

EXPECTATION NATION

Making your life
easier as a
**Digital Marketer
Business Owner
or Freelancer**

SAVE MONEY WHEN BUILDING WEBSITES

WHY SHOULD I CONSIDER USING THIS SOFTWARE?

What I encountered when I started building websites in 2013: With every new website you build, you need to buy a new theme licence. Irrespective of which themes you prefer to use, most of the time each license will cost you ±\$50-\$70.

While running my own Digital Marketing Agency I have subscribed to Divi's annual subscription which allows me unlimited amount of licenses for one yearly fee which is slightly more than one single theme license. Divi also has a once-off lifetime option. Which is a no-brainer!

Divi is one of the most popular drag-and-drop theme builders out there and you don't need website building experience to start using it. You can build from scratch or use their website templates.

- ✗ No more complicated themes
- ✗ No more paying per license fees with each new website
- ✗ No more spending hours to figure out how different themes work
- ✓ No coding knowledge needed
- ✓ Many templates to choose from
- ✓ Generate a new license key when you need to build a new website
- ✓ Become specialized in one of the world's popular drag-and-drop website builders
- ✓ Loads of resources, especially on YouTube, available online to teach you about Divi if you are stuck changing something

Anyone can use it



Divi

Try Divi

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JD Koch

JD Koch is a full-time Agency Owner of DigiPlug in South Africa, a Internationally Certified Conversion Optimizer, LinkedIn Marketing Insider and Marketing Expert with customers across the country. Join JD on ExpectationNation.co.za to learn about software that could be useful to you as a Digital Marketer, Business Owner, Teams Leader, Manager, Freelancer, Agency Owner or just want to be more productive with your marketing.

f in @

TOOLS FOR PRODUCTIVITY IS NEXT 

BEST PRODUCTIVITY SOFTWARE FOR BUSINESS (2023)



JD's Take

If you are feeling overwhelmed with the amount of work you need to keep track of and you are looking for software to keep track of all your tasks, all in one place, this is the answer. You can keep track of comments, notes, and clients while Asana has great integration capabilities too.

Best For Overall

Pricing Basic US\$ 0 – Business US\$ 23.99 if billed annually (Monthly payments are also available.)

[Try Asana](#)



JD's Take

ClickUp is a good choice for businesses, teams, and individuals who need a tool to help them manage projects, tasks, and team communication effectively.

Best For Teams

Pricing US\$ 0 – US\$ 29/mo

Annual Discount Up to 45% off

[Try ClickUp](#)



JD's Take Make has been groundbreaking for me since I found out about it. There are similar software companies out there, but Make has been great in the sense of pricing for my agency and clients thus far. Competitors might have more integrations, but they don't offer as much within their free package like make does, in my opinion and at the time of me writing this. Great for automating processes! **Best For Overall** **Pricing** US\$ 0 – US\$ 34.12/mo **Annual Discount** Yes

[Try Make](#)

ConvertCalculator

JD's Take

I have been privileged enough to have seen some of ConvertCalculator's growth over the past few years and believe me they deserve the growth. ConvertCalculator is a GREAT form building software that integrates effectively with most software that allows you to keep track of submissions, one I use often is Google Sheets, but the CC software is easy to use and has great versatility in terms of logic and calculations. You can build out your own formulas and one thing I will always commend CC on is its Support. They have always been fast in replying and very helpful. We often use ConvertCalculator in conjunction with make (See #3 above) in our automation projects. CC is very easy to embed on websites. The only thing that has been a limitation for me using CC is their design (Look and feel) limitations.

Yes, CC does not have a free plan, but if you deploy it efficiently on your website or in conjunction with Make, you might have a great opportunity at hand.

Their website has great use cases too!

Best For Overall

Pricing US\$ 20 – US\$ 120/mo

Annual Discount Yes, 2 month's free when you pay annually

[Go to site](#)

TOOLS FOR SOCIAL MEDIA SCHEDULING IS NEXT >

BEST SOCIAL MEDIA SCHEDULING SOFTWARE IN 2023



JD's Take

Between the four choices mentioned above, I started a SocialPilot subscription based on them offering more accounts to connect (The amount of different social media accounts) for the price that you pay. It has most of the features we need in our agency, which is primarily reporting.

