

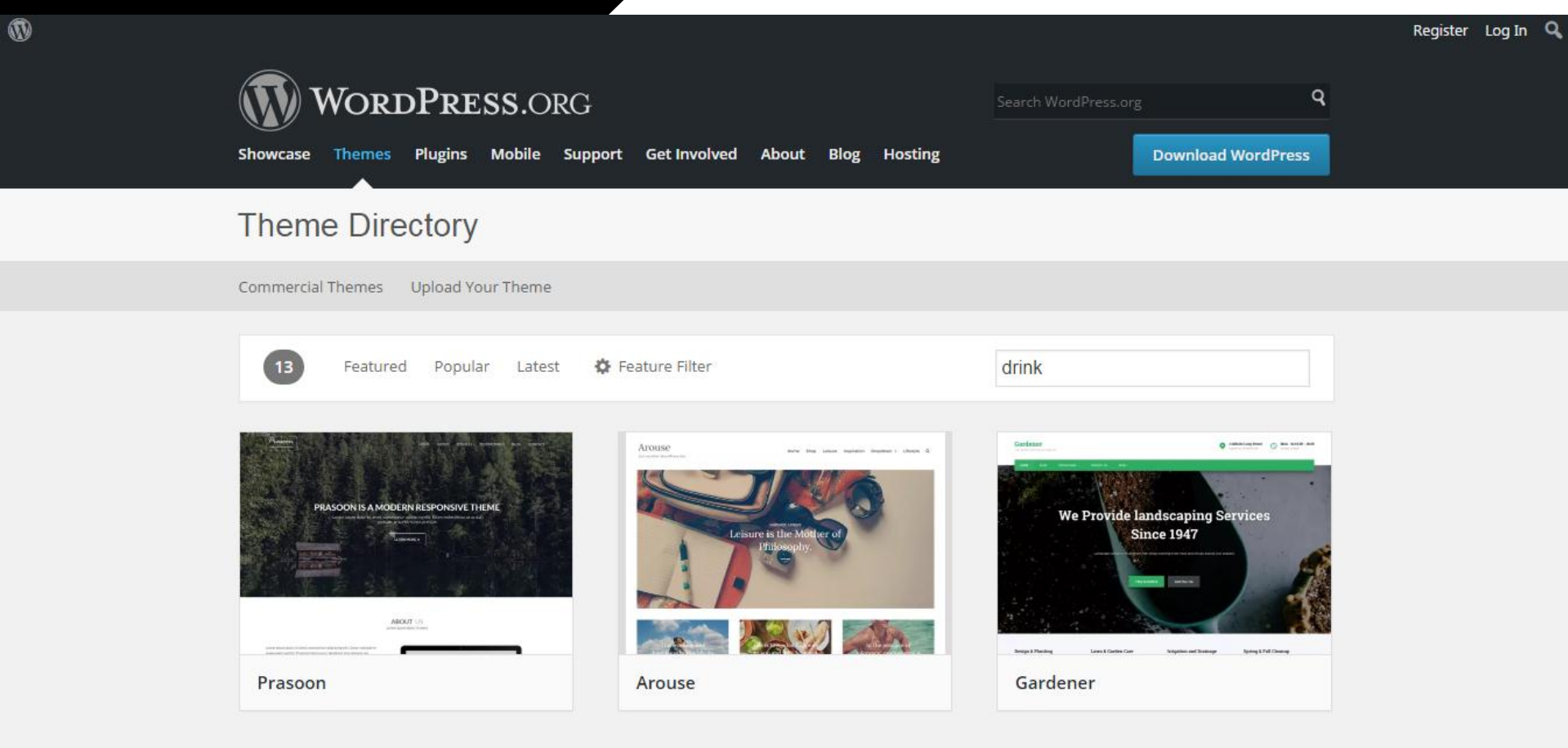


*Starting an online  
business in Nigeria?*

**20 TOOLS**

you need to optimize your  
online sales funnel

# 1 WORDPRESS.ORG



The screenshot shows the WordPress.org Theme Directory homepage. At the top, there's a dark navigation bar with the WordPress logo, the text "WORDPRESS.ORG", and links for "Showcase", "Themes" (highlighted), "Plugins", "Mobile", "Support", "Get Involved", "About", "Blog", and "Hosting". A search bar on the right contains the text "Search WordPress.org" and a "Download WordPress" button. Below the navigation bar, the "Theme Directory" title is centered. Underneath, there are links for "Commercial Themes" and "Upload Your Theme". A filter section shows "13" items, with tabs for "Featured", "Popular", "Latest", and a "Feature Filter" button. A search input field contains the word "drink". Three theme preview cards are displayed: "Prasoon" with a forest background, "Arouse" with a desk background, and "Gardener" with a green background and a watering can.

