Tool bundle #2

# 10 Acquisition tools
that turn brand awareness
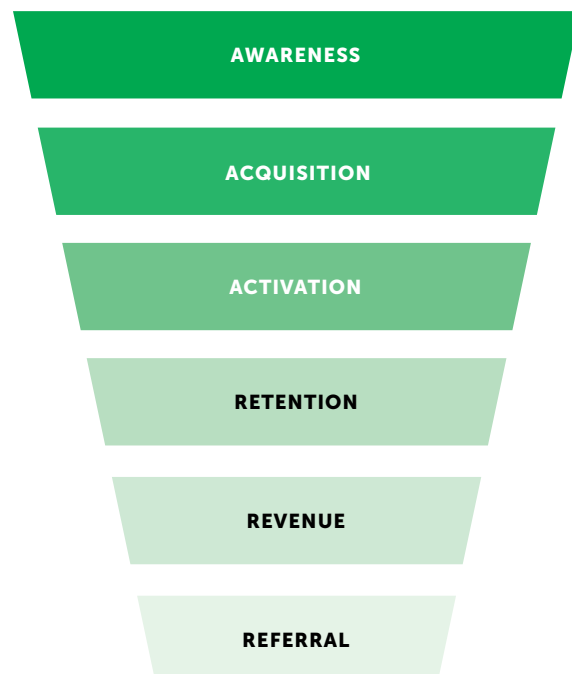into customer action

**Roadmap to success**

# Ultimate growth toolkit with the pirate funnel

One of the proven ways to understand user behaviour is the popular AAARRR or pirate funnel, created by Dave McClure.

It's a framework that guides marketing campaigns through every stage of the funnel, from the very first stage of the buying journey (awareness) and data gathering and testing (acquisition) to spurring a user into action (activation). It teaches retention strategies, choosing the right revenue model and, finally, how to drive referrals.

We'll take you through each stage, step by step, to help you formulate a game plan for your own business that leads to growth and long-term success.

| A | Awareness |
| A | Acquisition |
| A | Activation |
| R | Retention |
| R | Revenue |
| R | Referral |

AWARENESS

ACQUISITION

ACTIVATION

RETENTION

REVENUE

REFERRAL

# 10 acquisition tools that turn brand awareness into customer action

After brand awareness, the next phase is acquisition, which is pretty much as it sounds. It's all about acquiring customers: gathering information and using the right digital strategies to persuade them to choose your brand and, ultimately, to make a purchase. Done well, and you can turn these buyers into loyal customers.

From SEO or social media to emails and blogging, there are lots of customer acquisition strategies in your armory. And lots of digital tools out there that can help – to not only attract the right customers, but build solid relationships with them. The huge, and growing, list can seem rather daunting, so we've asked our team of experts to pick their ten go-to tools that have transformed our clients' customer acquisition process.

**01**

# Kameleoon

*With its focus on data security and privacy, Kameleoon is a popular choice for sectors where security and compliance are everything, such as healthcare, financial services, and insurance organisations.*

