



The \$0 Marketing Automation Tech Stack Hack

saashero.net

Build a powerful marketing automation platform for \$0

Overspending on software is a common pitfall of any new business; especially for agency owners. The amount of tools at our disposal is basically limitless and, although many of them are pretty inexpensive, a dozen \$10 - \$25/month subscriptions can quickly add up.

Factor in paying freelancers, your own ad spend, hosting costs, etc. and before you know it you're hitting \$500 - \$1,000/month or more in expenses.

Paying for productivity and marketing automation software isn't a bad thing at all, but there is a time and a place for it.

Agency owners in the infancy of their businesses are definitely not in the position to be taking on unnecessary expenses.

That's why we put together The \$0 Marketing Automation Tech Stack Hack. This guide will show you exactly how to hack together an extremely powerful marketing automation engine designed to:

- Automate follow up sequences after you generate new leads
 - Ensure none of your new leads ever slip through the cracks causing you to miss great opportunities to close new clients
 - How to cherry pick the hottest leads interested in hiring you
 - The best way to measure true engagement on your website and landing pages
- **BONUS:** How to identify your best prospects (the ones you don't even know about yet)

...and how to hack it all together for literally \$0.

When you're all said and done with this guide, you'll have a marketing automation machine that is as powerful as any of the high priced software available on the market today and it won't cost you a cent.



Enjoy!



 ————— **COST:** \$0

 ————— **FREE VERSION**

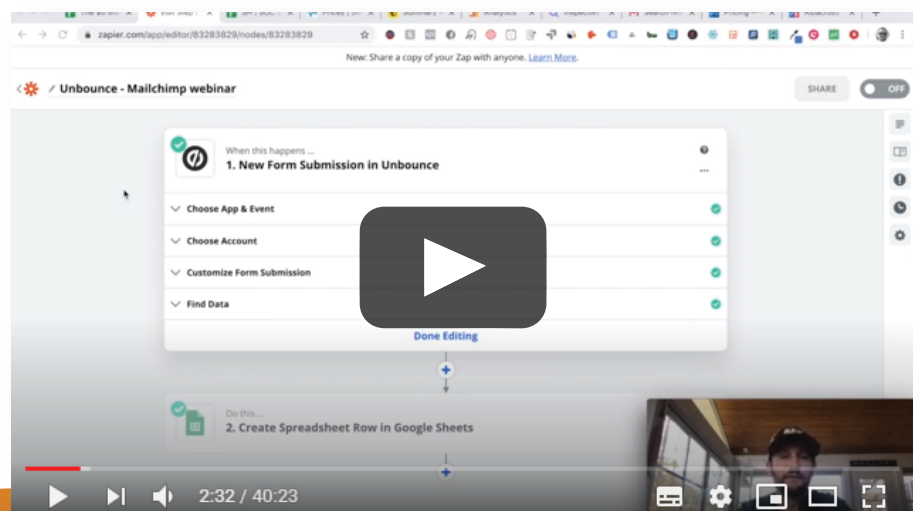
 ————— **SOFTWARE TYPE:** Workflow automation software

From their website: Zapier is an online automation tool that connects your favorite apps, such as Gmail, Slack, Mailchimp, and more. You can connect two or more apps to automate repetitive tasks without coding or relying on developers to build the integration. It's easy enough that anyone can build their own app workflows with just a few clicks.

For example, maybe you get a lot of email attachments in your Gmail account and you want to save them to Dropbox. Every time you get an attachment, you could open up the email, click the attachment, and then save it to Dropbox. Or you can have Zapier automate this for you, saving you time and effort.

Para habilitar la compatibilidad con lectores de pantalla, pulsa Ctrl+Alt+Z. Para obtener información acerca de las combinaciones de teclas, pulsa Ctrl+barra diagonal.

- ✓ Trying handle leads manually will inevitably lead to errors and things slipping through the cracks
- ✓ Automated workflows ensure every lead is handled the same and no opportunities are missed
- ✓ If there are errors, users will be alerted in real time and can address issues quickly
- ✓ There is a free version allowing users to build complex automated workflows for \$0.





