Uncut

London, UK

Zoom, Google Meets, Slack, Front, Asana - to stay connected to my team and clients.

- -

Joyce Ko

Digital Content Manager at Digital Business Lab

Hong Kong, Asia

Airtable is the critical tool that brings our team together on one platform under the flexible working arrangement. It greatly advances our operation's efficiency on launching successful social media marketing campaigns and saves hours on trivial tasks. From planning and drafting to scheduling to reviewing key metrics on our campaigns, the tool supported organizing all the data in one place in the formats that bring the most value to us, allowing us to see every step of the process clearly.

Collaboration

Johnny Craston

London, UK

PPC Team Lead at Digital Uncut

Asana is our primary tool for work/project management and is key to delivering work in a timely manner, to the highest standard.

- -

Kevin Van

Sydney, Australia

Digital Optimisation Specialist at DIJGTAL

Google Data Studio has been one of the most powerful tools that we've used to monitor campaign performance, it's vast number of integrations allows us to aggregate all the work we do for a client into a single view. This helps to not only keep the team focused on the metrics that matter, but also saves the team time instead of having to navigate between different platforms and configuring the same view.

Siobhan Graham

Sydney, Australia

Content Specialist at DIJGTAL

While I was working from home I found that Asana helped me to manage and prioritise my workload. It allowed me to collaborate on projects with my team, so we were still able to work closely during that time and ensure that we met deadlines for our clients. I also found Figma really helpful, as it's a collaborative interface tool that allowed my team to easily build and share creative assets, which they shared with me easily via a link, so I could use them when scheduling in content for clients.

- -

Ben Hirons

Melbourne, Australia

Founder at Due North

Slack for coms, Asana for project management and good old fashion telephone.

Collaboration

Vincent Mazza

Managing Partner at eDesign Interactive

Working from home, we use applications like Zoom, Skype, Slack and Microsoft Teams to connect with each other and set meetings with clients. In addition to the design tools mentioned above, we also use cloud-based tools like UXPin and InVision. To organize our workflow we also use Basecamp, Jira, BugHerd etc.

Singapore, Singapore

Miraj Mandal

Head of Performance Media at First Page Digital

Google Data Studio has been one of the most powerful tools that we've used to monitor campaign performance, it's vast number of integrations allows us to aggregate all the work we do for a client into a single view. This helps to not only keep the team focused on the metrics that matter, but also saves the team time instead of having to navigate between different platforms and configuring the same view.

Singapore, Singapore

Sarah Quek

Content Marketing Team Lead at First Page Digital

Writing tools like Grammarly and Hemingway Editor help me improve my writing. Also, tools like Frase and MarketMuse empower me to think of relevant topics and ideas.

Nottingham, UK

Elliot Haines

Head of SEO at Hallam

I couldn't imagine WFH without Slack and Jira. It's essential for collaboration, communication and building company culture. WFH can be isolating both professionally and personally. We also use Notion for information storage and z if people want to use it.

Collaboration

Nottingham, UK

Harry Brace

Senior Web Analytics Specialist at Impression

Some of our research tools have been particularly interesting and insightful this past year. Some specific tools to mention are: SEMrush Competitive Intelligence, Search Metrics Research Cloud, Google Ads Insights Beta.

- -

Nottingham, UK

Lauren Roitman

Senior SEO Strategist at Impression

With the team spread across the country at the moment, Google Chat's video call and chat room functions have helped to keep us all feeling connected to one another. Our project management software, Teamwork, is an invaluable tool for keeping our accounts running smoothly and everyone on the same page. Finally, I use Trello to share deliverables with a number of my clients and that's been excellent for providing visibility, and accountability, on projects.

Berlin, Germany

Marcel Sobieski

Founder of Mobiteam

Asana, Slack, Google Hangouts, Google Podcasts.

- -

Allentown, USA

Benjamin Boehm

Marketing Director at NuStream

The three I initially listed didn't include Google Ads Keyword Planner, which is very important to use for keyword research, not just for PPC, but also for SEO and general content writing to understand which words are in demand, driving PPC bid prices up, but also identifying what people are searching for so we can figure out the best solution for how we're going to proceed.

Collaboration

Kevin Fidler

Sales Manager at NuStream

Allentown, USA

We use many other tools such as SEMrush to have a better idea of what keywords are being searched for and what our competitors are doing.

- -

Richard Trigg

London, UK

Experience Design Director at Tangent

Other tools that we rely on:
1. Otter.ai: this AI-powered transcription tool is great for keeping records of our testing sessions and makes keeping track of changes and requirements easier.
2. Airtable: we use Airtable to collate all of our user requirements for complex build projects in one place.
3. Trello: we use this tool for our project management so that the whole team has visibility over every task involved in the project.

Steve Clark

London, UK

Head of Digital Growth at Tangent

Aside from those specific tools for SEO/SEM, the tools that have helped us the most are:
1. Notion - this platform creates an 'all-in-one' workspace that blends your work apps into one. We use it for all of our project management, client boards, meeting notes etc. It makes collaboration really seamless across a remote team.
2. Google Suite - we use nearly every single product in the Google suite, but rely on Google Data Studio and Google Sheets/Docs the most.

- -

Aayush Gupta

San Diego, USA

Sr. Manager, Brand & Marketing at Uplers

Project management tools like Slack, Basecamp, Asana etc. make it easier to collaborate with people when you are working on a project especially one which involves multiple people. These tools allow you to track tasks, share files, chat and delegate tasks to people all from a single dashboard. It eliminates the need for multiple apps for communication and chats.
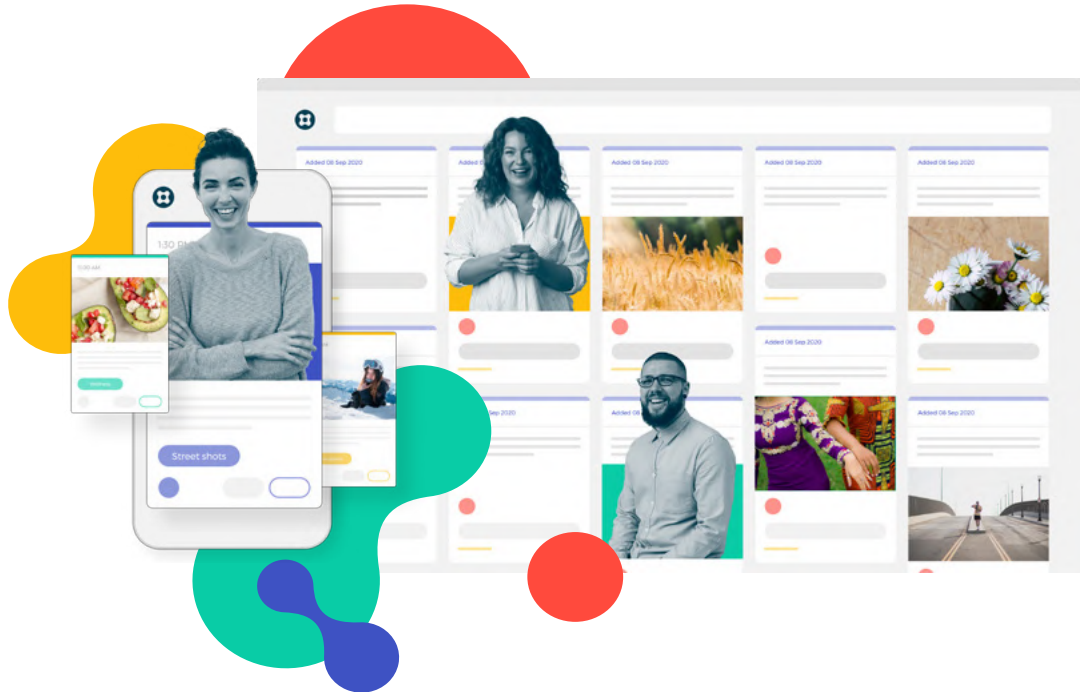
Collaboration

ContentCal

Social Media Marketing Tools

DIGITAL AGENCY
NETWORK

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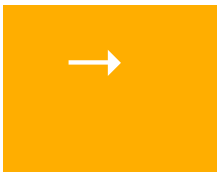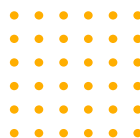
ContentCal

Plan, create and publish amazing content

ContentCal is an easy to use content marketing platform, designed to solve the daily struggles of marketing agencies.

