

The best digital marketing tools at a glance

	Category	Standout feature	Pricing
Unsplash	Website and social media graphics	Robust library of high-quality images	Free
Canva	Website and social media graphics	Intuitive editor with built-in AI features	Free plan available; from \$10/month
DALL·E 3	Website and social media graphics	Easy-to-use AI image generator	\$20/month (included with ChatGPT Plus)
Adobe Photoshop	Photo and image editing	Powerful photo editing and design	From \$19.99/month
Blaze.Ai	Multi-channel Content Management	AI-powered content, AI design modifications, lots of customizations	From \$22/month
Pixlr E and X	Photo and image editing	Easy-to-use AI photo editor	Free plan available; from \$1.99/month
Buffer	Social media management	Straightforward social media scheduling	Free plan available; from \$5/month/channel
FeedHive	Social media management	AI-powered content recycling and conditional posting	From \$19/month
Biteable	Video Maker/Editor	Easy to use, variety	From \$29/month
Gamma	Presentations	Generative AI features for presentations	Free plan available; from \$8/user/month



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Beautiful.ai	Presentations	AI-powered automatic design modifications	From \$12/month
Demio	Webinars	Easy to use	From \$42/month
Zoom	Webinars	Familiar user experience	From \$79/month
Livestorm	Webinars	Lots of customization and rich features	Free plan available; from \$79/month
Peech	AI video creation	AI-powered video generation and customization	Free plan available; from \$54/seat/month
Wistia	Video hosting	Marketing-rich features, lead generation tools	Free plan available; from \$19/month
YouTube	Video hosting	Existing viewership	Free for uploading and hosting videos
Wix	Website builder	AI-powered website creation	Free plan available; from \$17/month
Shopify	Website builder	Quick setup, extensibility	Free for 3 days; from \$29/month (plus transaction fees)
Square	Website builder	Easy to sell in person and online	Free plan available (plus transaction fees); from \$29/month
Carrd	Landing page builder	Free plan with core features	Free plan available; from \$19/year
Unbounce	Landing page builder	A/B testing and targeting tools	From \$59/month
Zapier Interfaces	Landing page builder	Quick landing page creation and automation	Free; from \$20/month



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Ahrefs	Keyword research	Free keyword research tools	Free plan available; from \$83/month
ChatGPT	AI chatbot	Industry standard	Free for GPT-3.5 Turbo; from \$20/month
Gemini	AI chatbot	Real-time responses based on current events	Free
Manychat	Chatbot builder	Drag-and-drop editor and audience segmentation	Free plan available; from \$15/month
Zapier	Chatbot builder paired with automation	Combining AI and automation	Free plan available; from \$20/month
Google Forms	Forms and surveys	Simple, powerful, and free	Free
Typeform	Forms and surveys	Conversational forms, advanced	Free plan available; from \$25/month
Jasper	AI-powered content writing	Brand voices and integration with SEO and performance ranking tools	From \$39/month
Writesonic	AI-powered content writing	GPT-4 content generation	From \$16/month
Grammarly	AI-powered content editing	Custom style guide and plagiarism checker	Free plan available; from \$12/month
FloDesk	Email Marketing	Design Focused	From \$32/month
Benchmark Email	Email marketing	Intuitive editor, landing page builder, and robust analytics	Free plan available; from \$13/month



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Mailchimp	Email marketing	Approachable, all-in-one marketing tools	Free plan available; from \$13/month
ActiveCampaign	Email marketing	Advanced drip campaign automations	From \$29/month
SimpleTexting	SMS marketing	Built-in apps and integrations for surveys, competitions, and automation	From \$39/month; \$0.055 for additional credits
Sakari	SMS marketing	Affordable for outbound text messages	From \$16/month; \$0.032 for additional SMS messages
Zoho CRM Plus	CRM and lead management	All-in-one solution	From \$57/month/user
HubSpot	CRM and lead management	Visual customer journey builder and extensive integrations	Free plan available; from \$15/month
Brevo	Marketing automation	Automation for email, SMS, chat, and WhatsApp	Free plan available; from \$22/month
Klaviyo	Marketing automation	User-friendly drag-and-drop interface	Free plan available; from \$30/month