GOOGLE SHEETS



COST: \$0



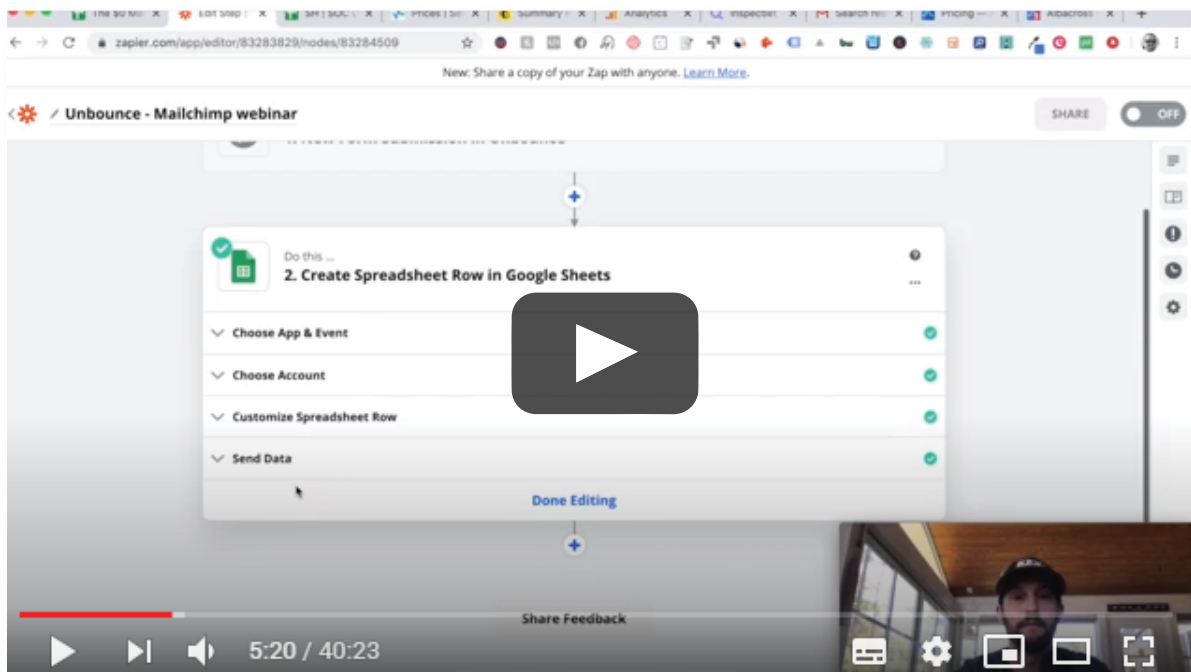
FREE VERSION



SOFTWARE TYPE: Cloud-based spreadsheet

From Techtarget: Google Spreadsheets is a Web-based application that allows users to create, update and modify spreadsheets and share the data live online.

- ✓ It's free
- ✓ It integrates with Zapier
- ✓ It can serve as a free CRM to store new lead data





SENDPULSE /



MAILCHIMP



———— **COST SEND PULSE:** 0 - up to 500 subscribers & 1,500 emails per month & 5 automated



———— **COST MAIL CHIMP:** 0-2k subscribers & 10k emails per month & 1 automated email