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Ideation

Planning

Community Management

Collaboration

Publishing

Analytics

Discover why agencies (and clients) love ContentCal

Start for free

Book a demo

www.contentcal.io
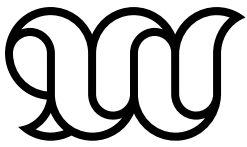
Charney Weiss

Director of Social Media at 9thWonder

Los Angeles, USA

Founded in 1980, 9thWonder was born out of a single purpose — to help our clients discover the difference that creates immediate and long-lasting impact for their organization. Opportunities that grow your brand and business.

We offer a full suite of social media management services, including strategy, content creation, editorial calendars, community management, social listening, analytics and reporting.

Social media marketing tools preferred by 9thWonder

Sprout Social: We use this more affordable social media management tool for clients who need a simple solution to scheduling, community management, and analytics.

Sprinklr: We use this powerful social media management tool for clients who value strong capabilities, integrated functionalities, and deep analytics. functionalities, and deep analytics.

NetBase Quid: We use this social listening tool to track conversations outside of our clients' owned properties surrounding specific industries, brands, competitors, or products. This tool helps us understand audiences and identify trends.

DIGITAL AGENCY NETWORK

Social Media Marketing

@bsolute *web*

Hannah Byrd

Creative Brand Manager at Absolute Web

⊙ Los Angeles, USA

We are a full service eCommerce and Digital Marketing Agency. We are passionate, fast-paced, experienced team.

My current role - I work in the marketing department, but often work with creative and development as well. I work to maintain and elevate the creative standards/goals for all of our clients and the agency. I also act as a true Brand Manager in many ways being sure that creative/messaging is consistent across all channels.

Social media marketing tools preferred by Absolute Web

UNUM: For Visual Grid Planning.

Gain: For content calendar and client approvals.

Sprout Social: For advanced social analytics.

DAN **DIGITAL AGENCY NETWORK**

Social Media Marketing

BraveBison

Fran Hale

VP Marketing & Sales at Brave Bison

London, UK

Brave Bison is a new-era media and marketing group that specialises in social media. Brave Bison combines a leading social marketing agency and content studio with a media network of over 650 channels and 158m followers. Our recent partners include the likes of Panasonic, Australian Open, VOXI, Uniqlo, Badoo and BBC.

As VP Sales & Marketing, EMEA, I lead the team that delivers social marketing strategies for our clients and partners.

Social media marketing tools preferred by Brave Bison

Tubular Labs: We use Tubular Labs, the world's leading global video measurement and analytics platform. It helps us to keep on top of social trends and it's the best tool out there to understand what brands are doing on social. The platform gives us invaluable metrics and insights to benchmark success and grow our audiences.

Synthesio: We also use Synthesio, a social listening platform that helps us strengthen our social media strategies. As a global agency, it's crucial for us to capture social media intelligence from different markets and Synthesio does just the job!

HypeAuditor: When it comes to sourcing creators, we use HypeAuditor, partnered with our own Talent Managers' expertise. HypeAuditor is an analytical platform that is 100% AI-powered and allows us to find authentic and relevant influencers. We work with a talent-agonistic model, which means we are not beholden to a finite roster of talent so we only ever partner with the best creators around for the brief at hand. The platform has a vast database with audience demographics and quality filters. At Brave Bison, we're nuts about data and HypeAuditor's industry-standard data and insights ensures for complete success when it comes to working with creators.

DIGITAL AGENCY NETWORK

Social Media Marketing

croud

Chandni Kothari

Associate Director at Croud

◎ New York City, USA

Croud is a global, full-service digital marketing agency that works with some of the world's leading brands. Through the connection of data, technology and creativity, Croud develops strategies for sustainable growth that drive immediate business impact.

As Associate Director, I play a key role in the development of Croud US' Biddable offering, working closely with the team to ensure that our clients are receiving optimal service.

Social media marketing tools preferred by Croud

📢 **Pencil:** We are currently testing Pencil, a dynamic creative platform that generates ads using AI technology. From different color palettes to a wide range of formats, the possibilities are endless when it comes to designing creative. I particularly love how they use their API to predict how it'll perform against your KPIs, which helps you understand how it'll perform before it goes to market.

The tool also makes it incredibly easy to traffic ads, making the workflow smooth. Because the Pencil team consists of creative experts as well as other digital specialists who have worked directly in ad platforms, the tool has been seamlessly designed to offer a handful of solutions to social media marketers.

DAN **DIGITAL AGENCY NETWORK**

Social Media Marketing

Joyce Ko

Digital Content Manager at Digital Business Lab

⊙ Hong Kong, Asia

Specialising in social media for more than 8 years, we are social media mavens with an international flair engaging brands with creative storytelling, comprehensive strategies, professional video production, meticulous data analytics and social media management in their digital marketing campaigns and needs.

We promise to increase brand desirability and customer engagement using inspiring and meaningful content produced by our diverse team of experts (25 experts & 12 different nationalities).

Social media marketing tools preferred by Digital Business Lab

Facebook Business Manager: It gives us powerful tools to fuel our clients' FB/IG marketing strategies and produce exceptional results for our clients, such as thousands of website clicks, conversions, ultra-targeted ad campaigns, etc. Advanced tactics such as leveraging Facebook Pixels opens up new opportunities to create custom audiences, enabling us to run powerful campaigns such as retargeting and identifying niche target audiences. Ultimately, we elevated our client's performance, reached new audiences or markets in Asia while optimizing their budgets. Great news in 2021: we are recognized as an official Facebook Marketing Partner!

Klear by Meltwater: This big data search engine for influencers, is the influencer management tool we use to identify, onboard, and manage the right influencers for many different targeted campaigns (such as high engagement, sales-driven, etc). It enables us to support brands tapping into specific niches and market segments via authentic partnerships with macro, micro, nano influencers. Furthermore, its data intelligence offers key engagement metrics, enabling us to establish high reach instead of investing in big influencers with low engagement.

DIGITAL AGENCY NETWORK

Social Media Marketing

DIJGTAL

Siobhan Graham

Content Specialist at DIJGTAL

📍 Sydney, Australia

DIJGTAL is an Experience Design & Marketing agency based in Sydney, Australia, with offices in Vancouver and LA. We specialise in transforming business problems into human-led solutions. Our client base includes early stage startups, enterprise ventures and corporate ventures.

As the Content Specialist at DIJGTAL, I am required to oversee all content for our clients across all channels, including social media, email, PPC and SEO.

