

66 Growth Hacking Tools You Need to Test!



Growth Hacking Tools

Over the years there has been an increasing awareness of the many tremendous benefits that growth hacking offers to startups. While there are divergent opinions on what growth hacking is all about, there is one thing that is consistent about growth hacking and it is hinged on the fact that it expedites the rate at which a startup grows and when applied properly can catapult a startup to immediate and unparalleled success. Growth hackers use many tools to handle their tasks and today I want to share with you 66 growth hacking tools you need to test. No matter if you are building a startup from scratch or if you have a more advanced business, these tools will help you grow.

Growth hacking is often viewed as a form of marketing (A kind of marketing 3.0), however, there are differences and the growth hacking definition is more complexed than that. The distinction between traditional marketing and growth hacking is quite simple to grasp. While traditional marketing performs a broad range of functions that extensively covers a wide range of aspects, such as awareness, acquisition, brand equity, and so on, growth hacking strategy is entirely focused on the singular goal of increasing growth. Growth goes further than acquisition because it also involves data, programming and product development. Indeed, the growth hacker's job is not only to grow your marketing channels but also grow (improve) your product according to data or feedback collected in order to make it more user-centric.

The most important element for a growth hacker job to be successful: he/she needs to possess aptitudes to apply his/her growth hacking skills with always a technical mindset. A comprehensive understanding of how technology operates, the various ways in which people utilize technology, the various technological movements and progressions, and which tool is most applicable for a particular startup. It is quite common to find that growth hackers would require the assistance of a programmer (When they cannot code themselves).

There are a variety of functional tools that can help marketers and growth hackers with a technical mindset to be fully efficient while handling a long list of processes such as integrating tools, as well as constructing landing pages, etc... In other words, there are assortments of tools that can give growth hackers and marketers a tremendous advantage in the growth hacking field as long as they possess a technical mentality. In the past few years, there are so many growth hacking examples that have been successful and I hope with this list, you'll be able to find your own growth hack.

At Growth Hackers, we tested hundreds of different tools and we came up with the list below. In line with the aforesaid, here is a comprehensive list of growth hacking tools that would enable growth hackers make significant impact in growth while eliminating the need for a programmer or programming skills.

Growth Hacking Tools

1. Task automation
2. Lead Magnets / Landing Pages
3. Analytics
4. Emails
5. 'Multi-Disciplinary Tools'
6. Content Boosts / Exposure
7. SEO/ASO
8. A/B Testing
9. Social Media
10. Feedback
11. PR (Public Relations)
12. Gmail Plugins
13. Others

Growth Hacking Tools

Let's go with our selection of the top growth hacking tools



Growth Hacking Tools

1. Task automation

IFTTT

IFTTT is one of those classic growth hacking tools that everyone knows and uses. We do too at Growth Hackers. It is a very effective tool that is employed in the creation of statements called applets. Applets work with over 300 applications making it very effective across an extensive variety of platforms such as Facebook, Twitter, Instagram, Tumblr, Pinterest, emails...

IFTTT works by automating web application operations. For instance, posting a particular content across many social networks. Let's say you posted a picture on Instagram and want it to be automatically posted on Twitter: you can set it up in seconds. IFTTT is also effective in tracking various progressions of a link email or mentions across various platforms.

Zapier

Zapier is one of the surest ways to get a growth hacker or a marketer ahead even if he or she is not a developer. Zapier is beneficial in a number of interesting ways such as allowing for easy web app connection and automation of processes. Zapier can automate various processes which make it very easy for you to generate sales leads. Zapier is an effective way to get ahead in growth hacking as it is fast, efficient and convenient to use even for an inexperienced marketer. Furthermore, Zapier enables you to integrate a significant number of third-party apps.



Growth Hacking Tools

2. Lead Magnets / Landing Pages

LeadPages

Landing Pages and CTAs: this growth hacking tool is particularly beneficial when trying to grow your blog. Lead pages and the creation of landing pages are relevant when trying to gather emails and is also useful when trying to host webinars which is good for blogs and online businesses. A lead page also helps you gather a staggering number of emails from your blog while providing resources.

Unbounce

Unbounce is a growth hacking tool with is very easy to implement and has the additional advantage of facilitating the creation of landing page. Unbounce has the distinctive benefit of being able to combine a landing page with A/B testing which is further strengthened by the fact that Unbounce is extremely easy to set up even if you are not a programmer.

A marketer or a growth hacker with very little technical knowledge can create a customized landing page with A/B testing which would dramatically enhance the prospects of the online business or blog by increasing conversion rates. The core benefits of Unbounce are the high conversion rates, convenient setup even for a non-technical person and the ability to customize landing pages to meet your requirement.