———— **FREE VERSION**



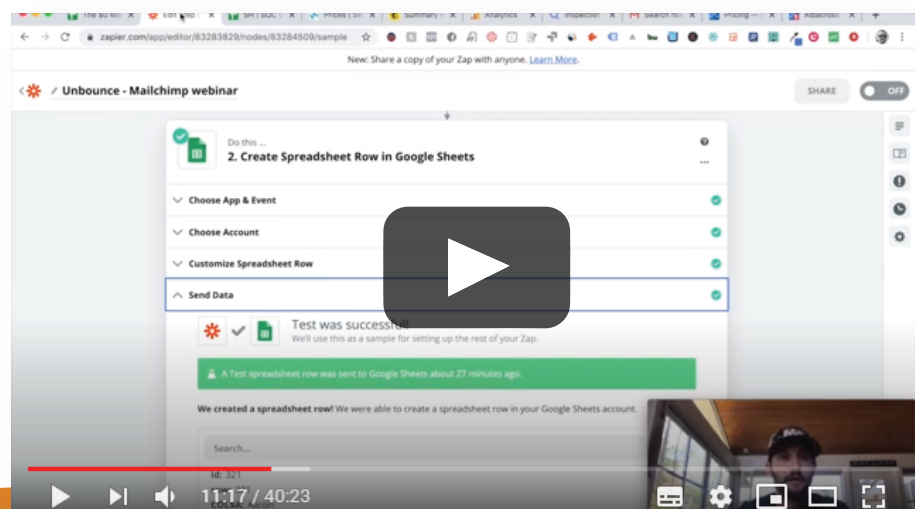
———— **SOFTWARE TYPE:** Email marketing software

From SendPulse.com: SendPulse is an integrated messaging platform that enables users to communicate on all devices by email, SMS, web push, SMTP and more. This email-marketing platform combines a user-friendly interface, extensive feature list, and competitive pricing.

From MailChimp.com: Mailchimp is an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties. Our approach to marketing focuses on healthy contact management practices, beautifully designed campaigns, and powerful data analysis.

SendPulse

- ✓ They have a free plan that offers email automation (up to 500 contacts) and web push (up to 10k subscribers)
- ✓ Other email marketing platforms, like MailChimp, charge a \$14.99 monthly fee for using automation
- ✓ It supports merge tags, which are critical to tying the whole marketing automation stack together
- ✓ They support email automation sequences of up to 5 messages on their free plan (MailChimp only supports 1 on the free plan)