Social media marketing tools preferred by DIJGTAL

Buffer: I currently use Buffer to schedule posts for our clients across Instagram, Facebook, LinkedIn and Twitter.

Facebook Business Manager & Asana: For paid ads on social, I use Facebook Business Manager, while I use Asana to track and manage all of the copy shared across social media for our clients before scheduling it in to be published.

DAN DIGITAL AGENCY NETWORK

Social Media Marketing

Stella Tsokeva

Digital Marketing Strategist at eDesign Interactive

New Jersey, USA

eDesign is an award-winning digital experience agency. We create stunning websites, landing pages and interactive campaigns.

I am in charge of eDesign's business development, social media marketing and client relations.

Social media marketing tools preferred by eDesign Interactive

Facebook Business Manager: It allows us to manage multiple Facebook pages, business assets, ad accounts, as well as Instagram accounts in one place. The platform allows us to target the right audiences and offers good tracking tools. We also like the scalability of Facebook Business Manager - we use it for small accounts as well as big brands.

Raven Tools: We use Raven Tools with integration to Google analytics, PPC marketing, competitor research and social media marketing. Analyzing the right data is very important to our agency.

ManyChat: We use ManyChat's AI technology to implement marketing campaigns, drive eCommerce sales and engage customers. Messenger marketing is an outperforming avenue we like to experiment with.

FIRST PAGE

Sarah Quek

Content Marketing Team Lead at First Page Digital

◎ Singapore, Singapore

First Page Singapore is a digital marketing agency offering SEO, Google Ads, Premium Content Writing and Reputation Management.

My current role as Content Marketing Team Lead involves overseeing all content works including but not limited to SEO copywriting, Google Ads copywriting, blogging and organic social media management.

Social media marketing tools preferred by First Page Digital SG

HubSpot: We use HubSpot to schedule and track the progress of our social media campaigns. HubSpot is a wonderful tool because it gives us a 360-degree view of the progress of our campaigns.

Falcon: Falcon is useful in managing organic social media posts for multiple campaigns. It also helps us upload multiple types of media. Furthermore, it is able to pool data from the reach we obtain.

Socialbakers: Socialbakers is functional as a research tool to help us uncover trending topics across multiple platforms.

DIGITAL AGENCY NETWORK

Social Media Marketing

Tom Jarvis

CEO at Wilderness

London, UK

Wilderness is a multi-award winning independent social media agency and one of Europe's fastest-growing agencies in Europe. With a growing team across both London and Amsterdam, Wilderness brings together strategy, creative, and media for some of the world's biggest entertainment and consumer brands.

Our work has been recognised by The Webbys, Marketing Week, Digiday, The Drum, eConsultancy and other leading awards and publications.

Social media marketing tools preferred by Wilderness

Sprout Social: We use Sprout to schedule, track and report on our award-winning platform and community management. Sprout is easy to use and has scaled with us an agency since the start.

monday.com: We use monday.com for all our campaign tracking and management. Easily creating boards for whoever needs to be across a campaign has been incredibly important, especially during the pandemic when we are all working remotely.

Frame.io: Our creative team use Frame.io to collaborate and stay connected with the wider team when producing video and creative content. It allows our team to work quickly and share content from anywhere in the world.
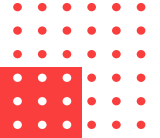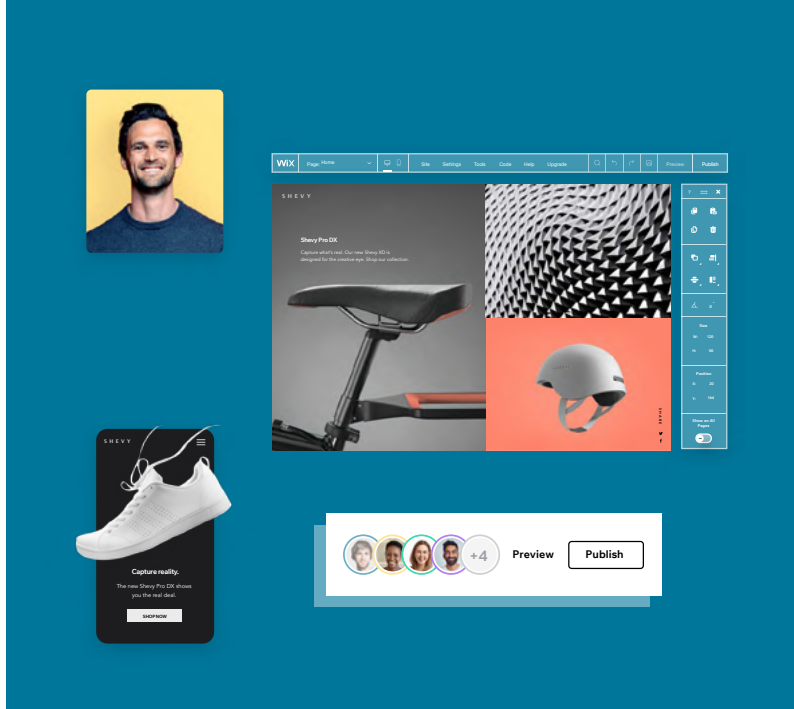
WIX

Web Design Tools

DAN DIGITAL AGENCY
NETWORK

→

Picking the perfect tools for your agency

Finding the right tools is essential for business growth. Tools should empower your agency to use your resources smartly, answer clients' needs and ultimately work better as a team.

Here are some tips to identify which tools will help your team work smarter:

Collaboration is key

Collaboration capabilities help agencies work faster by minimizing frustrations and allowing teams to create great work. The ability to assign custom roles and permissions leads to seamless work and satisfied clients. Getting feedback on one platform allows your team and your clients to comment on projects, streamlining efficiency. Editor X, our advanced web design platform, is due to launch concurrent editing abilities, which means your team can critique and collaborate on the same site in real-time.

Use your resources wisely

Your tools should all work together toward a common goal; to free your team to do what they have been hired to do; a stellar job. Let the technology work for your agency, rather than your team wasting time working for it. Ascend, our marketing and customer management suite, allows you to manage business better: with mailing lists, reminders and streamlined workflow capabilities. Another example of optimising resources and accelerating client timelines, are development tools that cut your dev time in half by providing zero-setup and intuitive features, such as Velo.

One platform; hundreds of solutions

Integrating all your tools onto one platform saves your agency time, energy, and allows you to scale your business and provide client success. Your agency can work more efficiently, reach goals faster, and offer clients custom solutions that fit their unique needs. Being able to work from a place that houses all these tools will ultimately excel your team and the client's expectations.

Leverage and grow your agency

By picking the tools that work for you, you can enhance and grow your business to the heights it deserves. The Wix Partners program is a complete digital ecosystem for creating, managing and growing businesses online. With the help of dedicated account managers you can keep up to date with industry trends and ultimately, grow business faster and more efficiently.

If you want to discover the perfect tools for your agency, let's talk

@bsolute web

Sergiu Tabaran

eCommerce Specialist & COO at Absolute Web

Miami, USA

Absolute Web is an eCommerce Growth Agency based in Miami (Florida) and Los Angeles (California). Since 1999, Absolute Web team has helped companies achieve their eCommerce goals through custom development, UI/UX design, API integrations and digital marketing.