Best For Overall

Pricing Basic US\$ 25.50 – Business US\$ 170 if billed monthly

Annual Discount 15% off

[Try SocialPilot](#)



JD's Take eClincher is really great software. Some of the features I picked up that were slightly better in my perspective slightly using eClincher is the post preview and reporting. eClincher has great functions, but you might find yourself comparing prices when you need to connect more accounts. **Best For Overall Pricing** US\$ 65 – US\$ 425/mo **Annual Discount** 10% off

[Try eClincher](#)



JD's Take

Something that stood out to me from the get-go while even just reaching out to SproutSocial was the fast turnaround time in scheduling a detailed demo with our entire team and the onboarding process that followed. SproutSocial will most probably fit the budget of a somewhat established agency in comparison to a Freelancer. But, the interface, experience and functionality are very good. The only downside that I remember about our SproutSocial subscription is that they have a lot of add-ons, but most of them come at a cost where we felt some of the critical add-ons would probably be cheaper or even free with some competitors.

A feature about SproutSocial that stood out to me too was the accuracy of its best time to schedule a post. Some of the other platforms would only tell you within their reporting when is the best time to schedule a post, but SproutSocial does it within your scheduler to the minute.

Best For Agencies

Pricing US\$ 249 – US\$ 499/mo

[Try SproutSocial](#)



JD's Take Planable makes it easy to collaborate with members of your team with great workflows and review processes. If you're looking for a tool to help you effectively collaborate with your team on social media content and streamline the content planning and approval process, Planable might be a good fit for you. **Best For Teams Pricing** US\$ 0 – US\$ 26/mo per user **Annual Discount** Yes, 2 month's free when you pay annually

[Go to site](#)

TOOLS FOR EMAIL MARKETING IS NEXT >



BEST EMAIL MARKETING SOFTWARE IN 2023

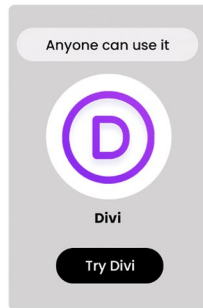
<div><div>mailerlite</div><div><div>JD's Take</div><div>We normally like to start off a client with MailerLite. It enables us to start for free with up to 1000 subscribers. I like the fact that they have a strict approval process: They want to see that you have an active website, existing social media pages and policies on your website and lastly, what you will be sharing with your audience before they consider approving your account.</div><div>Best For Overall</div><div>Pricing Basic US\$ 0 – US\$ 21/mo</div><div>Annual Discount Up to 15% off</div><div>Try MailerLite</div></div></div>
<div><div>ActiveCampaign ></div><div><div>JD's Take</div><div>We've enjoyed the automations that ActiveCampaign offers. It does not mean the other software listed on this page does not allow for automation, but ActiveCampaign is not for the beginner, but for the more experienced in email marketing. We have also enjoyed their reseller benefits that allows you to get a discount for each new client you subscribe to your account after your second client.</div><div>Best For Intermediate Experienced Users</div><div>Pricing US\$ 9 – US\$ 386/mo</div><div>Try ActiveCampaign</div></div></div>
<div><div>mailchimp</div><div><div>JD's Take</div><div>Even though a lot of beginners opt to start out with MailChimp, I found that their user interface is very hard to navigate and automation as far as I could remember was a pro feature.</div><div>Best For Overall</div><div>Pricing (For 500 contacts) US\$ 0 – US\$ 313.63/mo</div><div>Try MailChimp</div></div></div>
<div><div>sendinblue</div><div><div>JD's Take</div><div>We have enjoyed using SendinBlue on ad-hoc occasions for e-commerce email marketing and using their SMTP email functions to help send emails from WordPress websites.</div><div>Best For Overall</div><div>Pricing US\$ 0 – US\$ 65/mo (You can customize bundles according to the number of contacts too)</div><div>Annual Discount Yes, save 10% when you pay annually</div><div>Try SendinBlue</div></div></div>
<div><div>ConvertKit</div><div><div>JD's Take</div><div>ConvertKit really makes it easy to get started and they even motivate you with challenges when you get started. It really is a good option for Content Creators and Bloggers. Integration with WordPress is also very good.</div><div>Best For Overall</div><div>Pricing (For 300 contacts) US\$ 0 – US\$ 29/mo</div><div>Annual Discount Yes, 2 months free when you pay annually</div><div>Try ConvertKit</div></div></div>