GOOGLE ANALYTICS



COST: \$0



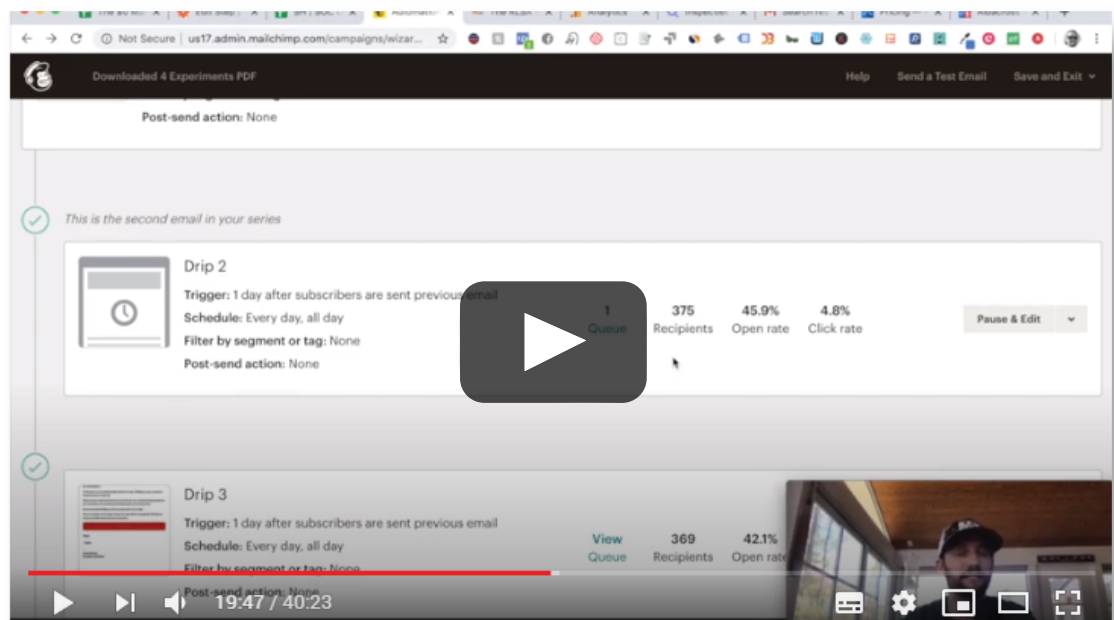
FREE VERSION



SOFTWARE TYPE: Traffic analytics software

From Techopedia: Google Analytics is a website traffic analysis application that provides real-time statistics and analysis of user interaction with the website. Google analytics enables website owners to analyze their visitors, with the objective of interpreting and optimizing website's performance. Google analytics can track all forms of digital media and referring upstream web destinations, banner and contextual advertisements, e-mail and integrates with other Google products.

- ✓ It's free & there is no other web analytics tool as powerful for free
- ✓ To understand which sources of traffic generate the most traffic
- ✓ To analyze which device types are driving the most quality traffic
- ✓ The "Site Content, All Pages" report under "Behavior" will allow users to see exactly which of their leads clicked through their email campaigns, which pages they visited and for how long



inspectlet **INSPECTLET**



COST: \$0 - up to 1,000 sessions per month



FREE VERSION

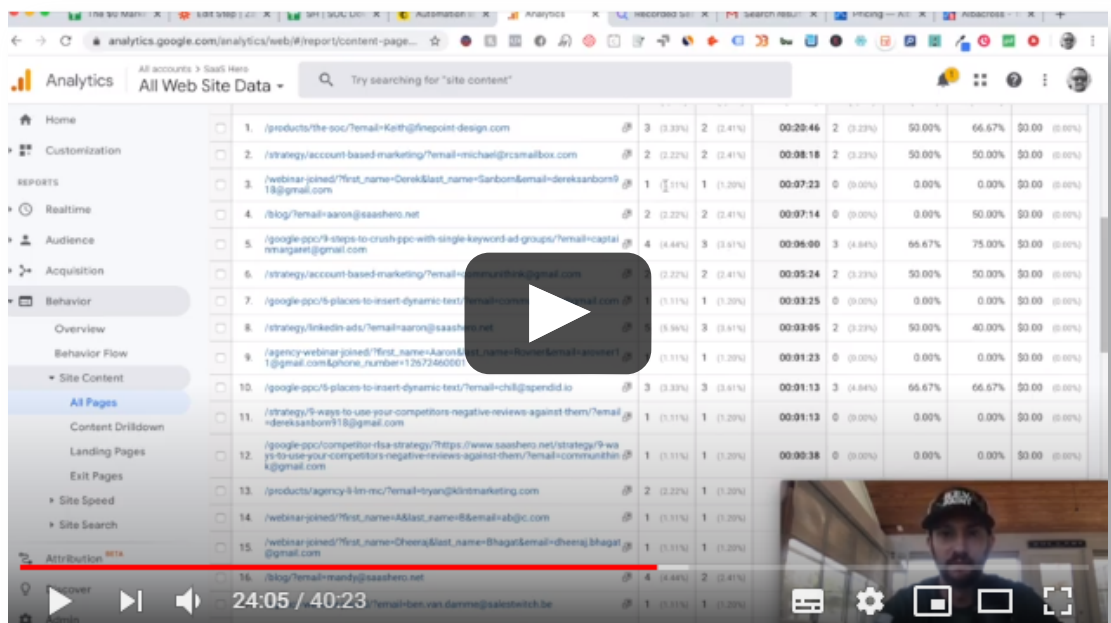


SOFTWARE TYPE: Session recording software

Watch individual visitors use your website as if you're looking over their shoulders.

Inspectlet records videos of your site visitors as they use your site, allowing you to see everything they do. See every mouse movement, scroll, click, and keypress on your site. You never need to wonder how visitors use your site again.