Hello Bar

This growth hacking tool is particularly concerned with increasing conversion rate, which is probably the important aspect of growth hacking. Hello Bar is designed to covert traffic into customers. Hello Bar is certainly a growth hacker's delight as it is a tool that facilitates every aspect that is required for increased profitability. Hello Bar provides significant emails through prospecting, it helps to propel traffic and most importantly conversion rates. Also, it provides tracking functionalities to monitor progression and developments.

ListBuilder (From Sumo)

ListBuilder is particularly proficient in helping you gather email address of various visitors to your site. ListBuilder is advantageous gathering emails with a heightened level of efficiency because of the popup feature that makes it nearly impossible for a visitor to ignore. Also ListBuilder is applicable on both desktops and mobiles and can be integrated with both most of email service providers like Aweber and Mailchimp (See below).

Growth Hacking Tools

Do you want to grow your business with growth hacking tools?

3. Analytics

Clkim

I am sure you know already link shortening. There are a lot (Bit.ly, buff.ly, ow.ly...). They allow you to analyze, track and get data from the links you share. However, I always thought there were much more potential than just seeing how many people see or share a post thanks to link shortening. With Clkim, not only you can track your links, but your links will also be branded and best of all: you will be able to retarget anyone who clicked one of your links. Let's say you share an article from TechCrunch on your social media channel. Anyone who clicks this link, you will be able to retarget them thanks to Clkim. How awesome is that?!

Bounce Exchange / BounceX

Bounce Exchange or BounceX is one of the most comprehensive behavioral tools, which analyses visitors' patterns while enhancing conversion rate. Bounce Exchange has the uniqueness of detecting when customers are about to leave the site which allows you to make moves before they do. Bounce Exchange also has awesome A/B testing features, which allows you to examine the efficacy of your call to action.

SessionCam

This tool is particularly advantageous as it allows you to evaluate the actions of various visitors to the site, which would be used to identify faulty areas while making modifications that supports conversion. This tool also employs the use of heatmaps and analytics to identify actions of users on the site.

KISSmetrics

KISSmetrics is one of my favorite growth hacking tools. I am sure you know Google Analytics. KissMetrics is kind of Google Analytics on steroid. It has a great deal of functionalities that surpasses most analytics. KISSmetrics analytic functionalities encompass not only the monitoring the source of traffic but focuses on the various activities that occur once they are on the site.

KISSmetrics is one of the most inclusive marketing tools with far-reaching functionalities that provide detailed insight into various developments which can be incorporated to increase conversion rates. This growth tool has built a nearly irrefutable reputation that is backed up by an incomparable level of efficiency. KISSmetrics offers precise blow to blow information on various developments with a comprehensive insight into visitors' behavior which can be used to optimize the site for profitability. Note: KISSmetrics is also very convenient to implement.

Growth Hacking Tools

MixPanel

MixPanel provides top-notch analytics for online businesses with detailed monitoring of users operations on a variety of application and tools while fostering well-tailored and personalized communication with them. MixPanel utilizes A/B testing and a variety of survey techniques which are used in the creation of campaigns, measurement if progression, engagements and overall success. MixPanel can be described as the Google Analytics for mobile apps.

Clicktale

Clicktale is a tool that follows up on various user actions for the incorporation of relevant modifications that would certainly enhance conversion rates. Clicktale offers an extensive range of features that includes website optimization, conversion investigation and usability inquiry.

ClickTale offers a systematic approach that investigates the website to modify content and then nurtures users into taking action. This growth hacking tool has many distinctive advantages such as being able to uncover trends of a single user, convenient to implement, and the application of heatmapping technology which enhances customer experience and translates to high conversion rates.