SUMMARY IS NEXT >



SUMMARY

BUILDING WEBSITES



PRODUCTIVITY

SOCIAL SCHEDULING

Best for task tracking

Asana

Asana helps you manage projects, focus on what's important, and organize work in one place for seamless collaboration.

[Try Asana](#)

Best for project management

ClickUp

ClickUp is a cloud-based collaboration and project management tool suitable for businesses of all sizes and industries.

[Try ClickUp](#)

Best for automation

Make

Design, build, and automate anything – from tasks and workflows to apps and systems – without the need for coding skills.

[Try Make](#)

Best for website calculations

ConvertCalculator

Form builder for your WordPress website that lets your users calculate price quotes, savings, return on investments and a lot more!

[Go to site](#)

Most for what you pay

SocialPilot

An affordable option that allows you features like content calendar management, team collaboration, and analytics. Supports most social platforms. Provides a 14-day trial.

[Try SocialPilot](#)

Good all-rounder

eClicher

Similar to SocialPilot but also includes features such as social media listening and customer relationship management. Supports most social platforms.

[Try eClicher](#)

Best for Agencies

SproutSocial

Similar to the previous two. Definitely not the cheapest. But onboarding is next-level and best for teams, in my opinion. Supports most social platforms. Provides 30-day trial.

[Try SproutSocial](#)

Best for teams

Planable

A cloud-based social media collaboration and approval solution that caters to media agencies, freelancers and marketing teams. Supports most platforms.

[Try Planable](#)

EMAIL MARKETING

Easy to get started

MailerLite

Email campaigns, including customizable templates, analytics, automation, and integrations with other tools and platforms.

[Go to site](#)

[Skip to section →](#)

Best Automation

ActiveCampaign

A CRM and marketing automation platform helping businesses manage and communicate with their customers

[Go to site](#)

[Skip to section →](#)

Best for Campaigns

MailChimp

Allows businesses to send newsletters, promotional emails, and other types of marketing messages to their subscribers.

[Go to site](#)

[Skip to section →](#)

Best for API

SendinBlue

Email marketing, SMS marketing, chat, and CRM. Suitable for any size business. We also use their SMTP for WordPress.

[Go to site](#)

[Skip to section →](#)

For Content Creators

ConvertKit

Grow and manage your email lists, automate email campaigns, and sell digital products. Easily embed forms on your website.

[Go to site](#)

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THANK YOU!

5 FREE TOOLS FOR AGENCY PRODUCTIVITY

1. Asana

www.asana.com

Here you can set tasks for yourself and your team in various visual ways and you can also make comments and notes for your team to see.

2. Clockify

www.clockify.me/tracker

It is crucial for you to keep track of the time you spend on each project or client and Clockify can help you to do exactly that. Clockify has a mobile app and can also integrate well with Asana. Even keep track of hourly billing if you set the billing rate before you start tracking time.

3. HubSpot CRM

www.hubspot.com/products/crm

Keeping track of prospective and existing clients are important. You can also use this tool to send out email automation and many other features. This software has a steep learning curve. But, it is a great resource when you get the hang of it.

4. Loom

www.loom.com

With Loom you can record your screen while doing voiceovers to explain changes necessary on the project or asset your team is working on. Great product for giving feedback.

5. Google Products

As part of Google Drive, you also get Google products like Google Sheets, Google Docs, Google Slides, etc. Here you can keep notes and share the documents with convenience.

5 MUST-HAVE TACTICS FOR YOUR ONLINE STORE

1. Testimonials

It is super important that you get truthful and authentic testimonials from your customers or clients. If you can get their permission to add their photo to it, even better! Use platforms like Google My Business or Trust Pilot to ask for reviews.