Ecommerce brands appreciate its robust integration with Shopify, AI conversion prediction, and personalisation features, while developers love the fact that it also has a Chrome Extension and code editor.
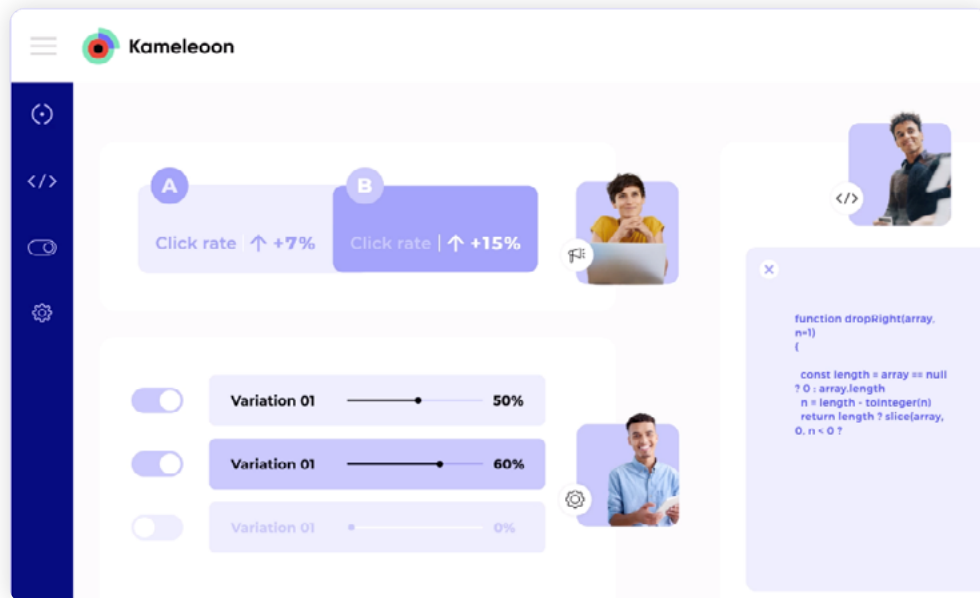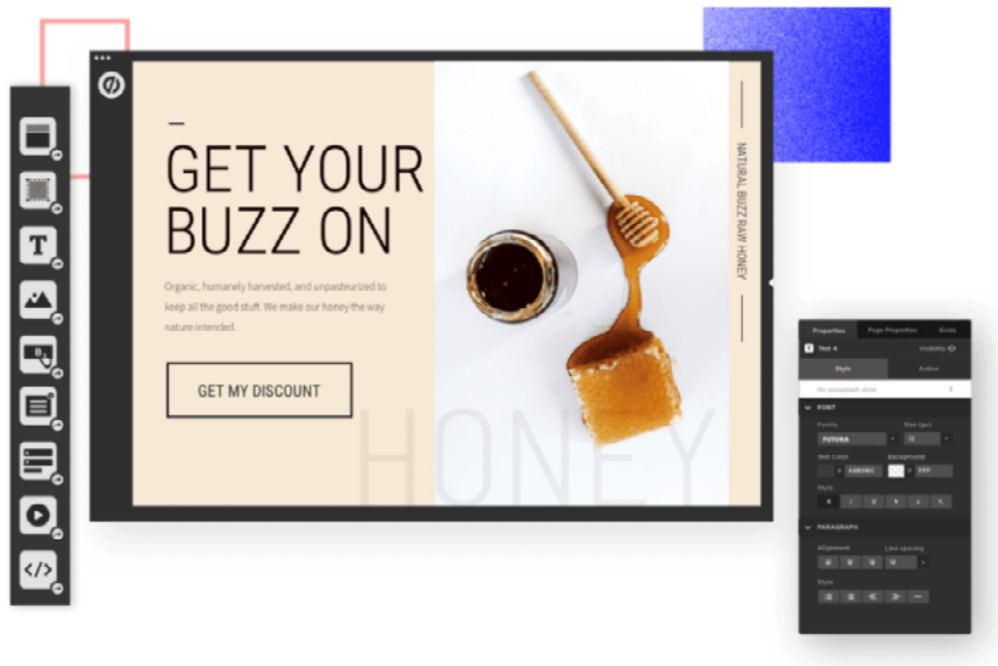


## Key features:

- **One single unified platform gives you three solution**
  A/B testing, AI-powered personalisation, and full stack feature experimentation and management – choose one, all, or a combination.

- **A single platform**
  A/B testing, full stack, and personalisation solutions.

- **Ease of use**
  It's made for marketers, developers, and product managers.

- **AI-powered conversion**
  Machine learning automatically boosts conversion rates.

- **Focused on security**
  It's fully GDPR, HIPAA and CCPA compliant.

- **Powerful integrations**
  It integrates seamlessly with your martech stack.