WordPress.ORG

Showcase Themes Plugins Mobile Support Get Involved About Blog Hosting

Search WordPress.org

Download WordPress

Theme Directory

Commercial Themes Upload Your Theme

13 Featured Popular Latest Feature Filter

drink

Prasoon

Arouse

Gardener

CREATE BEAUTIFUL WEBSITES & BLOGS

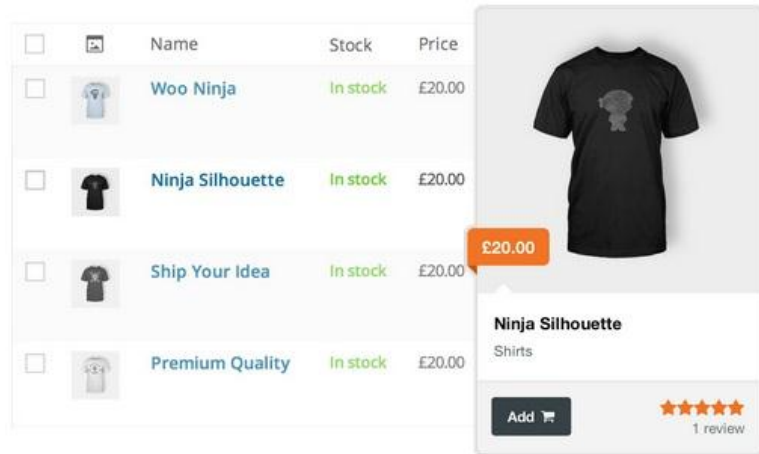
## 2 WOOCOMMERCE



*eCommerce for WordPress*

Add powerful shop facilities to your WordPress website with our free eCommerce plugin. Powering over 29% of **all** online shops, WooCommerce helps you sell anything. Beautifully.

[MORE ABOUT WOOCOMMERCE](#)



# E-COMMERCE STORE FOR WORDPRESS

# 3 PAYSTACK

[Product ▾](#)[Pricing](#)[Help ▾](#)[Company ▾](#)[Sign Up](#)[Log In](#)

## Show and tell

The easiest way to try Paystack is to make a payment. Choose an amount you can afford to give away.

[Pay NGN 100](#)[Pay NGN 1000](#)

ONLINE PAYMENT GATEWAY FOR RECURRING CHARGES, SUBSCRIPTION MGT & INVOICING

# **WAIT!**

Want to read this as a  
high-quality PDF?

**DOWNLOAD**

# 4 CLICKFUNNELS

[Templates](#)[Custom Design](#)[Become a Seller](#)[Login](#)

## High-converting funnels, landing pages, and more.

Pick a battle tested pre-built template, or find an expert to design the perfect custom solution.

[Shop Templates](#)[Find an Expert](#)A screenshot of a ClickFunnels landing page template. The background is a dark, blue-tinted image of a city skyline. The main headline reads 'THE 'FREE BOOK + SHIPPING' TRIP WIRE FUNNEL'. Below this, a laptop screen displays the landing page content, which includes the text 'INTRODUCING THE BEST FREE BOOK OFFER EVER: THE BOOK!' and a smaller image of a book cover titled 'THE ELEVATION'. To the right of the laptop screen is a small portrait of Russell Brunson.