The agency has strong partnerships with leading eCommerce platforms such as Magento, Shopify Plus and BigCommerce. My role at the company is to strengthen our strategic partnerships and find the best eCommerce solutions for our merchants.

Web design tools preferred by Absolute Web

Figma: We use Figma for wireframes and UI/UX design, as it is very powerful and super collaborative.

InVision: We also use InVision to present Mobile, Tablet and Desktop design prototypes, as it helps our clients understand the designed experiences better.

Adobe Suite: Lastly, we of use Adobe Suite (Photoshop, Illustrator, Premier, After Effects) to enrich our designs with creatives and immersive animations and video.

DAN DIGITAL AGENCY NETWORK

Web Design

DigiSalad

Tony Ng

Founder and Creative Director at DigiSalad

⊙ Hong Kong, Asia

DigiSalad is an innovative digital agency in Hong Kong. We professionally specialize in User Experience (UX), User Interface (UI) design and Digital Transformation for different digital platforms such as responsive web, mobile app and kiosk. We aim to create an amazing user experience and journey for our client projects.

My role is to oversee all UX & UI Design and provide Digital Transformation Insight to our clients.

Web design tools preferred by DigiSalad

Sketch: For UX & UI Design.

InVision: for Design Prototype.

After Effects: For Animation Demonstration.

The reason to engage the mentioned tools is because those tools provide a user friendly interface for designers and it also leaves the room for design to customize their preferred setting.

DIJGTAL

Will Turner

Director, Digital Production & Operations at DIJGTAL

Sydney, Australia

DIJGTAL is a design and marketing agency focused on turning complex business problems into innovative human centred solutions.

My role at DIJGTAL is to bridge the gap between our cross-functional teams and ensure they're supported in meeting our client's, and our own, business goals.

Web design tools preferred by DIJGTAL

Figma: There are too many great features to list (and more being added regularly) but one that stands out is 'multiplayer'. Our team is made up of Creative, UX and UI designers and a lot of the time, we need to have more than one person collaborating on a project. With multiplayer, we can have multiple people working on the same design in real time. Figma also has a simple approach to handover which is extremely useful when we pass designs across to the development team.

InVision: This is a great tool for building out simple prototypes. It's been around for a while but still gets the job done when you need a fast, static and interactive example. It's extremely easy to set up and it has a markup feature which is perfect for the client review process.

Pen & Paper: I feel like this gets lost a lot when tools are mentioned but it's our preferred place to start with any design work. It's too easy to get lost in the detail or precious of an idea once you've made it digital. Sketching thoughts down keeps them conceptual and it's lightning fast.

DIGITAL AGENCY NETWORK

Web Design

Vincent Mazza

Managing Partner at eDesign Interactive

New Jersey, USA

eDesign is a digital experience agency fueled on talent, artistic flair and unconventional ideas. We offer web design, corporate identity, digital marketing and brand positioning.

Our team aims to deliver the most forward-thinking web experiences. We push boundaries and keep experimenting to be the best partner our clients can hire.

My role as a managing partner includes working on many levels. From project management to digital strategy, I am involved in every project we take on.

Web design tools preferred by eDesign Interactive

Adobe Creative Cloud   **Cinema 4D**

We use these essential design tools to create fantastic user experiences online. Imagination has no limits at our office and we are always experimenting with new technologies.

evoluted

Sam Biggins

Head of Development at Evoluted

📍 Sheffield, UK

Evoluted is a Full-service digital agency focusing on value based delivery to our clients.

As the Head of Development, my role is to ensure we are able to have the talent and expertise to deliver successful projects to our clients on time and budget.

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Web design tools preferred by Evoluted

Figma: Only primary design tool is Figma. Having moved from Photoshop in the last couple of years and exploring the other offerings such as Adobe XD and Sketch we have settled on Figma as our preferred tool.

It is very much geared towards component based designs creating a shared language between our designers and developers, this is led to greater productivity and collaboration.

Hotjar & Google Analytics: For UX analysis we use Hotjar and Google Analytics which allow us to step through a user's journey and optimise their CX. These tools give great insight into the users without having to bring test users into a UX lab.

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DAN DIGITAL AGENCY NETWORK

Web Design

Hallam

Jon Martin

Technical Director at Hallam

📍 Nottingham, UK

A collaborative digital agency, we use strategic skills, creativity and technical edge to help our clients grow their revenue and thrive online.

Steered by strategy and long-term vision, we work in partnership with you to develop integrated marketing campaigns that shout about what you do.

My personal role is to run our website and data offering and teams.

Web design tools preferred by Hallam

Figma: Excellent for design and working with clients.

PhpStorm: A brilliant IDE.

DAN DIGITAL AGENCY NETWORK

Web Design

Luminary

Thom Bransom

Design Director at Luminary

◎ Melbourne, Australia

Luminary is one of the longest standing digital agencies in Australia. We specialise in digital transformations informed by evidence based research, we are agnostic in our CMS approach.

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Web design tools preferred by Luminary

Figma: We use Figma as its the most powerful, web-based UI prototyping tool available for digital designers. The ability to design, present, prototype and collaborate in one place makes it a powerful tool for our agency. We will often also use Sketch as a tool for creating digital experiences but we find it does not have all the features we require.

Abstract: It is a wonderful tool for version control of design files in the same way development teams manage their branches and master files. It allows teams to always work from a single source of truth with updates being managed & reviewed by admins.

Miro: It has been our primary tool for remote workshops and collaboration. The ability for our clients to feel engaged and active in our remote sessions via Miro means our approach is not impacted by decentralised teams.

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MASSIVE

Lindsay Smith

CEO at Massive Media

Vancouver, Canada

Massive is a brand + experience design agency for those with ambition.

Web design tools preferred by Massive Media

Figma: Cloud-based design software that allows multiple users to collaborate on a single project at the same time.

Miro: Collaborative white-boarding and workshop tool is ideal for brainstorming with remote teams and clients.

Google Slides: Cloud-based presentation software allows multiple designers to collaborate on a single presentation at the same time.

DAN DIGITAL AGENCY NETWORK

Web Design

mobiteam

Marcel Sobieski

Founder of Mobiteam

Berlin, Germany

Mobiteam is the proven design, development and creative partner from Berlin. Mobiteam does custom Web Design and Development. It is specialized in designing aesthetically beautiful and high-quality websites for corporate, personal and eCommerce.

Our clients get websites that sell, attract and obtain market and customer's respect. Mobiteam creates web projects since 2012 and has 14 professionals. Besides the custom projects, we launched 3 startups and made 2 exits to US and UK companies so far.

Web design tools preferred by Mobiteam

Speaking about the design tools, there are three of them we enjoy and consider to be a great thing to use:

Adobe Photoshop   **Adobe XD**   **Figma**

Somehow the first 10 projects were evenly distributed, but lately, both we and the clients prefer using Adobe XD. Perhaps it is a matter of getting used to something. They are all equally good, slight pros and cons we can bring for any of them. Nonetheless, our pick goes for Adobe.

DAN **DIGITAL AGENCY NETWORK**

Web Design

TANGENT

Richard Trigg

Experience Design Director at Tangent

London, UK

Tangent is part consultancy, part agency, completely digital. We solve digital challenges and craft memorable customer experiences through product design, engineering and optimisation.

I lead a talented team of designers to build new digital products or optimise existing ones. I specialise in helping clients improve their design processes by replacing assumption with fact and insight. If my 15 years as a product designer have taught me anything, it's that 'design is never done'.