**02**

# Unbounce

*With iPowered by AI, [Unbounce](#) specialises in creating conversion-ready landing pages, with clever features, and campaigns to help you connect with your customers. A great tool for Ecommerce businesses, SaaS companies, agencies, small businesses, and professional services.*
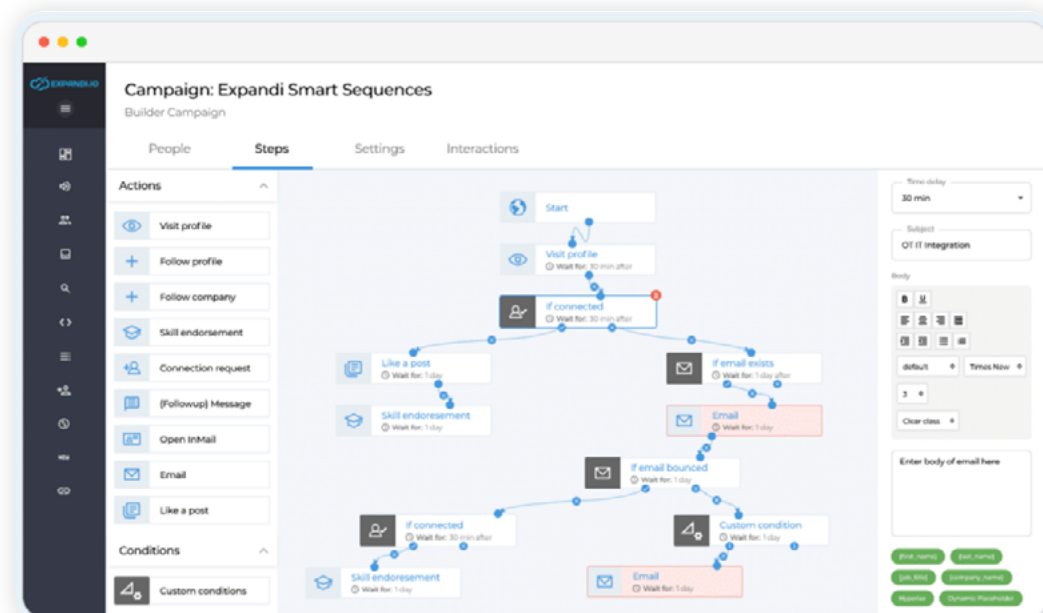


## Key features:

- **Integrates with many CRM tools and email marketing softwares**;
- Campaigns include **A/B testing features**;
- **Optimises your web pages** to be mobile responsive and SEO friendly;
- **Customisable templates** so you don't have to start from scratch to create your business's web presence.

## 03

# Expandi

*If LinkedIn is your thing, <u>Expandi</u> is the safest LinkedIn automation tool available. It has a ton of convenient additional capabilities, making it one of the most powerful LinkedIn automation tools available. And, because it's cloud-based, you get lots of clever features that will make automation easy. For example, you can use it to locate LinkedIn details on relevant Facebook and Twitter profiles.*

It can also mimic human behaviour. You set your activities for the day and Expandi will carry them all out, but with a time delay, so your account looks 'natural' (and you don't get sent to LinkedIn jail). Businesses also like its dynamic, advanced personalisation feature, which lets you include photos from your prospect's profile in your customised messages.
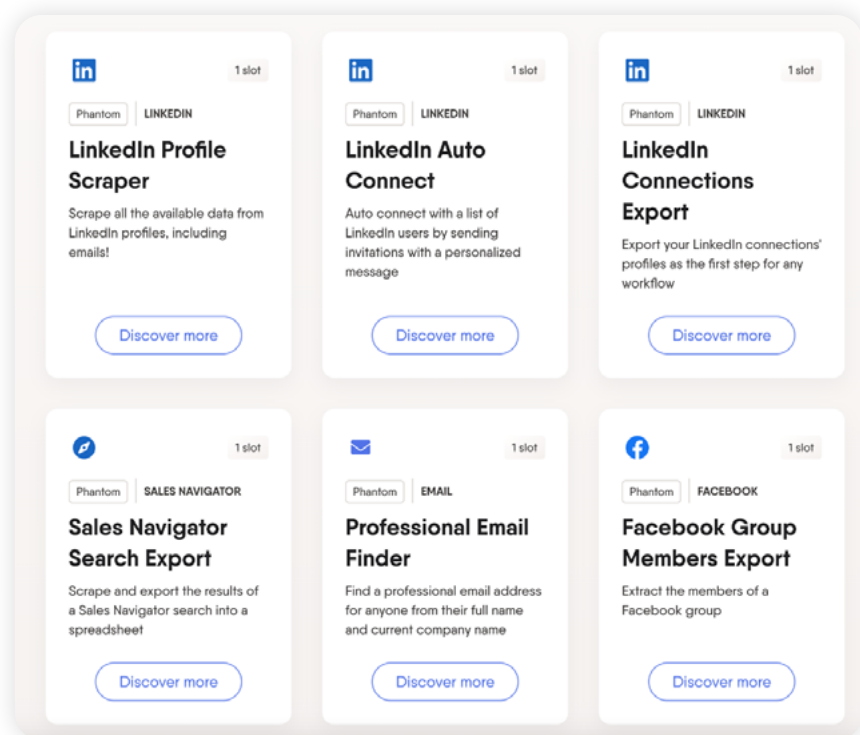