**\$97 - The 'Free Book + Shipping' Trip Wire Funnel**

★★★★★

Russell Brunson

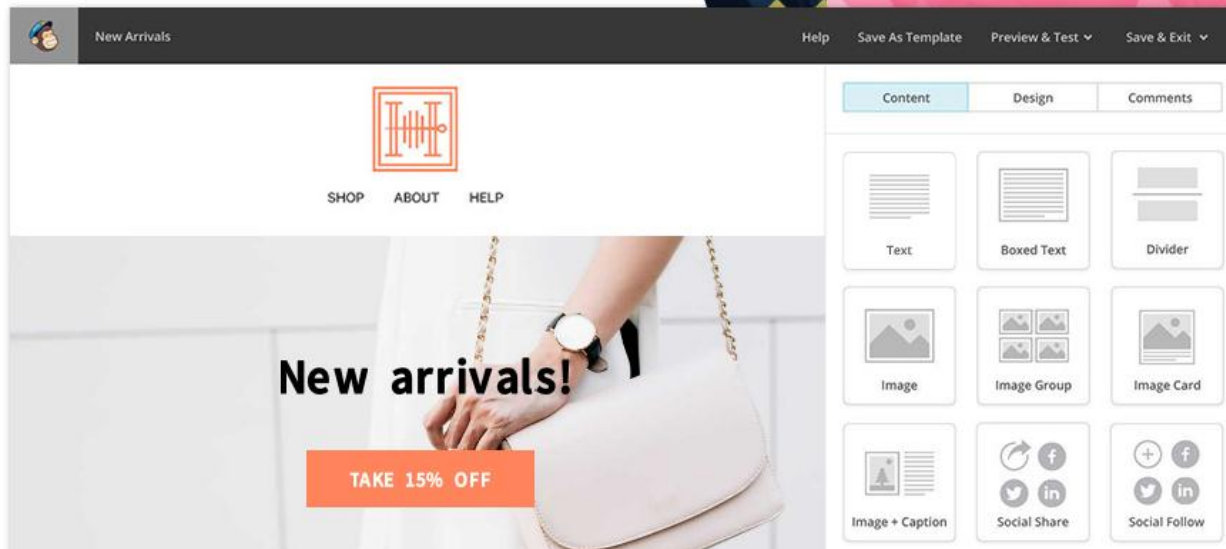
## SALES FUNNEL & LANDING PAGES BUILDER

# 5 MAILCHIMP

[Features](#)[Pricing](#)[Support](#)[Blog](#)[Sign Up Free](#)[Log In](#)