- -

Web design tools preferred by Tangent

Our team covers both design and research, so our top tools will reflect this blend of requirements.

Figma: Figma is a great tool for us because it allows us to do sitemaps, prototypes and UI design all on the same platform, whereas we used to have to use multiple different tools. It's also been useful during this period of working from home due to its cloud-based and collaborative nature.

Userlytics: This research tool is incredibly useful for unmoderated remote usability testing. It has tree testing and card sorting features which work well and this platform is also better value when you compare it to some of the bigger names. We use it to conduct speedy tests (with results back from participants overnight) to be able to build out a prototype or test an existing site quickly.

Lucidspark: This tool is great for running remote workshops as it functions as a virtual whiteboard for real-time collaboration.

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DAN DIGITAL AGENCY NETWORK

Web Design

uplers

Aayush Gupta

Sr. Manager, Brand & Marketing at Uplers

San Diego, USA

I have been a part of Uplers from the beginning and it is indeed satisfying to see it develop into the brand that it is today. As the Head of Marketing, I am responsible for brand positioning, media outreach, content strategy and everything else it takes to build a brand.

Today, we're a globally recognized outsourcing agency that helps businesses around the world thrive in today's competitive environment by providing cost-effective solutions in areas like Digital Marketing and Web Development.

Web design tools preferred by Uplers

Figma: Figma is a Vector graphics editor and prototyping tool that is completely web-based so you don't need to stop to save, install or export designs. The designers can just go with the flow. Files are up to date so collaboration is easy.

Adobe XD: It is a design and collaboration tool powered by Adobe that allows you to not just create but also share UI/UX designs. Create wireframes, animations, prototypes, digital product designs and more.

Adobe Photoshop: From photo editing to digital painting and graphic designing, you can do it all on Photoshop. What's more it can be used across all devices like desktop, mobile and tablet.
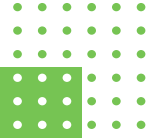
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DIGITAL AGENCY NETWORK

Web Design

eCommerce Marketing Tools

@bsolute web

Matthew Rouzaud

Marketing Strategist at Absolute Web

Deerfield Beach, USA

Absolute Web is a full-service ecommerce and digital marketing agency. I focus on the marketing side & strategy.

eCommerce marketing tools preferred by Absolute Web

Klaviyo: Easy to use and provides a cost effective solution that JUST WORKS.

Shopify: The ecosystem that the platform has built is unmatched in most other cases. Marketers love the platform.

Smile.io: Dead simple way to create a rewards program & experience for loyal customers.

DIGITAL AGENCY NETWORK

eCommerce Marketing

EMOTE

Lily Keating

Digital Projects Director at Emote Digital

⊙ Melbourne, Australia

We transform brands with a digital first approach, helping them from their overall digital strategy - from their website right through to their marketing and brand allowing them to establish a seamless digital presence and to engage with their target audiences across all their digital platforms.

As Digital Projects Director I oversee the full website building lifecycle, from Discovery to Deployment.

- -

eCommerce marketing tools preferred by Emote Digital

Google Analytics: The gold standard in monitoring tools that gives us a good overview of how the site is performing and what needs improving.

Pingdom: Ongoing monitoring and push notifications if any site goes down so we can rectify any issues immediately - integration with Slack makes this tool very easy to keep an eye on.

Mailchimp: Fantastic all rounder for email marketing clients large and small. Clients find it super easy to use and if we need to get a campaign out fast the platform can accommodate with templates etc.

- -

DAN DIGITAL AGENCY NETWORK

eCommerce Marketing

FIRSTPAGE

Carl Huang

Head of Enterprise at First Page Digital

Singapore, Singapore

First Page is the fastest growing digital marketing agency in Singapore that can help you create an effective online marketing strategy and build online presence, with worldwide presence in Singapore, Melbourne, Hong Kong and more.

As the head of enterprise, I manage a team of digital marketers who project manage and execute digital marketing campaigns for enterprise-level clients, many include E-commerce online shops, and marketplaces.

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eCommerce marketing tools preferred by First Page Digital SG

Google Analytics: For data analytics and conversion tracking.

Facebook Ads Manager: For reaching the masses and effective audience targeting.

WooCommerce: As a versatile platform to optimize UX/UI.

DIGITAL AGENCY NETWORK

eCommerce Marketing

Hallam

Ben Wood

Strategy Director at Hallam

⊙ Nottingham, UK

We're a digital agency based in Nottingham, UK. Our clients include businesses such as Boots, Esso, Speedo, and The United Nations.

Our methodology involves delivering a truly integrated service across all disciplines, underpinned by a central strategy team to ensure all decisions are made objectively based on delivering the most effective campaigns possible.

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eCommerce marketing tools preferred by Hallam

VWO (Visual Website Optimiser): A market leading CRO tool that enables our team to test different variations of pages with the aim of improving conversion rates. Even a minor improvement to conversion rates can have a huge impact on ecommerce revenue. What's more, VWO also offers personalisation capabilities allowing you to amend website content depending on factors such as user location and more.

Hotjar: Hotjar is a cost effective method of gaining insight on how your website visitors behave once on your site. Features include screen recordings, heat mapping and customer surveys.

Google Analytics: An essential component of any marketing toolkit, Google analytics is a hugely powerful tool for measuring the performance of your ecommerce site.

DAN DIGITAL AGENCY NETWORK

eCommerce Marketing

IMPRESSION

James Webster

Senior Ecommerce PPC Specialist at Impression

Nottingham, UK

Impression is a multi-award winning, internationally-recognised performance agency of high-calibre strategic specialists working with a host of global brands. Our core service offerings are Paid Media, SEO, Digital PR & CRO and Analytics.

My role within Impression as a Senior Ecommerce PPC Specialist is to manage the relationship, strategy and performance of some of the leading ecommerce brands.

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eCommerce marketing tools preferred by Impression

Shoptimised: From a paid media perspective, Shoptimised is a key platform that we use to manage over 50 shopping feeds. Shoptimised gives the Impression paid media team the ability to make huge amounts of optimisations and tweaks to the clients shopping feeds. Not only is Shoptimised incredibly useful for Google and Microsoft shopping feeds but the platform has the ability to create paid social feeds.

This means that any optimisations to the shopping feeds will also be replicated when using the product feed for paid social platforms like Facebook and Pinterest. Shoptimised also allows for price comparison testing for identical products that are listing in Google Shopping. This is incredibly valuable information to be passed back to the client so they can see how price competitive they are.

SA360: The second tool that we use from a paid media perspective is SA360. The SA360 platform helps impression manage a large portfolio of clients that use multiple ad platforms in one single place.

VWO: Finally, as a CRO agency, we work with VWO to give us access to the latest technology to deploy onto your website easily ready for researching and a/b testing.

DIGITAL AGENCY NETWORK

eCommerce Marketing

MASSIVE

Connor Borrowdale

Client Engagement Manager at Massive Media

Vancouver, Canada

We're a brand + experience design agency for those with ambition. At Massive, I focus on engagement with new client partnerships, as well as their in-project experience.

eCommerce marketing tools preferred by Massive Media

Shopify: A scalable out-of-the-box e-com solution with hundreds of integrations and a bullet-proof user experience, both on the front and backend.

WooCommerce: Turns your WordPress site into an e-commerce powerhouse. It's ideal for businesses selling under 10m in sales.