## Key features:

- **Compatible with other marketing tools**;
- Lets you **manage different accounts from the same dashboard**;
- Has smart limits to ensure that **limited connection requests or messages are sent per day**;
- Has an **automatic warm-up feature that gradually raises daily limits**;
- **Offers dedicated IP addresses**.

**04**

# Phantombuster

*Phantombuster is another great LinkedIn automation tool, that allows businesses to automate tasks and activities, code-free. It takes care of functions such as sending connection requests, customised messages, liking and commenting on posts, and all those 'housekeeping' activities that eat into your day.*

One of Phantombuster's best features however is its data collecting, not just from LinkedIn, but from any web source in theory, which provides hugely valuable information for running effective, targeted outreach campaigns.
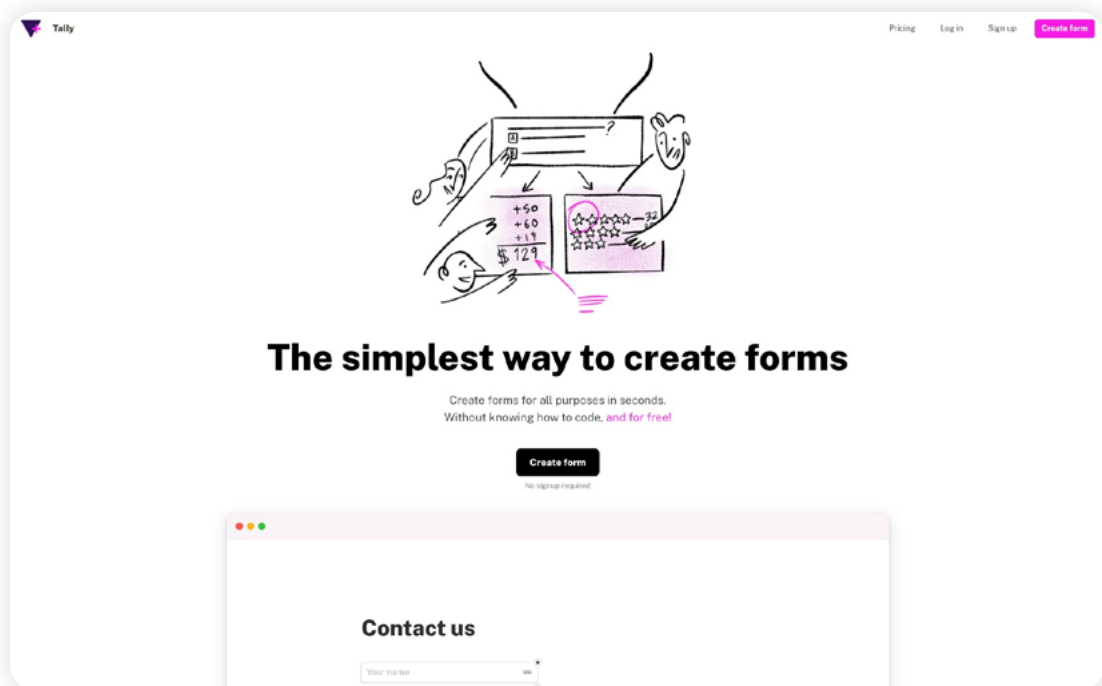


## Key features:

- **Quickly expands your network**;
- **Extracts data from social media platforms and other websites**;
- **Easily integrates with additional tools**;
- **Cloud-based, code-free**;
- **Offers free plan**.