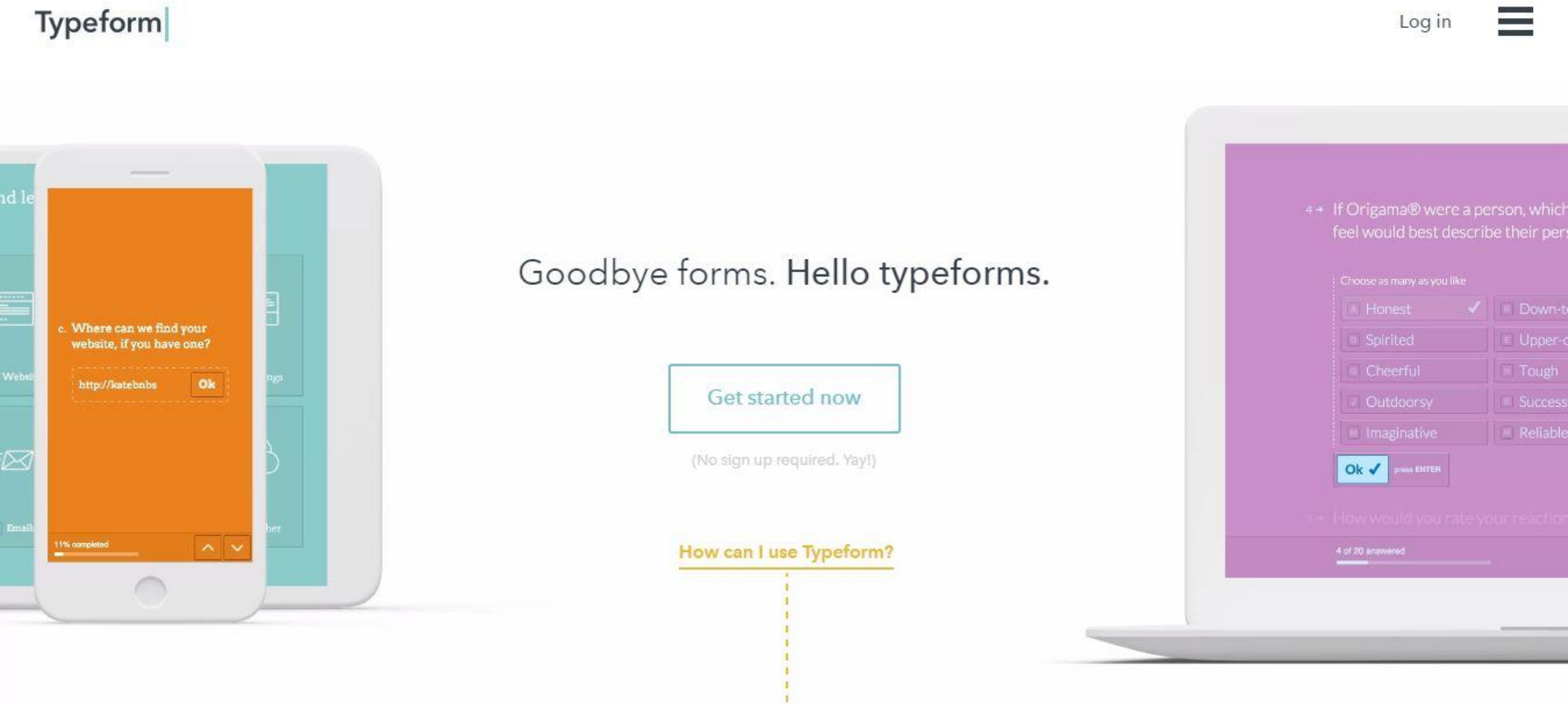
## Send better email

Whether you need to sell your products, share some big news, or tell a story, our campaign builder makes it easy to create email campaigns that best suit your message.




## EMAIL MARKETING AUTOMATION

# 6 TYPEFORM



CREATE SMART QUESTIONNAIRES & SURVEYS

# 7 TRYINTERACT



The screenshot shows the Interact website homepage. At the top is a navigation bar with the Interact logo on the left and links for PRODUCTS, LIVE EXAMPLES, CUSTOMER SUCCESSES, INTEGRATIONS, BLOG, and PRICING in the center. On the right of the navigation bar are links for 'Call Sales (424) 652-8351' and 'LOGIN'. The main heading is 'Pre-Made Quizzes You Can Use to Build Your Email List'. Below this is a subtext: '+ Create Giveaways and Polls, all with one account!'. There are two prominent buttons: an orange 'SIGN UP FOR FREE' button and a blue 'BROWSE PRE-MADE QUIZZES' button. Below these buttons is a note in parentheses: '(You can also create a custom quiz from scratch after signing up for a free account)'.

interact

PRODUCTS ▾ LIVE EXAMPLES CUSTOMER SUCCESSES INTEGRATIONS BLOG PRICING

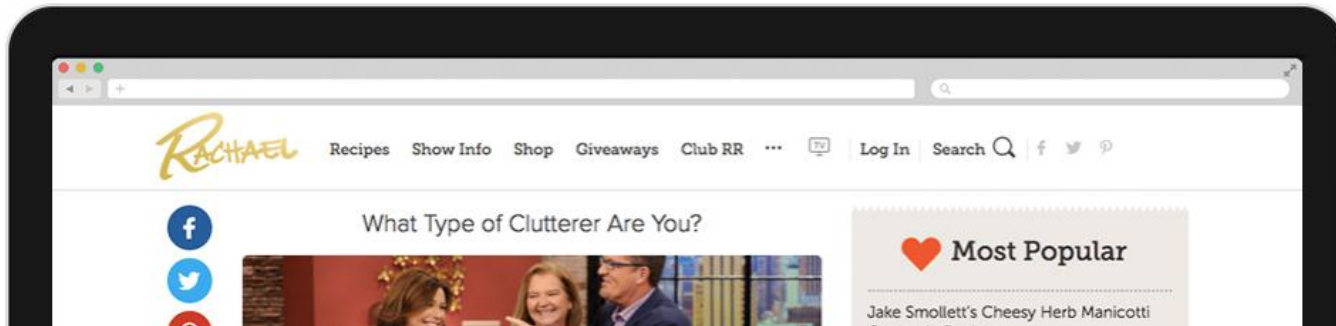
Call Sales (424) 652-8351 LOGIN

## Pre-Made Quizzes You Can Use to Build Your Email List

+ Create Giveaways and Polls, all with one account!