Crazy Egg

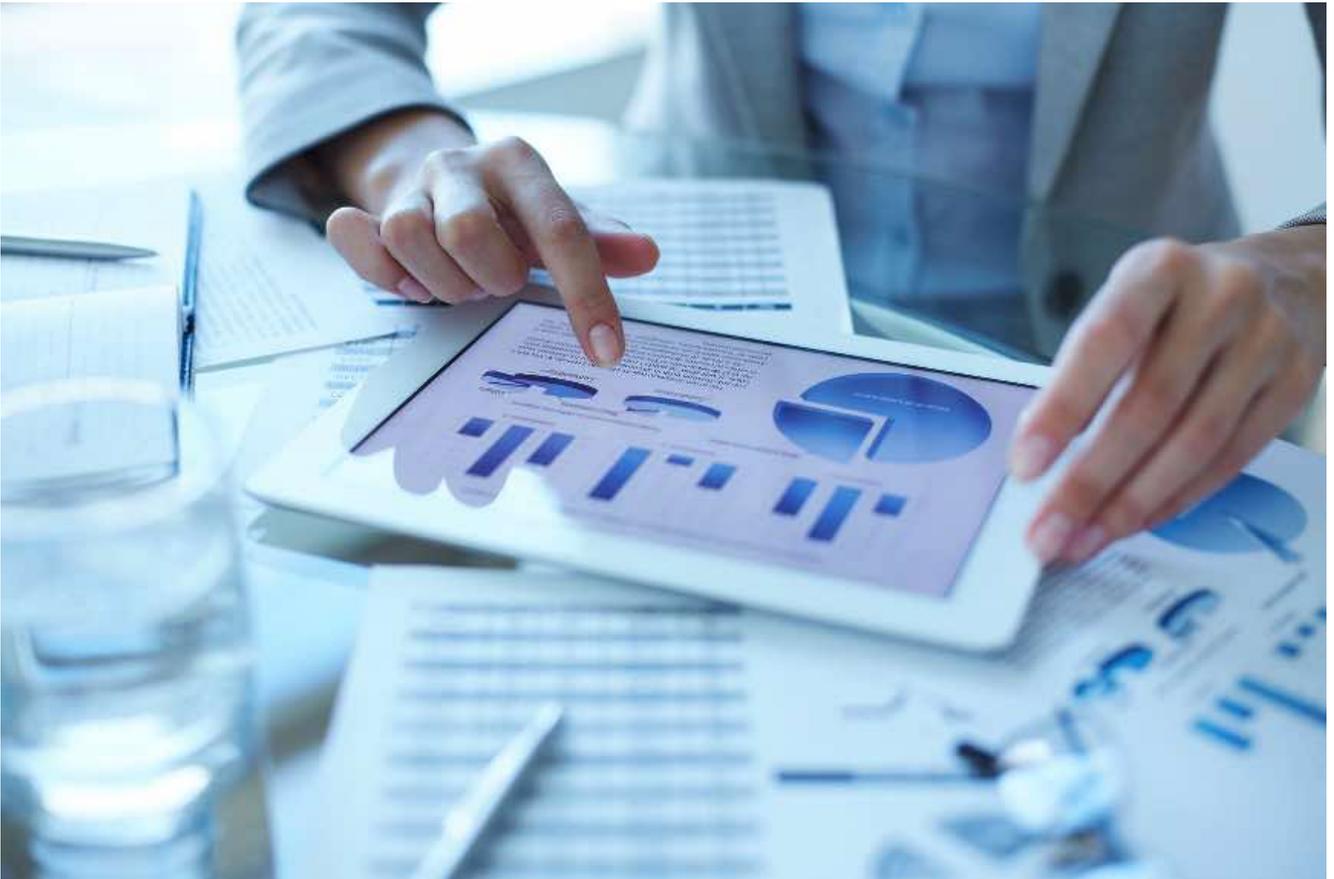
Crazy Egg is a tool that offers insight into various users patterns on the site with a great deal of awareness of various user actions, the patterns exhibited by various segments and more. Crazy Egg transcends the functionalities of KISSmetrics because you do not require A/B testing to understand the various patterns and progressions on the site. Additionally, Crazy Egg is very convenient to implement with commendable results.

Qualaroo

Qualaroo is a formidable tool and was invented by one of the foremost growth hackers. Qualaroo is instrumental in offering a vivid insight into various actions that takes place on the site and the reason behind specific patterns by users. Qualaroo can help you investigate certain patterns amongst users by asking questions such as why don't users take action by buying and much more through a message that appears without constituting any form of interference.

Qualaroo is very efficient in providing in-depth understanding about customers' patterns. This can be used in modifying your site in order for customers to take specific actions that brings about profitability while satisfying marketing and growth objectives. Qualaroo reveals the reason behind customers' actions while repositioning the site to help correct flaws that may impede business flow. Qualaroo has the advantage of showing the "why" behind users' actions. This informs you on the most appropriate action to take and how to improve it.

Growth Hacking Tools



Growth Hacking Tools

4. Emails

MailShake

MailShake is one of the most convenient email marketing tools to implement with astounding reach that amplifies the attainment of your marketing objectives and grows profitability significantly. Growth hackers use MailShake for blog outreach and cold emailing mostly. MailShake automates the monitoring of emails to determine which email was accessed and if the link was accessed by the recipient. This tool offers convenience when it comes to editing and pausing emails. In other words, MailShake enhances your control of your email campaign.

This growth hacking tool is very effective in running email campaigns as it handles every ramification of the entire email campaign process for sending emails to targeted recipients, monitoring the success of sent emails as well as empowering you to control campaigns by pausing, editing and restarting email campaigns how you see fit for maximum results.

Toofr

Toofr is a valuable tool when it comes to prospecting clients which is an important consideration for effective marketing. Toofr will help you to discover email addresses of people and is remarkably easy to setup. Additionally, Toofr provides exceptionally efficient customer service.

