



THE HELLO DIGITAL MARKETING

# Secret Toolkit

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# What's in the *secret toolkit*?

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## SECT. 1

# Sales & Operations

The logo for Accelo, featuring the word "accelo" in a lowercase, sans-serif font. To the right of the text are four horizontal bars of varying lengths and colors: purple, blue, green, and orange.

### Accelo

[www.accelo.com](http://www.accelo.com)

Handles our entire agency operations. Designed to manage and track all of the various metrics and performance of our digital marketing agency. From Sales to Projects, Retainers, and Support, Accelo ensures our agency is running efficiently, keeps our client communications, tasks and billing all in one centralized platform without needing to use third party time tracking and project management tools. After switching to Accelo, we've seen our efficiency increase by 30% in our first year and our revenue.

The logo for Proposify, featuring a blue coffee cup with a white lid and a white letter 'P' on the front. Below the cup is the word "Proposify" in a blue, sans-serif font. A green checkmark is positioned to the right of the word.

### Proposify

[www.proposify.com](http://www.proposify.com)

We are HUGE fans of Proposify. A Nova-Scotia based software as a service platform designed to help businesses create amazing digital proposals. We've been with Proposify for three years, and have closed many proposals and contracts over the years. Prospects are able to review their proposal, select service options and digitally accept our contracts. We are able to see real-time analytics on what content is viewed in our proposals, and what matters most to our prospects during our sales process.

The logo for 1Password, featuring a blue circular icon with a white keyhole in the center. To the right of the icon is the word "1Password" in a bold, black, sans-serif font.

### 1Password

[www.1password.com](http://www.1password.com)

When you have to be responsible for client passwords, website passwords and service logins, a spreadsheet simply doesn't cut it, nor is it secure. That's why we use 1Pass with our team, to ensure everyone has access to the applications and services required to do our jobs better.



## Slack

[www.slack.com](http://www.slack.com)

Slack is the hub we use for our team communications. Conversations are organized and accessible. Everything is organized into groups, channels. A lot of our tools are integrated right into Slack so we can manage multiple things in one place.



## HelloSign

[www.hellosign.com](http://www.hellosign.com)

Getting clients to sign off on documents can be a long process. Sending documents back and forth, fixing errors and then sending it back again. With HelloSign that problem is solved. It allows us to quickly send documents and using eSignatures to seamlessly sign off on our documents.

## SECT. 2

# Design & Development



### Sketch App

[www.sketchapp.com](http://www.sketchapp.com)

Sketch App is a design toolkit we use to mockup website designs and wireframes for our website design and digital marketing projects. We switched to Sketch in 2017 to maximize efficiency and greatly reduced the time spent on creating custom website design wireframes, templates, and concepts. We previously used Adobe's Creative Suite products such as Experience Designer, Illustrator, and Photoshop, however, we found challenges with client collaboration.



### Invision

[www.invisionapp.com](http://www.invisionapp.com)

InVision is a product design platform we use in conjunction with Sketch App to review design concepts and create interactive experiences for our clients to use before we begin any website development and builds. This has reduced our design approval process time down significantly as we're taking clients away from their inbox and into a real-time collaborative review process.



Adobe® Creative Cloud™

### Adobe Creative Cloud

[www.adobe.com](http://www.adobe.com)

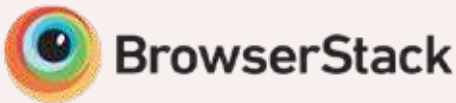
Creative Cloud is a subscription based suite of graphics software. It allows us to create any and all assets we need for branding, marketing, and website creation. Primarily we use Photoshop, Illustrator, TypeKit, and Adobe Stock.



## Gather Content

[www.gathercontent.com](http://www.gathercontent.com)

GatherContent allows us to easily organize and product content for our website projects. Instead of sending a handful of documents back and forth with our clients, we can now effectively create content requests on GatherContent to 'gather content'. We create templates to help our clients know how the content needs to be structured and then create content ready to map to our CMS, making the migration process much easier.



## BrowserStack

[www.browserstack.com](http://www.browserstack.com)

This tool is used in our testing process of all of the websites we launch. It gives us instant access to all real mobile and desktop browsers allowing us to test our websites on multiple browsers and devices much more efficiently.

## SECT. 3

# Marketing & Automation



### Hotjar

[www.hotjar.com](http://www.hotjar.com)

Hotjar is one of the best ways to understand how people are using your website. It allows you to find new growth opportunities on your website or web application. It visually represents your user's clicks, taps and scrolling behaviors using heatmaps. You can see usability issues by watching recordings of real visitors on your site as they click, tap, move their cursor, type and navigate across pages. Once you have a funnel set up, you can find out which page and which step most visitors are leaving your site. Using the built-in survey and feedback tool you can collect real-time feedback from your visitors and learn more about their experience.



### SEMRush

[www.semrush.com](http://www.semrush.com)

SEMRush is our digital marketing suite to manage SEO projects, improve PPC efforts, organize social media projects and working with content that will produce results. With SEMRush it's easy to do our organic research, ad research and keywords research which results in an effective growth strategy for our clients.



### ActiveCampaign

[www.activecampaign.com](http://www.activecampaign.com)

ActiveCampaign is one of the most powerful email marketing platforms that have built-in marketing automation, CRM and messaging capability allowing us to deliver the most effective message to our users that converts visitors to leads, to customers, and eventually advocates.



## Hootsuite

[www.hootsuite.com](http://www.hootsuite.com)

Managing multiple social media accounts can be stressful. We use Hootsuite to manage all of our social media accounts in one place allowing us to schedule, manage, and report on social media content easier.



## Drift

[www.drift.com](http://www.drift.com)

Drift is our conversational marketing tool. We can set up a bot that qualifies visitors for us and turns them into leads. Any conversation can be a conversion. So instead of traditional marketing and sales platforms that rely on forms and follow-ups, Drift connects our business with the best leads in real-time.



## Google Tags & Analytics

[www.google.com/analytics](http://www.google.com/analytics)

Google Analytics allows us to review website traffic and data from all touch points in one place, for a deeper understanding of the customer experience. Google Tag Manager allows us to manage all of our conversion tracking, pixels and other tags in one organized environment. We can quickly and easily update tags and code snippets on our websites such as those intended for traffic analysis and marketing optimization.