2. The 3-click Rule

Test your site against this: Your prospects needs to be able to add their product and arrive at the checkout page within 3 clicks. If this is not the case with your website, have a look at trying to minimise steps that might be creating friction.

3. Improve Website Speed

www.udemy.com/course/learn-how-to-load-your-wordpress-site-in-03s-for-marketers

This is a serious topic and probably an intimidating one for most. You can always use a service like Cloudflare to speed up your website. You can use caching plugins too, but, Cloudflare makes the noticeable difference. This course helps a lot in terms of setting it up.

4. Create urgency

There are great free plugins like "Counter Visitor for Woocommerce" and "Notification for WooCommerce" where you can create some cool elements on your website to possibly increase sales.

5. Google Merchant Centre

Ever wondered how people's products get listed on the Shopping tab of Google? It is done within Google Merchant Centre. You can start out with free ads and here you can also set up Google Shoppings ads, if you wish. But, even just adding your products as free listings, your products can still start showing up on Google's Shopping Tab given they get approved by Google.

5 MUST-HAVE WORDPRESS PLUGINS

1. Really Simple SSL

Most hosting providers provide free SSL certificates. If this is the same for your domain, you can install this plugin to get your SSL lock next to your URL.

2. Wordfence: Security Plugin

This is a great plugin for basic to somewhat more extensive security measures on your website. It's not full-proof, but it provides security scans and even notifies you if someone logged in.

3. SEO Press

This is a great plugin for SEO purposes on your website and you are in full control of how your thumbnail looks when you share your website link, like on Facebook and WhatsApp.

4. Site Kit by Google

If you want to keep track of your website stats from the comfort of your WordPress Dashboard, this is a great start and allows you to connect your website to Google Analytics, Google Insights (For website loading speed), Google Search Console and some more.

5. Fluent SMTP

Many WordPress websites struggle to send out default messages from WordPress and WooCommerce, like contact form submissions, notifications and even sales. With this plugin you can connect it to a SMTP provider.

5 PRODUCTIVITY TOOLS FOR YOUR BUSINESS

1. MailerLite

www.mailerlite.com

Being free for the first 1000 subscribers you get, MailerLite is a great email marketing tool with great features to get you to building your email database.

2. Answer The Public

www.answerthepublic.com

Looking for a great research tool on what people are asking for on Google pertaining to a certain word or topic? This is the perfect tool - Hands down. Remember that you only have two searches per day on the free plan.

3. UberSuggest

www.neilpatel.com/ubersuggest

This is one of many tools for keyword research and Search Engine Optimization. But, here you can submit any word and receive an analysis on what keywords to use for paid marketing.

4. Email Subject Line Tester

www.omnisend.com/subject-line-tester

This is not the cast-in-stone answer to the perfect email subject line, but it is a great tool for you to use to see how your current or planned subject line scores against best-practices.

5. LastPass

www.lastpass.com

Frustrated with the amount of passwords that you need to keep track of? LastPass solves all of this and makes it easier for you to save your passwords in a secure place.

7 FREE-TO-USE TOOLS AND WEBSITES

1. Hubspot Website Grader

website.grader.com

Here you can get a comprehensive website check with everything from how quickly your website loads, to how good your SEO is set up. This tool also gives great recommendations.

2. Pingdom Website Speed Test

tools.pingdom.com

It's always good to test how quickly your website loads. With Pingdom, you can actually choose the closest server location to your website server to see how fast it loads, where with the Hubspot Website Grader, you cannot choose the server location. This is also a great second check to have.

3. Photopea

www.photopea.com

Ever wanted to use Photoshop for free? Well, this isn't an Adobe Product, nor is it Photoshop itself, but it is definitely the next best thing. So, try it today. It's pretty much Photoshop's replica. Use this online software for your next design.

4. Canva

www.canva.com

Canva is a user-friendly online design tool with LOADS of templates to use. You can easily export your designs and Canva already has pre-populated design that you can literally just tweak, if you don't have a creative bone in your body :)

5. Pexels

www.pexels.com

If you don't have content for your website right away, you can always use Stock Footage. Pexels is a free site where you can download stock images, free of charge. Do the Photographers a favour and credit them when using their content from Pexels.