**05**

# Tally

*Tally is a new type of form builder. No code required and it's absolutely free. It works like a doc, you just start typing and then you can use shortcuts to quickly create different types of forms, and add it to your sites.*



### It allows you to:

- **Collect any type of data**;
- **Easily share or embed**;
- **Get more out of your data**;
- **Organise your team**.

### There are lots of useful, free features too, including:

- **Unlimited forms, questions, and responses**;
- **Collect payments**;
- **File upload**;
- **Custom logo and cover**;
- **Form logic**;
- **Calculator**;
- **Hidden fields**;
- **Zapier integration**.

**06**

# Instapage

*Instapage delivers conversion-optimised landing pages, and was first designed for digital advertisers looking to maximise advertising conversions.*

As well as all the standard features, it provides six separate products bundled together and provides functionality for both SMBs and enterprise companies. Aside from being the only landing page platform to achieve SOC Type I & Type II certification, they provide the several enhanced functionalities.
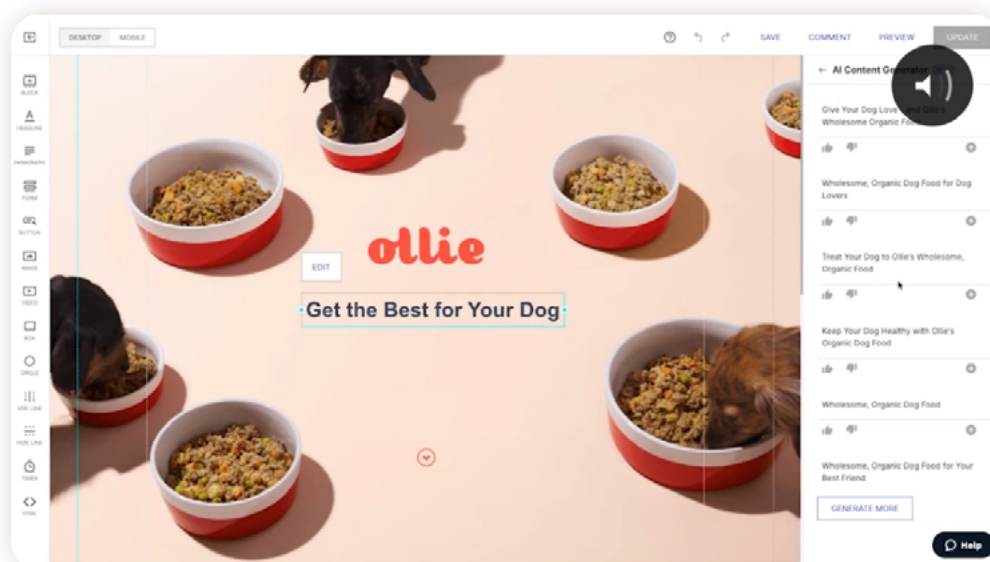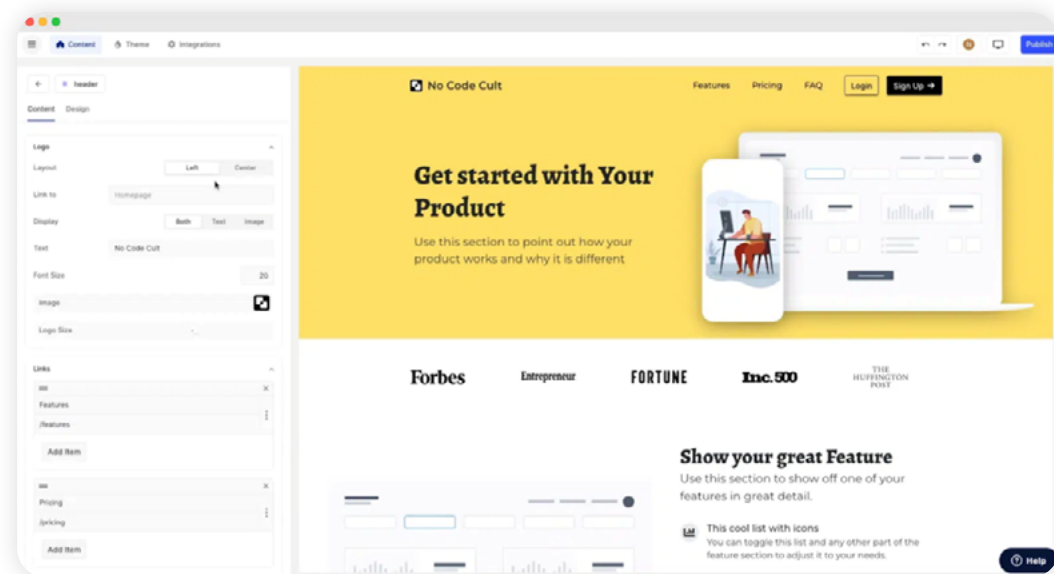


