

Simple growth hacking tools that B2B marketers can use right now

Some years ago people made fun of those that were talking about growth hacking. Nowadays, the term is seen being incredibly important in marketing and people from all around the world are currently looking for different ways in which they can create a great growth hacking strategy for the company that is represented.

 By [Boris Dzhingarov](#) 23 Sep 2015

Every single business manager understands that growth stands out as the fundamental aspect of business success. It is seen in all expansion operations from hiring new staff to looking for [functional office space](#).

The problem is that the process is quite complicated. That is especially the case with B2B operations as partners and clients basically understand marketing at an advanced level when compared with the regular clients that a company would have. Because of this, here are some tools that B2B marketers can use in order to manage their growth campaigns.

Unbounce

With B2B marketing the landing pages need to be perfect. They are highly important for business operations so a tool like Unbounce can bring in a lot of help. This service will make the [creation of landing pages](#) really easy as the interface is based on highly converting templates and drag and drop building. To make the tool even more valuable, you should know that it includes many extra tools like A/B testing.

LeadzGen

Digital marketing is all about conversion rates. It is important to do all that is possible to increase conversions. Even a couple of percentages can be a huge difference. LeadzGen aids you by offering a cloud based marketing tool capable of automatically tracking website visitors, locating companies, contact information and turning visitors into those valuable leads. What is really interesting is that the tool is free.

Maptive

As business operations take place, marketers start gathering a lot of data. The problem is that the data is rarely actually utilized in order to make good business decisions. When you use Maptive, you manage to mine data in an interesting way. You will upload a spreadsheet with addresses. The program offers a custom map in return. That allows you to easily discover where products or services are sold really well.

CrazyEgg

The name of this growth hacking tool is definitely crazy but it brings in important information that smart marketers can use. You realize how the visitor behaves on your site by analyzing data like where clicks are made, the scrolling distance, what people watch and so more. Also, CrazyEgg includes heat mapping tools and many extra features that would offer a lot of feedback. You do not really need to worry a lot about A/B testing since CrazyEgg offers the data that you need.

Remember the fact that these are just some of the growth marketing tools that are recommended. You can easily find others that would be perfect for your operations. Try to learn all that you can about growth hacking and do consider marketing tools since they can help you to save money and increase profits for your company through smarter B2B marketing campaigns.

ABOUT BORIS DZHINGAROV

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