6. Remove.bg

www.remove.bg

This is a free website where you can automatically have the background removed from any image. It really helps if you need it done fast and efficiently. I still use this website on a daily basis even when I have access to Photoshop.

7. Smartlook

www.smartlook.com

Yes, Smartlook might come across as a paid-only software. But, you start out on a paid trial at first, but after the 14-day trial, you are allowed a certain amount of page recordings and heat maps, for free. Use Smartlook to gather more information about your user's experience on your website through their recordings and heatmaps.

BASIC SEO CHECKLIST BEFORE LAUNCH (WORDPRESS)

1. Connect to Google Analytics

You will do yourself a favour to connect your website to Google Analytics first as this will help you to get your website verified when using Google Search Console. There are great Plugins and Apps to help you connect Google Analytics.

2. Set Up SEO Plugin

You can use a plugin like SEO Press to set up META data and descriptions for your various pages. Make sure that you set META Titles, Descriptions as well as Thumbnails for each page. You can use other plugins too if you prefer.

3. Google Search Console Part One

Visit Google Search Console (Just Google it), register for an account and add a property using the URL Prefix option (When using this option, Google might verify it faster using your existing Google Analytics property).

4. Google Search Console Part Two

After adding the property, type in your website URL in the search bar at the top of the page and select the "Request Indexing" option, in order for Google to index your website.

5. Facebook Debugger

<https://developers.facebook.com/tools/debug>

In order for your website to display correctly when sharing your link on Facebook and WhatsApp, you need to follow this step for both apps to pull through your newly set up Titles, Descriptions and Thumbnails for your website.

7 REASONS WHY YOU NEED AN E-MAIL LIST OF REAL PEOPLE WHO ARE INTERESTED IN WHAT YOU HAVE TO OFFER

1. Send Automated E-mails

You can set up specific e-mail sequences that you can write and save over time which will forever be part of your e-mail sequence. With us, we will set up your first 5 e-mails and you can build on that email sequence as time goes by and end up with 20, 50, and even 100 emails that will be sent to your email list over time, at intervals you choose. This ensures your e-mail list stays engaged and you stay front-of-mind.

2. Facebook and Instagram Lookalike Audiences

Seeing that we will be running ads for your company/brand and need to tell Facebook who your ideal client is and what they like, you can import your e-mail list to Facebook and ask Facebook to show your ads to people that are similar to your email subscribers, enabling you to run even more laser-targeted ads over time.

3. Get Great Feedback

Your e-mail list is a combination of people who are interested in your product or service in some way or form in their lives. You now have the opportunity to send them e-mails asking them for feedback on new releases and ideas, allowing you to do market research to people who's opinion would matter the most - Your prospective clients and customers.

4. Run Targeted Google Ads

Google has a great service: Google Customer Match, which allows you to import an e-mail list and Google will match these e-mail addresses to signed-in users on Google in a secure and privacy-safe way. From there, you can build campaigns and ads specifically designed to reach your audience.

5. Run Targeted LinkedIn Ads

With LinkedIn's Contact Ad Targeting you can now either integrate or import your e-mail subscriber list to run ads to your ideal clients or customers.

6. More Engaged Clients/Customers

Everyone is fighting to get the $\pm 3\%$ of people who are ready to do business, RIGHT NOW. But, who's helping the other 97% of people who are still deciding or who still needs to do research? You can be that person. So, that's why this new e-mail list that we will be building together will be of great value, because you can have the opportunity to establish yourself as the expert to these new subscribers, who you already know might not buy immediately (Yes, some will...) but, you can educate these subscribers as to why they need your services or products, that when they are ready to buy, they buy from you.

7. Greater Sense of Traffic Security

You get two types of traffic: 1. Traffic that you borrow and 2. Traffic that you "own". If you run ads (What we will be doing for three months to build your list to start out with), it's traffic that you borrow, because we will be paying a platform to run ads for us, but if they decide to close down over-night, we will no longer have that traffic source. Whereas, when we establish your new list after three months of running ads, you now have traffic that you "own", meaning, even if the platform you ran your ads on closes, you will still have your e-mail list and at least move your ads to another platform.