## Key features include

- **Unlimited conversions**
  No penalties for getting more conversions.

- **Instablocks®**
  Scale landing page production by creating and saving page blocks that can be reused quickly without any duplication of creative work. Then, manage and update all pages with a single click using Global Blocks.

- **Built-in team collaboration**
  Collaborate in real-time, centralize communications, eliminate time-consuming bottlenecks, and establish a seamless user experience.

- **Experimentation**
  Combines A/B split testing and heatmap functionality into dedicated product workflows for a better understanding of how visitors engage with your pages, and to encourage new experiments.

**07**

# Umso

*Umso is a tool which lets you build simple and good-looking websites, quickly.*

Perfect for startups, these websites are not built with templates, but are generated based on your answers to their questions. Its no-code, drag and drop design makes it super easy – and fast. The websites can include a blogging CMS, email lists and analytics.
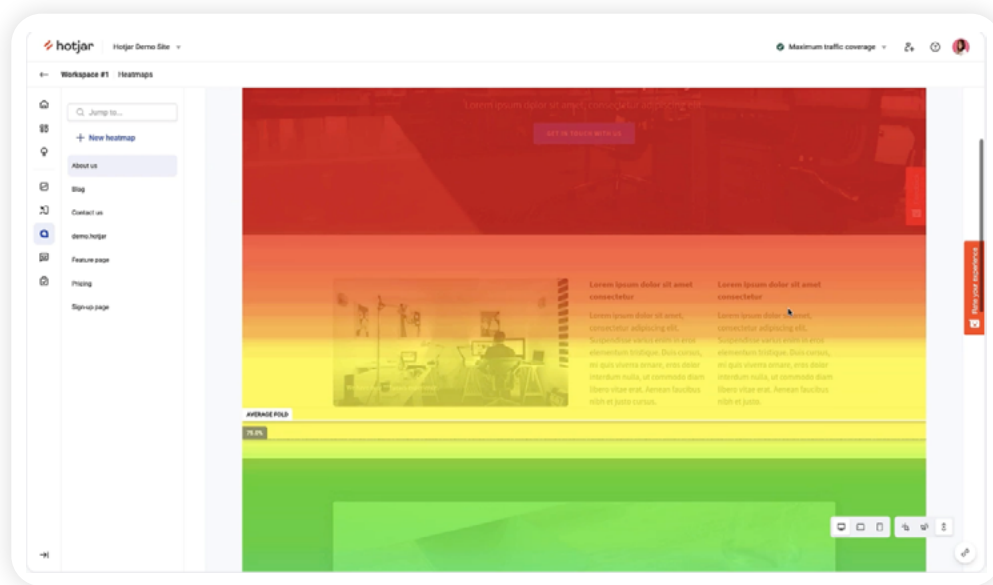


## Key features include

- **Easy to use thanks to a simplified user**
  Friendly interface to make website building accessible to people without coding skills.