[SIGN UP FOR FREE](#) [BROWSE PRE-MADE QUIZZES](#)

(You can also create a custom quiz from scratch after signing up for a free account)



CREATE FUN QUIZZES FOR LEAD GENERATION

# 8 HOOTSUITE

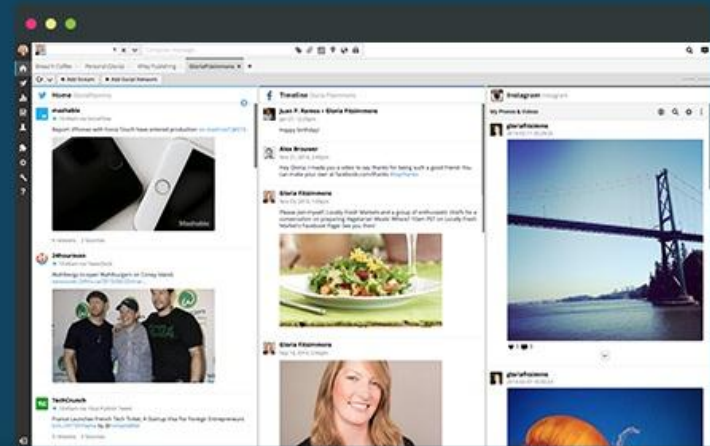
[Products](#)[Solutions](#)[Plans](#)[Services](#)[Resources](#)[About Us](#)[Sign Up](#)

## Social Media Management, Simplified

Hootsuite is loved by over 10 million people—and trusted by 800+ of the Fortune 1000

- Easily manage all your social profiles using one login, in one dashboard
- Save time by automating content discovery and scheduling content to publish
- Improve campaign performance and measure impact using social analytics

Get Started for Free



## SOCIAL MEDIA MANAGEMENT & MONITORING DASHBOARD

# READY TO BUILD YOUR DIGITAL MARKETING CAMPAIGN TO BOOST SALES ON AUTOPILOT?

[CLICK TO ORDER MY 5-DAY EMAIL COURSE](#)



5 CORE LESSONS + WORKSHEETS + BONUS VIDEO LESSONS

# 9 DRIFT



Features

Pricing

Webinar

Sign In



## LIVECHAT SOFTWARE FOR WEBSITE

# 10 ZOOM.US



SOLUTIONS ▾

PLANS & PRICING

SALES

[JOIN A MEETING](#)

[HOST A MEETING ▾](#)

[SIGN IN](#)

[SIGN UP, IT'S FREE](#)

## #1 Video Conferencing and Web Conferencing Service\*

Enter your work email



[SIGN UP, IT'S FREE](#)

Zoom Partners with Sequoia in \$100 Million Funding Round & Releases Zoom 4.0

HOST WEBINARS & ONLINE MEETINGS  
WITH LEADS, CLIENTS & STAFF ANYWHERE.

# 11 BETTER PROPOSALS

See how easy it is  
to create proposals now



CREATE BETTER PROPOSALS

# 12 INVOICE.NG



[Features](#) [Pricing](#) [Blog](#) [Login](#) [Sign Up](#)

## Go Paperless. Get Paid Faster.

Say goodbye to chasing late invoice payments. Send beautifully customised invoices and accept online payment from your customers with ease.

[SIGN UP FOR FREE](#)

[INVOICE GENERATOR](#)

CREATE INVOICE, EXPENSE & ACCEPT ONLINE PAYMENT

## 13 HUBSPOT CRM



# Close More Deals with Less Work

Stop investing time in tools that slow you down. Get HubSpot CRM up and running in minutes, and make those minutes back in hours.

