

5 MUST HAVE Digital Marketing Tools For 2021!

The best thing about the digital marketing industry is that it is full of budding creative developers and entrepreneurs who never let this industry down in giving new tools for enhancing the process.



Uttar Pradesh, Lucknow, Apr 3, 2021 ([Issuewire.com](https://www.issuewire.com)) - Digital marketing is all about creativity and innovation and, with that in mind, here are five ingenious tools that you can try next year:

1. Lightricks Beatleap: Beautify Your Social Media Videos

Social media is all about eye-catching visual content. Almost all brands are willing to post a combination of colorful images and videos to engage with their audience.

This app enables you to create and edit videos by automatically matching songs with your video clips in seconds. Add your footage, select your music, then add effects, and the app will create an amazing clip that syncs perfectly to the cadence of the music. It looks perfect for TikTok, but you can use it for any social platform.

- VennGage: Brand Kit Creator

Do you know what most brands ignore when it comes to branding? Visual consistency. It is because people's mind is nothing, but visuals.

Venngage has a "Brand Kit" feature that saves all of your brand identity elements and ensures that your content and visual creators use the same color scheme and visual identity elements in their work.

- SentiOne: AI-Powered Social Listening

We are always in the favour of social media listening. It is very important to spot and help disgruntled customers. SentiOne uses artificial intelligence to take social listening to a whole new level – the tool helps you:

- Collect online context for your brand, and help you to never miss what's your audience is saying about your brand.
- Help your customer support team to reply to social media messages faster by using an AI-driven assistant.
- Analyze data to identify niche influencers and brand ambassadors.

- Finteza: Highlight And Remarket Your Best Content And CTAs

If you want your digital marketing to be successful, get your CTAs right. Finteza will help you with this. With this app, you can A/B test your CTAs, which will help you in identifying the one who is getting the most clicks and conversions.

No tech help is needed for setting it up. It is very easy to create several remarketing campaigns and compare performance.

- Text Optimizer: Get The Most Relevant Content

Creating content that engages with your audience is a crucial and nail-biting task. It can be for blogs or social media feeds. Text Optimizer will surely help you in creating the content that your audience wants to see.

You just have to provide the topic to this app and, it will generate a list of related concepts and questions for you by doing semantic analysis.

TheAspiringCEO, the [Best digital marketing company in Lucknow](#), focuses on aiding businesses with digital marketing practices that involve the most unique marketing strategies for business growth. Contact now on +91 9793807626 to get started with online marketing strategies, from one of the top digital marketing companies in Lucknow.

Media Contact

theaspiringceo

theaspiringceo5@gmail.com

Source : <https://theaspiringceo.com/>

[See on IssueWire](#)