- **Build websites quickly**
  The website editor is designed to be fast and efficient.

- **Automatic responsive design, automatically optimising websites**
  For viewing on all devices, including desktop, tablet, and mobile.

- **Affordable pricing plans make it a cost**
  Effective solution for small businesses and individuals.

**08**

# Hotjar

*Want to know what people do when they visit your website? Google Analytics is great, but Hotjar helps you visualise and understand how visitors behave.*

Using heatmaps, you can actually see 'hot' areas of high activity marked up with red or orange, and 'cool' areas of inactivity, shown in cooler tones. It collects data for how far users are scrolling, where their mouse goes (movement), and where they are clicking (or tapping). And when you have this information at your fingertips, you can start to make improvements to your website.
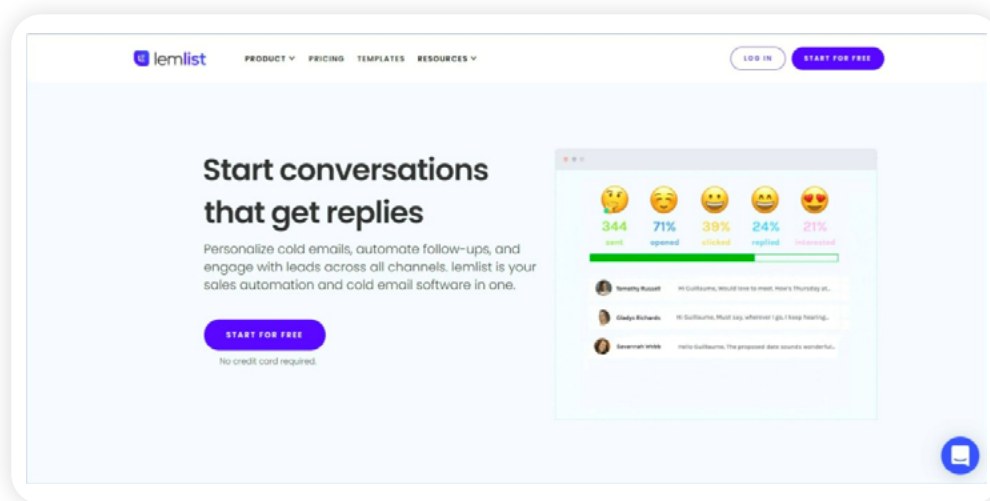


## Key features include

- **Heatmaps visualise user behavior and help you to discover what attracts visitors' attention** – also, you can analyse their behavior pre and post-launch.
- Feedback and survey features help you **see your visitor experience and customise your website accordingly.**
- **The recordings feature maps the user journey from entry to exit** so you can analyse it thoroughly.

**09**

# Lemlist

*Described as 'your cold email batmobile', Lemlist allows B2B and SMBs to create warm relationships with cold prospects.*