Craft CMS: The up and comer. Craft CMS is a powerful CMS that continues to improve over time. If you're a digital-savvy brand that wants a future-proof branded e-commerce platform, Craft CMS is your solution.

DAN DIGITAL AGENCY NETWORK

eCommerce Marketing

mobiteam

Dan Irascu

Head of Marketing at Mobiteam

◉ Berlin, Germany

I'm the head of the Online Marketing Department at Mobiteam, helping others in need to find good tech reads and great IT services. Continuously exploring new borders of marketing. Mobiteam does custom Web Design and Development.

It is specialized in designing aesthetically beautiful and high-quality websites for corporate, personal and eCommerce. Our clients get websites that sell, attract and obtain market and customer's respect. Mobiteam creates web projects since 2012 and has a team of 14.

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eCommerce marketing tools preferred by Mobiteam

We are working mainly with 2 of them. Woocommerce and Shopify.

🧺 **WooCommerce:** We use this more affordable social media management tool for clients who need a simple solution to scheduling, community management, and analytics.

🧺 **Shopify:** is known as well for the variety of tools the owner has, and also for the ease of implementing solutions with little or even no knowledge. However, handling e-commerce on Shopify gives users mixed feelings - Some feel themselves a part of something bigger, while others don't get the entire comfort because Shopify is a fully hosted provider.

It is very individual, but both providing all the necessary things for a perfectly running eCommerce website.

DAN DIGITAL AGENCY NETWORK

eCommerce Marketing

NuStream

Kevin Fidler

Sales Manager at NuStream

Allentown, USA

Being a client-focused, detail-oriented digital marketing agency, we deliver the right product at the right price to give our clients the exposure they need to succeed.

As the Sales Manager, I work to align their goals with our strategy to effectively combine the right mix of services that will work best for their goals and within their budget.

eCommerce marketing tools preferred by NuStream

LimeSpot: The first tool we use is LimeSpot for our Shopify sites. It helps having AI assist you.

Klaviyo: It helps as well. We believe that programs specifically made for ecommerce tend to be more accurate and able. Klaviyo is a great fit for our email needs.

Partial.ly: It is another tool we use because when we need payment, it gives our customers an easier option.

DAN DIGITAL AGENCY NETWORK

eCommerce Marketing
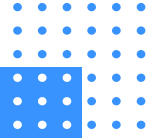
Remote Working Tools

Charney Weiss

Director of Social Media at 9thWonder

Los Angeles, USA

We use Microsoft Teams for all agency communications, meetings, and client calls.

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Los Angeles, USA

Hannah Byrd

Creative Brand Manager at Absolute Web

Slack + MeisterTask have been our BFFS :)

- -

Los Angeles, USA

Sergiu Tabaran

eCommerce Specialist & COO at Absolute Web

Slack. This platform has helped us and our clients the most, especially working from home. Slack is the ultimate tool any company should be using. It brings people closer (digitally), makes the communication and information sharing easy and intuitive.

London, UK

Fran Hale

VP Marketing & Sales at Brave Bison

At Brave Bison, we are big fans of Slack. Without Slack, it would be far more challenging to stay in contact with each other, both individually and in groups. When we left the office in March 2020, many felt that businesses would struggle to communicate efficiently but using Slack has allowed our superstar employees to easily stay in touch with each other and has been a great help.

- -

New York City, USA

Chandni Kothari

Associate Director, Biddable at Croud

While working from home, feeling connected with my team has been a huge priority, and Google Chat and Meet have helped me maintain great communication with them. These tools are the closest substitutes I have to being able to 'pop over to their desk' to talk through some client work or just to catch up. With these two tools, I love that I can drop a meet link to any of my coworkers and instantly hop on a call with them to answer any questions they or I may have.

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Remote Working

Tony Ng

Hong Kong, Asia

Founder and Creative Director at DigiSalad

Slack. It provides communication channel for the team to discuss the projects in separated channel. And Slack also provide a video call functions for the team doing video meeting with screen sharing.

- -

Will Turner

Sydney, Australia

Director, Digital Production & Operations at DIJGTAL

Slack and Google Hangouts were critical. We have a great office culture but it was hard to keep up with everyone working from home. Being able to message or jump on a call whenever was key with keeping up the banter. We'd also have open calls for the team to join in while they worked which almost felt like we were all working together in the office again.

Stella Tsokeva

New Jersey, USA

Digital Marketing Strategist at eDesign Interactive

Working from home, we use applications like Zoom, Skype, Slack and Microsoft Teams to connect with each other and set meetings with clients. We also use software like InVision, Basecamp and Jira to organize our workflow and share design visuals; and cloud storage services like Google Drive and Dropbox.

- -

Alex Lyle

Melbourne, Australia

Search Engine Advertising Specialist at Emote Digital

Slack and Zoom for easy communication, monday.com for client task management and keeping track of everything.

Remote Working

Ben Wheelhouse

Head of Marketing at Emote Digital

Zoom, Slack, and Microsoft Teams for ongoing communication. monday.com for managing workflows efficiently.

- -

Becky Carré

Head of Paid Media at Evoluted

Remote working is the norm for us now and Evoluted now has team members who will be fully-remote even post-Covid. So having a clear communications strategy is hugely important. Email is reserved for client communications which really helps avoid inbox-overload! We use Slack internally, with channels for service teams, account teams, agency news, and for fun (#pets is my personal favourite). Slack syncs really nicely with Asana, Google Calendar, and Hangouts - all essentials for our workflow.

Lily Keating

Digital Projects Director at Emote Digital

Slack - Versatile and easy to use.
Trello - This has helped us track tasks more efficiently.
Zoom - We've been able to keep in contact through Zoom.
Google Calendar/Gmail - We've been able to coordinate the team even though they are now in different physical locations.

- -

Tommy Wilson

SEO Account Executive at Evoluted

Using Slack keeps the team connected both across projects and socially, it's also meant I've been able to stick to 'inbox zero' as internal stuff is mostly dealt with on Slack. I use Dynalist for managing and organising notes & ideas. Home offices can be full of distractions, so I'm a big fan of A Soft Murmur; a web app for playing ambient sounds like coffee shop background chatter, rainfall or chirping crickets - keeps me focussed!

Sam Biggins

Sheffield, UK

Head of Development at Evoluted

Working remotely has been a slight adjustment to Evoluted but as a Digital Agency the majority of our tools and processes were already online. Google Meet and Slack have become heavily used internally and to keep lines of communication open with our clients.

Ben Wood

Nottingham, UK

Strategy Director at Hallam

Slack - this has enabled our team to stay close through the pandemic and has become our collective stream of consciousness across the business. Yes it can take some getting used to if you're transitioning from email, but is well worth it in the long run.

Carl Huang

Singapore, Singapore

Head of Enterprise at First Page Digital

Zoom for conference calls and reporting.

Jon Martin

Nottingham, UK

Technical Director at Hallam

Slack, Jira & Google Meet - they're central to how we manage work and collaborate as a team.

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Remote Working

James Webster

Nottingham, UK

Senior Ecommerce PPC Specialist at Impression

Google Meet and Google Chat seem to be the obvious ones! I'm not sure how remote working would have worked with the ease to quickly jump on a video call or send a quick message to a client or co-worker.

Connor Borrowdale

Vancouver, Canada

Client Engagement Manager at Massive Media

Our team uses Zoom regularly for communication with each other and clients. In project, we use Figma and the Adobe Suite to bring our website designs to life.