GET STARTED

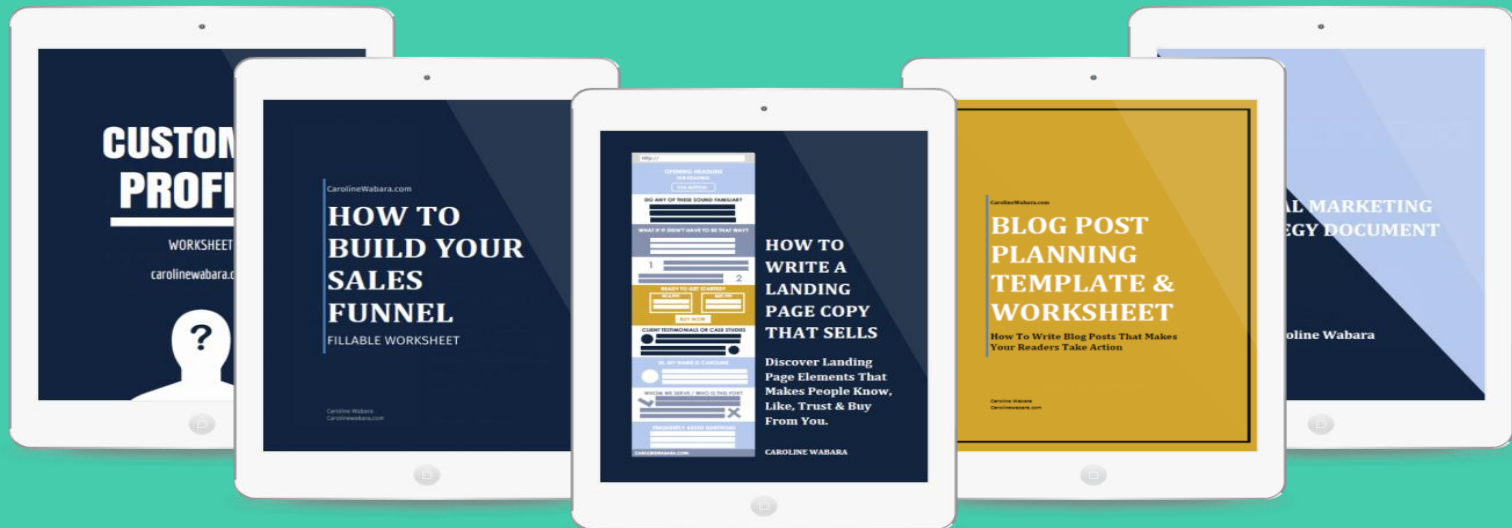
PLAY VIDEO



MANAGE & MONITOR YOUR SALES PIPELINE  
& DEALS ON A VISUAL DASHBOARD.

# READY TO BUILD YOUR DIGITAL MARKETING CAMPAIGN TO BOOST SALES ON AUTOPILOT?

CLICK TO ORDER MY 5-DAY EMAIL COURSE



5 CORE LESSONS + WORKSHEETS + BONUS VIDEO LESSONS

# 14 HUBSPOT MARKETING

HubSpot MARKETING

SOFTWARE ▾

ABOUT ▾

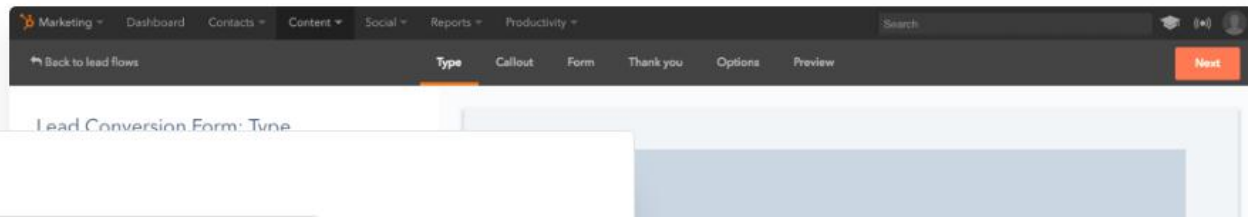
PARTNERS ▾

PRICING

BLOGS ▾

## CAPTURE AND CONVERT MORE QUALIFIED LEADS. COMPLETELY FREE.

HubSpot Marketing Free helps you convert visitors into leads, learn more about their actions, and get more qualified customers for your products or services.