Email Hunter

Just like the name of the tool implies, Email Hunter is a unique way to find emails of potential clients which is why it is an effective prospecting tool. Email Hunter performs the same services as Toofr, however there is a slight distinction which is hinged on the fact that Email Hunter sends substantial amount of emails which is particularly beneficial to marketers trying to cut across to a significant number of clients.

MailChimp

This tool is not a growth hacking tool per say but an email service provider (ESP). There are many ESPs around. MailChimp is without a doubt the most popular and we have to say, we love it. It's easy to configure, reports are easy to understand, etc... This growth hacking tool undoubtedly offers a unique opportunity for new online businesses to accelerate growth through an extensive variety of features.

Those have earned MailChimp an unassailable reputation as one of the most preferred email marketing tools. This tool will allow you to create and send great email marketing campaigns. MailChimp is certainly a fantastic way to boost your online business with highly targeted mails that are tailored according to various visitors' patterns and website trends. It is an effective tool for sectionalizing mails and it has features that automate the delivery of mails at a time that is most suitable for maximum result.

AWeber

AWeber is one of the most amazing tools you can possibly get. If you don't choose MailChimp as an ESP, give a try to AWeber. AWeber is particularly easy to use with a hyper-reactivity which makes it one of the most efficient email marketing software with astoundingly gratifying results.

Growth Hacking Tools

AWeber is preferred by many entrepreneurs and startups because of the convenience and effectiveness it brings to online business. AWeber has built an unassailable reputation that is reinforced by a millions of startups, bloggers and online businesses. AWeber uses metrics to monitor performance and offers a considerable number of templates for you to choose from.

SendGrid

SendGrid is another ESP that we love. In order for you to choose your favorite one, you will need to test them: we cannot choose for you. SendGrid cloud based email sending service is an efficient way to broaden your reach to millions of customers and remains unmatched when it comes to offering delivering significantly large number of mails to people.

With an assortment of additional features and functionalities which includes real-time analytics and boosts the number of your email delivery profoundly. SendGrid is certainly one of those formidable growth hacking tools we recommend and that amplifies the rate of email delivery, enhances deliverability and exposure of your email to a staggering number of people.



5. 'Multi-Disciplinary Tools'

Ninja Outreach

Do you want to find influencers in your industry easily and have a tool allowing you to automate outreach? Ninja Outreach is for you then. Actually, this growth hacking tool goes much further than emails. Indeed, this will let you find influencers, generate leads, finding guest posts' opportunities, build links, cold email outreaching, Twitter prospecting, Instagram outreach and more. Give it a try if you want to reach to influencers through emails or other mediums.

Vero (Web Analytics + Emails based on data)

Vero studies patterns from people leaving your website and sends emails to them based on those patterns. Vero is a powerful growth hacking tool because it is highly targeted by identifying the peculiarity of each visitor and sending an email on that basis. Vero is effectively designed for highly personalized and targeted campaigns. Vero gets you ahead with tremendous advantages when you intend to launch a highly targeted campaign, it is also relevant when it comes to A/B testing emails and facilitating automated email campaigns.

Infusionsoft

This tool would help you automate many aspects of your startup business which makes Infusionsoft a very suitable growth hacking tool. Infusionsoft provides continuous monitoring of email and social marketing for desirable results. With instant warning on potential customers and an integration of CRM and email marketing, Infusion Soft has irrefutable relevance to any startup business.

Nimble

This tool is especially useful when trying to create a longstanding connection with potential clients. The tool integrates contacts, email, follow-ups and other forms of online marketing information in such a way that constantly enhances connections to build business. Nimble can manage a staggering number of contacts consistently over a variety of platforms.

Nimble gives you notice about specific developments which can be leveraged for added value such as a contacts birthday and so on. The notice is also relevant for timely communication with clients.

HubSpot

I am sure you've heard about Hubspot. This is a great CRM tool, perfect to master inbound marketing. HubSpot is a software that is particularly relevant in inbound marketing that helps you grow at an unprecedented rate while helping you keep track of various developments.

HubSpot is effective in integrating your online marketing while amplifying sales and productivity. Additionally, Hubspot offers significant leverage in creating landing pages, enhancing email campaigns, organizing workflows through automation.

Growth Hacking Tools

Drip

Drip offers remarkable functionalities in the area of marketing automation while enhancing great email marketing campaigns. Furthermore, Drip provides accurate information that can be used to develop campaigns against the backdrop of specific patterns and actions of visitors on the site for result oriented email campaigns.

One of the major advantages of Drip is the fact that it allows for highly personalized campaigns which is generally more effective and result driven. Drip is remarkably easy to setup while integrating a variety of tools for accelerated growth.

