

TECH AND TRACKING RESOURCES

CRM SYSTEMS

Client relationship managers are super important to building a hub of information as you start to gain leads in your business. They also act as your key piece of software for sending out marketing communications including emails, text messages, drip campaigns and more.

FREE | HUBSPOT

<https://www.hubspot.com/>

A great free starter platform that allows you to track and tag contacts as well as set up email marketing systems.

LOW COST | ACTIVECAMPAIGN

<https://www.activecampaign.com/>

ActiveCampaign dives deep into automation and integrates with many other pieces of software so you can create systems that move your leads from cold to close quickly and even personalize the experience for them.

HIGH COST | KEAP

<https://keap.com/>

Keap is one of the most powerful CRM systems you can get. Not only can you create automations like the other options but you can also track sales, create lead pages, and use AI algorithms to determine who your hot leads are.

ANALYTICS & TRACKING

It's important to track where your leads are coming from. Almost all advertising platforms now have ways that you can track leads and conversions from ads but you will also want to track your organic traffic as well. Below are some tools you'll want to add to your roster.

FREE | GOOGLE ANALYTICS

<http://analytics.google.com/>

Google analytics is a powerful tool that helps you track all the traffic to your website, where they came from, how long they stayed and even what pages they visited.

FREE | GOOGLE SEARCH CONSOLE

<https://search.google.com/search-console/about>

To effectively track your Search Engine Optimization efforts, you'll want to install Google Search Console on your website so you can get detailed information about your search ranking and queries.