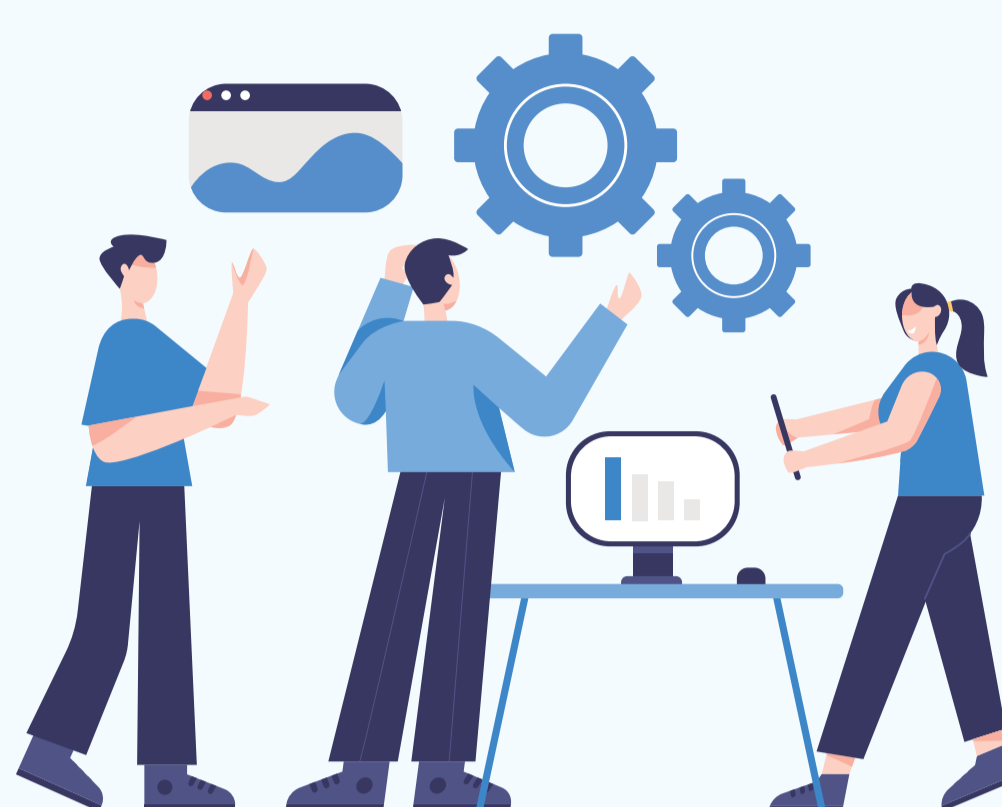


ESSENTIAL MARKETING TOOLS IN 2023

Marketing tools provide excellent conversion rates and income with enhanced sales productivity and prospects.

On average, 56% of companies are currently using marketing automation, with 40% of B2B companies planning to adopt the technology.



CONTENT CREATION AND DESIGN TOOLS

Content marketing generates three times as many leads as traditional outbound marketing but costs 62% less.

Quick glance at the tools to go for

[Adobe Spark](#) | [Canva](#) | [AnswerThePublic](#)

EMAIL MARKETING TOOLS

77% of marketers have seen an increase in email engagement over the last 12 months.

Quick glance at the tools to go for

[Hubspot](#) | [ActiveCampaign](#) | [Sendinblue](#)



SEARCH ENGINE OPTIMIZATION TOOLS

70% of online marketers say that SEO is better than PPC for generating sales.

Quick glance at the tools to go for

[Ubersuggest](#) | [Semrush](#) | [Ahrefs](#)

SOCIAL MEDIA MARKETING TOOLS

In the US, at least 82% of internet users are on social media. The total number of social media users will likely reach 257 million by the end of 2023

Quick glance at the tools to go for

[AdEspresso](#) | [Mention](#) | [Meltwater](#)



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Learn more about these marketing tools through our latest blog.