MixRank

MixRank is a very powerful growth hacking tool that can be used to boost sales tremendously through a comprehensive series of ways such as promoting sales leads, identifying the origin of traffic and much more. MixRank is an efficient way to investigate the source of competitor's traffic and other relevant information that would be used in implementing campaigns. MixRank is valuable in reaching out to potential customers across a variety of platforms while channeling your campaign in their direction. MixRank is effective in monitoring competition, ad copy and landing pages, etc...

In summary, MixRank is unarguably an effective tool that performs a multiplicity of functions such as investigating the source of competitions traffic which can help redirect the focus of your campaign, MixRank has functionalities that support a variety of testing, which provides concrete information that can be used in the creation and implementation of a successful campaign.

Marketo

Marketo is a formidable tool with a long list of functions that extensively includes market automation, email campaigns, analytics, tracking and much more. With features that offer impressive customer based marketing, Marketo is relevant in cultivating meaningful relationships with customers, across a long list of platforms.

Marketo helps with highly focused campaigns that yield dramatic results in the areas of conversion rates and profitability. Marketo offers an integrated approach that allows for increased online presence across an extensive list of platforms.

AnyLeads

AnyLeads is a growth hacking platform that automates marketing operations. It's the new tool around and is a mix between a CRM, an email scrapper and email service provider. This is a full solution for email outreach, funnel building, etc... Their interface is very well designed: this makes it easy to create your own drip email marketing campaigns, find the emails on almost everyone and more.

Growth Hacking Tools

Klaviyo

Klaviyo is a growth hacking tool that employs the synergistic combination of email marketing and content marketing to enhance that attainment of set marketing objectives of startups and online businesses. Some of the unique features and functionalities of Klaviyo are centered on the fact that it helps in the creation of highly targeted marketing campaigns and emails. More so, Klaviyo can test the efficacy of every email as the tool provides information on which email is actually creating conversions and which is not.

Autopilot

Autopilot is an email marketing and automation tool that provides automated messaging both online and offline. Autopilot captures the links and leads while communicating effectively with prospective across a variety of channels. Autopilot utilizes a spontaneous interface that can be employed easily while following leads and patterns in the most comprehensive way possible. Autopilot follows leads, opens, click until it blossoms into eventual conversions.

This growth tool helps in launching a highly personalize email campaigns and in-app messaging with very little effort while reaping staggering results. Autopilot integrates with a long list of CRM and other automated e-commerce technologies. It provides advanced features that tracks performance rate while engaging customers with emails, SMS, postcards and so on.



Growth Hacking Tools

6. Content Boosts / Exposure

BuzzSumo

When it comes to inbound content marketing, BuzzSumo is one of the most preferred tools. BuzzSumo provides insight into some of the most shared articles across social platforms on any subject. This feature is relevant in helping you identify articles that would propel traffic, find content to curate and can be used for impressive SEO campaigns.

Canva

When it comes to creating graphics, designs, photographs, illustrations that is often required for inbound content marketing, Canva is just right for you. This tool will help you create a great content marketing strategy. Canva will certainly help you create significant number of stickers, borders, frames and everything you would need for an impressive inbound content. Canva can be used by both experts in design or graphics and amateurs with satisfactory results. Unarguably, Canva is the foremost tool for web and print designs.

Grammarly

If you're creating content - no matter if it's blog posts, video content, images, white papers or else - you need to make sure your content is mistake-free. It takes so much time to review, read and re-read all the content you've created and it kind be tough to find mistakes. To help you find mistakes in your content, I recommend you to try Grammarly. This tool will help you create better content by correcting grammar errors you might have made. Grammarly can find hundreds of mistakes than other tools can't.

Sniplly

Sniplly is really one of my favorite growth hacking tools. This growth hacking tool is very instrumental when trying to build a sustainable relationship with clients while promoting content. The core advantage of Sniplly is centered on sharing your links to various online content that you feel would attract customers interest. However, it is always recommended that the links that are attached to content are associated.

This tool can dramatically boost your marketing avenue as you can barrage potential customers with an assortment of links and contacts such as emails, telephone contacts, follow-ups and much more which would certainly boost your traffic and conversion rate.

Gumroad

Gumroad is particularly easy to implement and allows creatives to promote their products through a wide range of formats such as HTML, iBook, PDF and MP4 and much more. Gumroad also allows for integration with a variety of social platforms for amplified visibility.

Click to Tweet

Click to Tweet is effective management tool for marketing on Twitter. Click to Tweet leverages Twitter's user base to spread word about a product or service just by requesting that user click to tweet about it. The technique to using Click to Tweet is very straightforward as all that is required for you to do is to invite new users to spread the word about the product, a mention or a quote by clicking to tweet.