- ✓ Watch live user behavior
- ✓ Understand potential UI/UX issues
- ✓ Learn exactly which content, and which sections of your content, is the most engaging
- ✓ Learn which traffic sources generate the most engaged users
- ✓ Fill in the "grey" areas left out by black and white Google Analytics





STREAK



COST: \$0



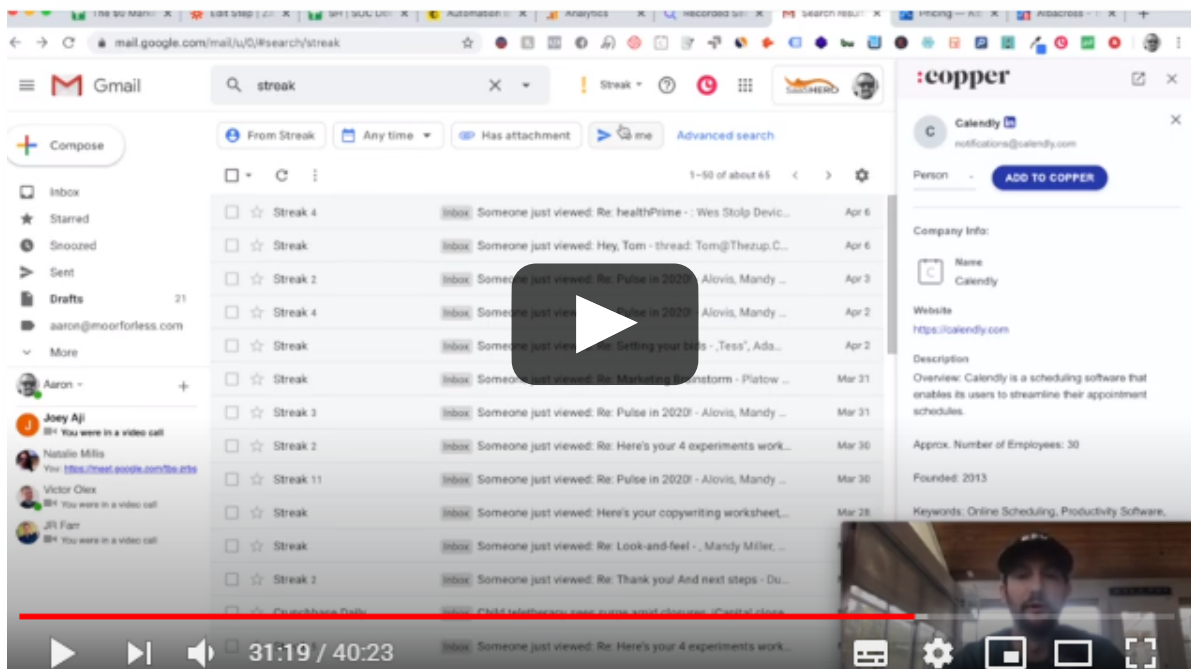
FREE VERSION



SOFTWARE TYPE: Real-time email open notification software

From their website: Streak is a fully embedded workflow (CRM) and productivity software in Gmail, and empowers you to manage all your work right in your inbox. Streak often replaces entire CRMs, and also provides a suite of email power tools like email-tracking.

- ✓ Free version is very powerful
- ✓ Works w/ gmail/gsuite
- ✓ Email-tracking functionality sends real-time alerts when a prospect opens any email message which is ideal for ABM campaigns - having an understanding of who is reading your emails is important for followups, etc.



ALBACROSS

 ————— **COST:** \$40 - \$1089/mth

 ————— **14-DAY FREE TRIAL**

 ————— **SOFTWARE TYPE:** Anonymous visitor tracking software

From their website: 98% of your website visitors don't leave their contact details. Albacross shows you who they are and what they are interested in.

Install some javascript on your website and let it capture B2B leads from your inbound traffic. You will see which companies are viewing your website, what pages they're viewing, how many times they've visited your site, which sources drove each visit, time on site, information about their company and more.

- ✓ Gather data on anonymous website visits
- ✓ Easily create a high quality ABM prospecting list (especially helpful if your target is smaller companies)
- ✓ ***Couple this with LinkedIn Sales Navigator