Fiona Cubitt

Hong Kong, Asia

Director at Kindred

Slack - communication

Lindsay Smith

Vancouver, Canada

CEO at Massive Media

Zoom and Slack are our Go to collab tools. We've tried many and these two are the winners.

Thom Bransom

Melbourne, AU

Design Director at Luminary

G Suite inc Hangouts, Zoom and Miro - All for communicating and collaborating.

Remote Working

Berlin, Germany

Dan Irascu

Head of Marketing at Mobiteam

Slack, Asana, Google services.

- -

Allentown, USA

Pat Bechtel

SEO and Copywriting Specialist at NuStream

While we were out of the office, it was important that team members were still able to communicate with each other, whether that's through e-mail or Slack.

Manchester, UK

Mitchel White

Managing Director at Reward

Slack and Google Meet have been two of the tools we've used most throughout the pandemic to keep in touch. We've also been using Asana to manage our projects more effectively whilst we're working remotely.

- -

London, UK

Tom Jarvis

CEO at Wilderness

Slack, monday.com, and G Suite are the three that most spring to mind as our team uses them every single day and online communication and collaboration has become so essential.

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Remote Working
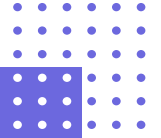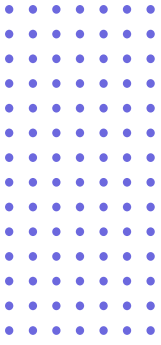
SEO/SEM Tools
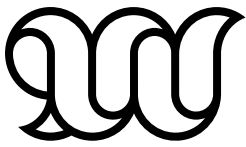
John Curley

SEO Specialist at 9thWonder

Denver, CO, USA

9thWonder is an independent marketing, media, and ideas company. We find opportunities to grow your business by analyzing data, drilling into the insights, and embedding our findings in our strategy. We take a holistic view of your existing web presence, competitors, unique business objectives, and the search landscape.

SEO at 9thWonder is woven through each aspect of content, user experience, development, and design to create custom websites that rank, and bring in qualified traffic.

SEO/SEM tools preferred by 9thWonder

Google Analytics, SEMrush, Google Search Console, Google Ads, Screaming Frog, Schema.org and lots of independent industry and market research.

Google Analytics: I like understanding the types of visitors to my client's website, the pages they explored, and the time they spent on those pages. It's extremely helpful to know what's engaging and creating conversions for making continuous improvements. Google Analytics is also very versatile in segmenting data it collects, like tracking forms filled, or products purchased.

SEMrush: I love the keyword research, keyword rankings reports, and competitive audits available in SEMrush. It helps 9thWonder show clients how they compare in search engine results, additional opportunities, and how they've improved over time.

Screaming Frog SEO Spider: It basically lets us download your entire site into a spreadsheet to review it all at once. We can quickly see any missing or incorrectly formatted data across the entire site along with any errors, redirects, http/https issues, duplicate pages, and more.

croud

Elizabeth Baggan

Senior SEO Manager at Croud

New York City, USA

Croud is a global, full-service digital marketing agency that works with some of the world's leading brands. Through the seamless connection of data, technology and creativity, Croud develops strategies for sustainable growth that drive immediate business impact.

As Senior SEO Manager, I am responsible for driving and supporting high level strategy for our clients across technical, content and off page SEO.

SEO/SEM tools preferred by Croud

SEMrush: is fantastic for conducting keyword research. Its keyword gap tool makes it much easier to do competitive keyword research and see where there are opportunities for optimization on a client's site.

Ahrefs: is best for backlink research, allowing you to easily monitor your client's backlink profile and identify any changes that may require attention.

Screaming Frog: is the most reliable and easy-to-use crawler, although I often like to supplement it with other crawlers like Sitebulb and Botify.

Sitebulb: is another great crawler that does a lot of the analysis for you. Plus, it doesn't hurt that it also has a great interface.

DAN **DIGITAL AGENCY NETWORK**

SEO/SEM

Bethany Rathbone

SEO Team Lead at Digital Uncut

London, UK

We are an SEO & PPC agency that supports startups and scale ups across the UK and USA. We aim to contribute to client growth through our services.

I lead the SEO team. I onboard clients, create and drive their SEO strategies and ensure work is completed on time and to a high standard.

SEO/SEM tools preferred by Digital Uncut

Cision: It has a great database for us to utilise for digital PR campaigns.

Keyword.com: We find Keyword.com the most accurate keyword tracker and their customer service team are also really helpful and friendly.

Google Data Studio: We integrate most of our tools with Data Studio Reports, which is really useful for clients as they can see up to date SEO and PPC KPIs in one place.

DIGITAL AGENCY NETWORK

SEO/SEM

DIJGTAL

Kevin Van

Digital Optimisation Specialist at DIJGTAL

⊙ Sydney, Australia

DIJGTAL is an Experience Design and Marketing agency based in Sydney, Australia with offices in Vancouver and LA. We specialise in transforming business problems into human-led solutions. Our client base varies from early stage startups to corporate ventures.

As the Digital Optimisation Specialist, my role allows me to oversee the SEO and SEM team, from onboarding, optimisation and reporting. We take a data lead approach, leveraging technology to maximise return on investment.

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SEO/SEM tools preferred by DIJGTAL

Google Tag Manager: Setting up the correct triggers and tags is crucial in our attribution reporting as well as optimisation of campaigns. We take a test, learn and iterate approach to everything we do, and this would not be possible without being able to accurately measure the results.

Google Search Console: Measuring the success of our SEO strategy requires us to monitor the ranking and performance of our target keywords and Google's Search Console integrates seamlessly into Google Studio which we blend with other data sources to analyse and optimise.

SEMrush: Monitoring user search trends based on our key phrase sets, feeds our optimisation strategy to constantly evolve with the market. Another key feature we use is its ability to forecast potential traffic to the website for a given set of keywords.

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DAN DIGITAL AGENCY NETWORK

SEO/SEM

DUE NORTH

Ben Hirons

Founder at Due North

⊙ Melbourne, Australia

Engineering Great Digital Marketing That Stands the Test of Time

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SEO/SEM tools preferred by Due North

Raven Tools: Good, reliable and functional.

Google Data Studio: Great dashboards for campaign performance.

SEMrush: For competitor analysis, rankings etc.

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DIGITAL AGENCY NETWORK

SEO/SEM

EMOTE

Alex Lyle

Search Engine Advertising Specialist at Emote Digital

◉ Melbourne, Australia

Emote Digital is a full service digital agency based in Melbourne, Australia. I provide SEM and SEO services for our clients.

SEO/SEM tools preferred by Emote Digital

🔍 **SEMrush:** It's useful for keyword research and competitor analysis.

📈 **Google Search Console:** A must-have because it's a Google product. It's useful for day-to-day data to see the performance of your website, it highlights technical errors and helps make sure your site is in good health.

📊 **Google Analytics:** It's essential for understanding website and ad performance. Being able to create audiences, goals and ecommerce tracking is important.

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evoluted

Tommy Wilson

SEO Account Executive at Evoluted

Sheffield, UK

Evoluted provides digital marketing, bespoke web development and digital design services to large UK businesses and multinational companies.

I work across client accounts doing everything from keyword research to technical audits. I love the technical side of SEO but I also get to work with our talented content team on ideation, which means I'm not just staring at data all day!

SEO/SEM tools preferred by Evoluted

Ahrefs: I use Ahrefs for things like keyword tracking and link analysis.