Growth Hacking Tools

This technique is very advantageous as your marketing can blossom into a major campaign. Additionally, you get a periodic update by the analytics which gives you an unequivocal insight in to how many clicks has been made allowing to accurately estimate how well the promotions is going. There are many amazing features of Click to Tweet as it is very convenient to implement, has analytics that gives you unequivocal insight into developments and often escalates your promotions activities exponentially.

FameBit

Famebit is one of the most effective growth hacking tools that helps you fulfill your marketing objectives in the areas of brand awareness and brand recognition by tapping into Youtube users. FameBit is a tool that can be used to reach a staggering number of Youtube, Instagram and other platforms for maximum brand exposure that is required to fulfill all of your expectations.

Growth Hacking Tools

Do you want your business to grow faster?

7. SEO/ASO

Colibri

Colibri is a tool that would give you remarkable advantage over competition because you would be empowered to monitor inbound links to your competitors' sites. Colibri offers impressive analytical features that monitor data across a good number of platforms. It also effective in measuring trends while providing comprehensively accurate information that is actionable.

With little resources Colibri would help enhance your online presence while giving you an unequivocal insight into various trends that can be leveraged for marketing success and profitability. Colibri offers astounding SEO by allowing you to engage customers meaningfully.

SemRush

SemRush is a SEO tool, maybe not so much a growth hacking one but we love it at Growth Hackers and you should definitely test it if you are into SEO. It is a very inclusive marketing tool that provides outstanding competitive intelligence, SEO optimization and comprehensive analysis that repositions your digital marketing efforts for remarkable success.

SemRush provides the most accurate information that allows you to have a clear understanding of market and competition. SemRush effectively combines a variety of functionalities and features which are the Domain Analytics which focuses on URLs, Keyword Analytics for SEO and keywords, My Reports for custom reports and much more.

Mobile Action

Do you want to increase your apps' reach and App Store Optimization (ASO). Mobile Action is for you. Mobile Action provides you with all of the apps in the market with the combination of in-depth analysis into the market terrain for informed decisions that would propel the progression of your app startup at an astronomical rate. Mobile action will empower you with some of the most used keywords which you can incorporate for success.

Mobile action also tracks the download rate with instantaneous update on the progression of your startup in relation to competitions. This mobile appstores' growth hacking tool provides comprehensive insight into how well your app is faring with everything from ratings, reviews to keywords that would effectively position your app for success.

Growth Hacking Tools

In addition to giving detailed analysis of various developments in the app market, Mobile Action provides a detailed plan of action based on analysis that would help position your app for staggering success. The most important feature of this tool is that it demystifies the complexities of keywords while helping you implement keyword solutions in ways that enhances the prospects and profitability of your app.

Growth Hacking Tools

8. A/B Testing

Optimizely

Unarguably, Optimizely is a fantastic growth hacking tool with the unique features of helping you to amplify participation and conversion rates through the implementation of A/B testing. Optimizely offers many unique features and advantages to your website operations which encompasses being able to implement A/B testing while eliminating the stress of altering the code yourself. It expedites the optimization of ideas on your website and is also valuable when it comes to monitoring developments on your website through metrics.

Visual Website Optimizer

This tool is particularly focused on convenient A/B test operations, which is very crucial when trying to evaluate your site. Some of the unique benefits of Visual Website Optimizer is that it facilitates the setting up of A/B testing and is relevant even for people who are not programmers. It also facilitates various forms of testing, which provides results that can be used to optimize the site for maximum results.



Growth Hacking Tools

9. Social Media

Buffer

You have a social media strategy but you might think social media takes too much of your time. Try Buffer. This is not so much a growth hacking tool but more a social media management tool and this is our favorite. This tool is so easy to use if you want to schedule many posts across your social media platforms.

Dux Soup

Do you want to get leads automatically from LinkedIn? Dux Soup is the right tool for you. Indeed, this growth hacking tool provides lead generation automation (For example, by visiting automatically profiles based on your saved searches) and will give you leads in a lot of less time. All your activities on LinkedIn will be tracked automatically.

LinkedIn Helper

You like Dux Soup for LinkedIn and you want to take your lead generation process to the next level? LinkedIn helper is the growth hacking tool for you. You can pretty much automate all the actions on LinkedIn such as connecting with people, sending messages, endorsing people, build targeted mailing lists... If you want to automate your LinkedIn profile at scale, this is the tool for you!

HypeGrowth

Do you use Twitter or do you intend to? HypeGrowth is a great tool to automate some of your activities on Twitter. For instance, HypeGrowth can automatically follow influencers in your industries, people who post about certain topics or hashtags or automatically like people's posts. There is a bit of setup at first but once done, your Twitter will be almost running by itself (You just need to schedule posts through Buffer or automate posting via IFTTT or Zapier)

InstaRanker

Do you use Instagram but cannot grow your engagement or community? InstaRanker is the solution for you. This is kind of HypeGrowth for Instagram. This growth hacking tool will allow you to automatically follow or unfollow people, like people's pictures or videos and even comment on your behalf.

