

Our 2019 picks for your marketing technology stack

16 tried-and-true tools that'll help manufacturers analyze, report, automate, nurture and convert. Read more at bit.ly/2HQTvOt.

Foundational



BEGINNER
HubSpot Marketing Hub
starting at \$50 per month



BEGINNER
Google Analytics
Free



BEGINNER
Search Console
Free



ADVANCED
Google Data Studio
Free



ADVANCED
WordPress
Free

Inbound demand generation



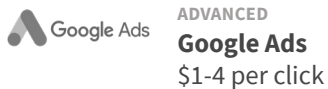
BEGINNER
Yoast
Free



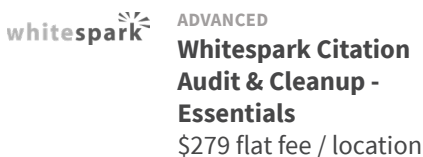
BEGINNER
MozBar
Free



ADVANCED
Ahrefs
Starting at \$99 / month



ADVANCED
Google Ads
\$1-4 per click



ADVANCED
Whitespark Citation Audit & Cleanup - Essentials
\$279 flat fee / location

Outbound demand generation



BEGINNER
LinkedIn Sales Nav
\$79.99 / month



BEGINNER
Prospect.io
\$99 / month



ADVANCED
LinkedIn Advertising
\$6-9 / click



ADVANCED
AdRoll
\$1-4 / thousand impressions

Lead capture



BEGINNER
HubSpot Marketing Hub Pop-up component



ADVANCED
Hotjar
Starting at \$89

Lead nurture



BEGINNER
HubSpot Marketing Hub E-blast and automated workflow component



ADVANCED
MailChimp Grow
Starting at \$10 / month