Sitebulb: It is useful for technical audits & saves me a lot of time, plus the interface is awesome.

Beyond that there are quite a few web apps and browser plugins I use for small tasks, and of course Google's own tools like **Keyword Planner**, **Lighthouse**, **Search Console** etc.

I prefer slick, simple tools that do one thing really well, rather than trying to cram everything into one package. I like to mix it up and paint a broader picture if I can, as I'll often see different results from different tools performing the same task.

DIGITAL AGENCY NETWORK

SEO/SEM

FIRSTPAGE

Miraj Mandal

Head of Performance Media at First Page Digital

Singapore, Singapore

First Page Digital Singapore is one of the fastest growing Full Suite Digital Marketing Agency in Singapore providing solutions like SEO, SEM, ORM, Social Media, Content and Creatives.

My name is Miraj Mandal & I lead the entire Performance Media Team. My current role includes Performance Strategy & Business growth for existing clients, Training the entire team, improving structure for streamlining processes along with pitching new prospects for client acquisition.

SEO/SEM tools preferred by First Page Digital SG

Sentr: First Page Digital's Proprietary Technology Tool. Sentr is one of the important tools for Account Management & Client's Profile. We manage all of our client's details including communications, contact details, billing details, campaign statuses etc which is directly linked to our Emails.

Similarweb: It is one of the important tool we use for Competition Analysis. Similarweb helps us to identify the main traffic source for the competitors based on the website visits. It also helps us to analyse the rationale between Organic Vs Paid traffic segmentation in terms of Keywords, Search Volumes, competitiveness, CPC's, etc. With analysing in-depth competition information in terms of Marketing Channels, Device Wise Traffic Distribution, Website Engagement Metrics, All Channels Segmentation.

SEMrush: Keyword Research Tools & Competitive Research. SEMrush is also one of the important tool we use for SEM Keywords Research, Keyword Planning etc. SEMrush's Advertising Research option gives a clear picture of competitor's Google Ads assets.

DIGITAL AGENCY NETWORK

SEO/SEM

Hallam

Elliot Haines

Head of SEO at Hallam

◎ Nottingham, UK

Hallam is a full-service digital agency based in Nottingham, UK. I head up the SEO department at Hallam managing a team of 7 specialists.

Our team has expertise in a wide range of specialisms within SEO including, Ecommerce SEO, International SEO, Technical SEO and Local SEO.

SEO/SEM tools preferred by Hallam

Excluding Google's own tools - 3 of our favourites are Screaming Frog, SEMrush and Ahrefs. Each tends to play a different role.

- **Screaming Frog:** is great for technical checks and audits. Their log file analyser is great for digging deep into how search engines interact with the website.

- **SEMrush:** has loads of features that are useful and is great for keyword data and competitor analysis.

- **Ahrefs:** I use mainly for link analysis. Special mention for Deep Crawl too for tech SEO audits and monitoring.

IMPRESSION

Lauren Roitman

Senior SEO Strategist at Impression

Nottingham, UK

Impression is a multi-award winning digital agency that specialises in SEO, Paid Media, Digital PR and CRO.

As a Senior Strategist within the SEO team, I am responsible for creating and executing performance-focused SEO strategies to help my account portfolio achieve their organic growth objectives. I also manage a team of SEO executives; providing mentorship, training and support.

SEO/SEM tools preferred by Impression

Ahrefs: There's probably not a day that goes by where I don't use Ahrefs at some point. It's an incredibly versatile tool that offers insights across every facet of SEO strategy. Whether it's competitor analysis, a backlink audit, or keyword research AHREFs is usually my first stop for research and auditing.

SEOmonitor: A big part of my role focuses on driving organic growth for my clients through keyword ranking improvements. SEOmonitor is our chosen tool for monitoring keyword performance, but its capabilities go far beyond just your standard keyword management. From within the interface you can also carry out keyword research, use the Topic Explorer to identify potential opportunities for your portfolio and even dig into Search Console data, too.

Google Search Console: Finally, Search Console; a must-have in every SEOs toolkit and another one I visit daily. The breadth of data you can gather from Search Console helps me to understand how our clients' sites are being viewed by Google, and how to optimise for better performance in the search results. I particularly enjoy using Search Console to dig into page performance.

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DIGITAL AGENCY NETWORK

SEO/SEM

NuStream

Pat Bechtel

SEO and Copywriting Specialist at NuStream

Allentown, USA

NuStream has been providing custom digital marketing in the Lehigh Valley, Philadelphia, and New York City since 2010.

I am an SEO and Copywriting Specialist for the company. Based on what the client's needs are — I do a little bit of everything for them. That might include optimizing existing meta descriptions, image alt tags, and onsite content. Or, I may create new landing pages, blog posts, and infographics. Whatever I do for a client, I make sure to always follow SEO best practices.

SEO/SEM tools preferred by NuStream

SEMrush: Allows you to analyze your own website as well as the websites of top-ranking competitors.

Google Search Console: is very handy, whether you're analyzing performance, searching for technical issues, or indexing pages.

Google Analytics: Automatically collects the data that I need regarding conversions, the number of users, and average session durations.

DIGITAL AGENCY NETWORK

SEO/SEM

TANGENT

Steve Clark

Head of Digital Growth at Tangent

London, UK

Tangent is part consultancy, part agency, completely digital. We solve digital challenges and craft memorable customer experiences through product design, engineering and optimisation.

In my current role as Head of Digital Growth at Tangent, I am responsible for helping our clients define their marketing strategies across various digital channels including display, SEO and social. This activity covers everything from acquisition, audience research, media and optimisation.

SEO/SEM tools preferred by Tangent

Aside from the more obvious Google Suite of analytics tools, we use:

Screaming Frog: This tool enables us to run website crawls and log file analyses that tie in nicely with our general workflow. It also forms a good basis of the work that we do from a technical standpoint.

SEMrush: This tool is a brilliant platform for all things online visibility management. It enables us to identify competitive rankings, positions and content opportunities, whilst also performing internal audits of our clients' websites.

Ahrefs: This tool allows us to establish our clients' domain authority and the position of other competitor websites in their sector or niche. We also use it to identify opportunities for link outreach and digital PR which to pass onto client teams.

DIGITAL AGENCY NETWORK

SEO/SEM

WEBITMD

Mattan Danino

CEO at WEBITMD

Los Angeles, USA

WEBITMD is a Growth Marketing + Sales Enablement Agency with offices in Los Angeles, New York City & Dallas. Founded in 2008, our mission has been to deliver a customized yet engineered approach to business growth that combines strategy & creative with data & technology.

Our clients, ranging from Silicon Valley startups to Fortune 500 enterprises, love our highly customized, consultative approach, and have said they consider the WEBITMD team as an extension of their own.

SEO/SEM tools preferred by WEBITMD

SEMrush: SEO insights tool for deep website analysis and optimization.

SpyFu: Search analytics and competitor research tool for online advertisers and digital marketers.

HubSpot: HubSpot offers a full platform of marketing, sales, customer service, and CRM software.

DIGITAL AGENCY NETWORK

SEO/SEM

Get listed among the best digital marketing agencies in the world!

3,300+
Member Agencies

295,000+
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Reach Your Target Audience

Our visitors are decision makers of SMBs & SMEs, online brands, marketing industry professionals, vendors and talented candidates looking for the top digital agencies.

Prospects

Candidates

Vendors

Researchers

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