10. Feedback

Typeform

Typeform refines online survey in such a way that engenders participation while stimulating required response. Typeform modifies the entire survey process to elicit answers while eliminating the stress that comes with the awareness that you are undergoing a survey. This tool is useful in gathering comprehensive information about various trends and developments.

Polldaddy

Just as the name implies, Polldaddy is a tool that is entirely focused on polls and surveys. This 'poll' tool is used to collate substantive information about the market. Polldaddy is instrumental in collating considerable information and can be tailored for specific results.

Olark

Olark is a relationship building tool as it allows you to verify a great deal of information about users of the site such as their identity and location. This tool provides information of the user on the site, which allows for tailored communication and connect with visitors intimately. Olark has many unique benefits such as reducing the stress and inconvenience communication with all users as you can identify users with more purposeful intent. Olark also helps to combine a variety of CRMs.

11. PR (Public Relations)

JustReachOut

JustReachOut is a tool that eliminates the need for PR firms by offering direct access to journalists and press releases. All that is required for you to do is to visit the suite and use the query tab to search whatever topic you are looking to find and there will be results with some of the fascinating press releases and journalist contacts.

PRServe

PRServe is one of the most effective PR tool as it performs all of the functions of the conventional PR firm with very little cost. PRServe is designed to ensure that you get adequate press exposure for the fulfillment of your marketing objectives. If you are concerned with getting remarkable PR results for very little fee, then PRServe is certainly right for you. You only pay on results. No need to hire a PR firm without any guarantee to being published.

12. Gmail Plugins

Gmail is the most used email provider around. There is a lot of chances that you're using Gmail already (As we do at Growth Hackers) and I want to help you make your Gmail account even better. Why? Because, even if I think Gmail is a great tool, I believe it can largely be improved and this is why I am going to show you 4 to growth hack your Gmail account.

Yet Another Mail Merge (YAMM)

YAMM is the perfect mail merge tool for Gmail! It's so easy, just write your email template as a draft in Gmail, with markers that will be replaced by data in your spreadsheet to send personalized emails. You will be able to see who has opened and clicked links in your email in real time, schedule a campaign for a certain day and time, add different CC / BCC / Attachments to each email, add different links / images to each email, auto-send emails when users respond to a Google Form and more. If you want to give a huge boost to your Gmail account, try YAMM today, you won't regret it.

Boomerang

Boomerang is another great Gmail plugin that I recommend. You can use it in addition to YAMM in order to schedule emails for later, remind you if you don't hear back from an email you sent, send follow-up emails and more.

Streak

If you are in sales or marketing, you probably understand the value of having a great and effective CRM. But, it might be difficult and time-consuming to install one. What if you could have a CRM directly installed on your Gmail? This is what Streak does. You will be able to run your entire business directly from your inbox.

Rapportive

If you're like me, you probably received hundreds - if not thousands - of emails every month. These emails might be from clients, prospects, partners, suppliers, team members, investors, etc... I like to connect with people on LinkedIn (When relevant) and this is what Rapportive does. It directly connects your recipient's email to their LinkedIn profile. In a click of a button, you can check your recipient's LinkedIn profile and connect with him/her easily. Note: Rapportive was so good that it has since been bought by LinkedIn itself.

Growth Hacking Tools

13. Others

Queue (Referral Marketing / Viral Growth)

Have you ever heard about viral growth? If you don't, this sounds nice, doesn't it? To explain it simply, having a viral growth means that your users invite 1 or more friends to join. Let's say 1 user uses your product. If this user invites 2 friends to use your product (And let's say these 2 users actually use your product), then, you'll have 3 users. After that, if these 2 new users also invite 2 of their friends; then, you will have 7 users, and so on... Viral growth (Or also called referral marketing) has been used by successful companies like DropBox, Paypal, Candy Crush, Uber, AirBnb and many more. So, trust me, referral marketing when done right can have a huge impact.

So, do you want to have viral growth? I'm sure you do. To help you creating a great referral program, try Queue! This is a great tool, which makes it easy to create viral waitlists, referrals, giveaways and contests. Many businesses have succeeded thanks to referral marketing, you should try it too! You don't believe me? Take a look at those 14 referral marketing examples then.

InviteReferrals (Referral Marketing / Viral Growth)

Another tool to help you with viral growth. InviteReferrals has an insurmountable reputation as one of the most efficient growth hacking tools for both mobile and web-based applications. This tool is particularly advantageous because it transforms customers into marketers as they refer and recommend your product to their friends.