It's an all-in-one sales automation platform, where you can schedule personalised email campaigns, add follow-up stages, and land your emails directly in the primary mailbox (not spam). But what really makes it stand out, is that you can link your LemList campaigns to personalised landing pages, on your existing website. In our book, this feature makes this tool one of the best cold email software platforms on the list.
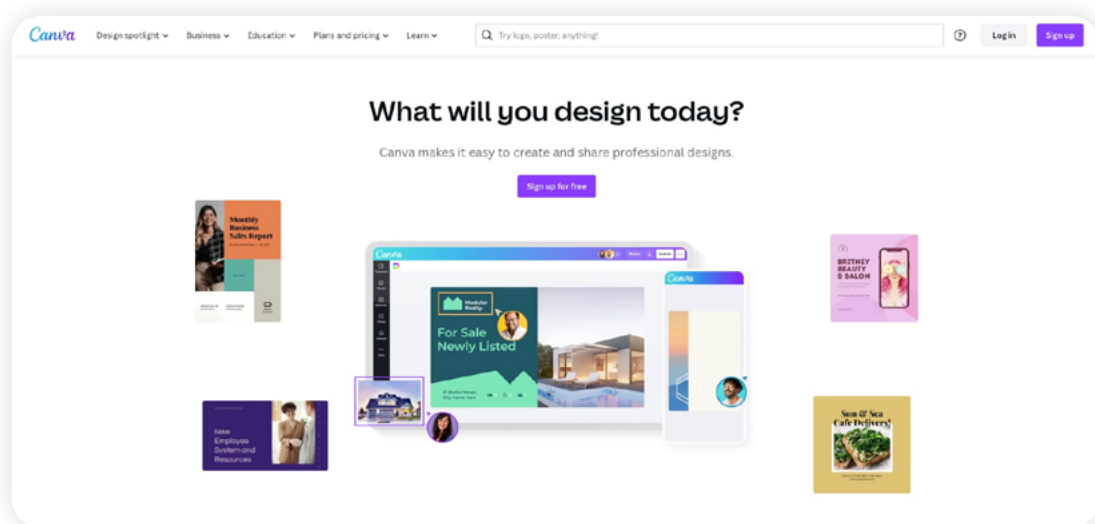


## Key features include

- Email warm-up;
- Personalisation at scale;
- Automated follow-ups;
- Invite teams;
- Integrations + API;
- All 'email outreach' features;

- LinkedIn workflows;
- Video prospecting;
- LinkedIn extension + enrichment;
- Custom landing pages;
- Cold calls.

**10**

# Canva

*Canva is the most popular free graphics design software, and rightly so. It's an absolute gift for both beginners and professionals alike. With the free version, you can access more than 8,000 free templates, millions of free photos/infographics, and much more.*

The pro version and enterprise version are also moderately priced, making it highly affordable. Canva all sorts of goodies like PowerPoint presentations, videos, Facebook posts, Instagram stories, logos, infographics, resumes, high-quality stock photos, and much more, to add professional flourish to your work.



## Key features include

- **Resize tool**
  No need to resize the same design for all the different platforms — it does it for you.

- **Font library**
  Canva has a huge font library ranging from simple and sophisticated, to glossy and stylish.

- **Image animation**
  Animate your pictures through the block, breathe, fade, pop, pan, and many more effects.

- **Publish**
  You can directly publish and post on numerous social media platforms, without having to publish and save your design on your system first.

# Need help in monitoring or growing your brand presence?

*At Emakina, we understand how important brand awareness is and our goal is to delight our clients users everywhere. Want to upgrade your brand awareness? Our growth marketing experts will would be happy to help, so get in touch with us today.*

**Contact us**

## About Emakina, the User Agency

Emakina is a digital agency with global reach. It is part of Emakina Group, an EPAM Systems Inc. (NYSE: EPAM) company. Its technology and marketing experts work with customers to develop high performance marketing and creative solutions for business challenges, from cutting-edge applications, websites, and eCommerce projects to impactful content and campaigns. As the ambassadors for users, Emakina places the user's requirements and expectations at the heart of every digital experience. This approach offers the agency's customers and their brands a privileged relationship with consumers of the digital age.

Learn more at www.emakina.com.

# EMAKINA

AN EPAM COMPANY

# The ultimate digital brand experience for your users

Team up with our Brand awareness experts to
start designing the brand experience your users dream of.
Start your journey with us.

**www.emakina.com**

## Contact

**Jeremy Engelen**
**Senior Growth Strategist**
jeremy_engelen@epam.com

## Feel free to contact us

### Emakina Europe

Bd du Souverain 25/6,
1170 Watermael-Boitsfort
Belgium

+32 2 400 40 00
think@emakina.com

### Emakina Middle East

FZ-LLC Office #909,
9th floor, DSC Tower,
Studio City Dubai,
United Arab Emirates

+97 4 589 57 22
info@emakina.ae

### Emakina North America

79 Madison Avenue
New York, NY 10016
USA

+1 866 499 9591
info@emakina.com