InviteReferrals also has a very effective tracking mechanism that monitors the rate of referrals and conversions as well. To expedite the rate of referrals and registration which is a prerequisite for growth, the growth hacking tool makes use of incentives for referrers and eventual registration.

InviteReferrals is a formidable growth hacking tool with a heightened chance of success as people have an inclination to accept offers when it is referred by a friend or a satisfied customer. There is a variety of referral programs on which are summed up by the following three:

- The Giveaway campaign offering immediate discount coupon on referrals. The Giveaway campaign usually causes sensation that propels exponential traffic growth.
- Top Referrer Contest encourages competition amongst referrers by identifying the three highest referrers for incentive once the referral program is completed.
- The Goal based customer referral program is focused on the conversion of referrals in the form of sales, registration which would attract incentives to the referrer.

Customer.io (Personalization)

Customer.io is a tool that assists you in delivering personalized messages with features that allow for easy segmentation, detailed monitoring and A/B testing. Customer.io is applicable both on desktop and mobile devices. They even offer features that monitor conversions that are stimulated by messages.

Growth Hacking Tools

Trello (Management / Organization)

Slack (Collaboration / Company Chat)

Slack is probably as popular as Trello in the startup industry. If you want to communicate with your co-workers but you find Facebook Messenger, Whatsapp or emails not convenient, try Slack now. This is the best tool to communicate easily with your team.

UpWork (Freelance Hiring)

Don't have a marketer, a designer, a translator, a content creator, a web developer or a programmer in-house? Try UpWork now. You can hire a freelancer in minutes by selecting their skills, experience, language, price range and more. At Growth Hackers, as soon as we need some work done and we don't have the capabilities in-house, we turn to UpWork and you should too!

Apifier (Web Scraping)

Apifier is one of those great growth hacking tools that need to be known. It enhances the extraction of arranged data from any source with incredible ease and convenience. Apifier through javascript is able to replicate structural data within a short period of time and without stress. You can scrap almost any website with Apifier.

You can create a significant amount of structural content too. If the content is in tabular, graphical and other related forms, Apifier will help you create the content easily while eliminating the stress of copy and paste. This is particularly relevant when trying to create substantial inbound marketing data.

Totango (Prospection/Conversions)

Totango is heavily focused on generating conversions which is often the bottom line of most growth hacking tools. Totango offers a great deal of relevant features and functionalities in the way of identifying users that are actually concerned about buying and who are not just exploring.

Totango creates a distinction between different kinds of users and also provides a consistent monitoring while providing the required level of persuasion that will certainly engender conversion. Some of the most outstanding advantages of Totango are centered on the fact that it can help you concentrate your efforts on customers that are actually concerned with taking action; it provides adequate information for effective monitoring of clients.

Growth Hacking Tools

Consumer Barometer (Strategize)

Consumer Barometer is very beneficial to online businesses as it provides all of the insight they require for strategic business planning and implementation. This tool will help you define a marketing strategy. Some of the core benefits of Consumer Barometer are centered around the fact that the tool is easy to start with a variety of features that allows you to execute various processes with considerable success.

LastPass (Password Protection)

If you followed my tips and tried many of the tools above, it means you've created a lot of accounts protected by a password. Let's not lie to each other here: I am sure you don't create a unique password for each platform or tool you sign up for. This would be the way to go but people are too lazy to do so. With all these tools, remembering your logins and passwords can be impossible and this is why you always use the same. Then, use Lastpass! This tool will create a unique password for each of your accounts in order to make them more secure. Plus, with this tool, you can share login details with yourself and your team. All you need is to remember a single "Master" password for LastPass and you'll stay secure.

So, which growth hacking tools should you use?

While the aforementioned list of growth hacking tools is by no means complete, they will radically enhance the growth of your startup while reposition your online business for a steady progression. By using the right tools for your startup growth, you will decrease the odds of startup failure and increase the ones of success. While all of these tools are efficient and can be used to build uncompromising success, it is imperative to take cognizance of the fact that they all have specific areas where they can be applied with remarkable accomplishment based on their peculiarities.

Hence it is recommended that you test these growth hacking tools by yourself in order to select the tools that are most applicable and suitable to your startup or online business. Growth hacking tools offers an incredible way to expedite the growth of startups with relatively little stress and financial commitment.

Most importantly, these growth hacking tools puts you in control of your startup, allow you to automate tasks while helping you monitor various developments. When implementing the growth hacking process, having the right growth hacking tools at your disposition is essential. Enjoy all of the amazing benefits it brings to your startup.

At Growth Hackers, growth hacking is what we do on a daily basis as we are a growth hacking agency. Indeed, we help startups, small businesses and entrepreneurs grow by implementing growth hacking strategies. If you want to know how we can help you skyrocket your startup, contact Growth Hackers now.