## TRACK & GET INSIGHTS INTO EVERY LEAD THAT FILLED OUT A FORM ON YOUR WEBSITE

# 15 HUBSPOT SALES

[SOFTWARE +](#)[ABOUT +](#)[AGENCIES](#)[PRICING](#)[BLOGS +](#)[GET HUBSPOT SALES](#)

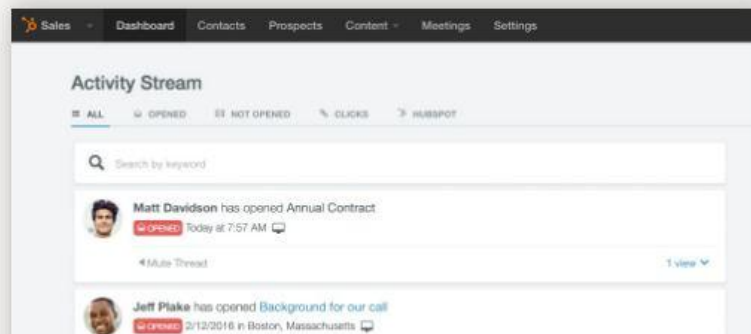
## EMAIL OPEN & CLICK TRACKING

Get real time notifications when your emails are opened or clicked. Works with Gmail, Google Apps, Outlook for Windows & Outlook 365.

[GET STARTED FREE](#)

### DESKTOP NOTIFICATIONS

Get instant desktop notifications when the



# EMAIL OPEN & CLICK TRACKING FOR GMAIL & OUTLOOK

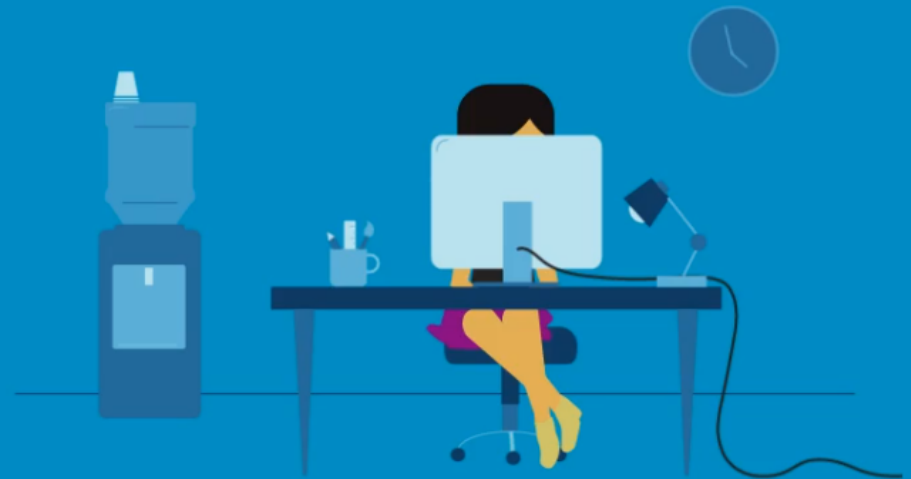
# 16 ADROLL

[Products](#)[Customers](#)[About](#)[Getting Started](#)[Resources](#)[Login](#)[Try It Out](#)[USA](#)

## Ads That Work

The retargeting and prospecting platform of choice for over 30,000 advertisers worldwide.

[SIGN UP TODAY](#)



AdRoll is Marketo's LaunchPoint Technology Partner of the Year! [Learn more](#)

# ADS RETARGETING PLATFORM FOR WEB, MOBILE, FACEBOOK, INSTAGRAM & EMAIL

# 17 ZAPIER



APP DIRECTORY LOG IN

SIGN UP FOR FREE

## Connect Your Apps and Automate Workflows

Easy automation for busy people. Zapier moves info between your web apps automatically, so you can focus on your most important work.

First Name

Last Name

Email

Password

☒ Email me about [new features](#).

Sign Up

By signing up, you agree to Zapier's [Terms of Service](#).

# CONNECT WEB APPS TO AUTOMATE ONLINE TASKS

# 18 HOTJAR

[Product Tour](#)[Pricing](#)[Careers](#)[Contact](#)[TRY IT FOR FREE](#)[SIGN IN](#)

## All-in-one Analytics & Feedback

Hotjar is a new and easy way to truly understand your web and mobile site visitors. Find your hottest opportunities for growth today.

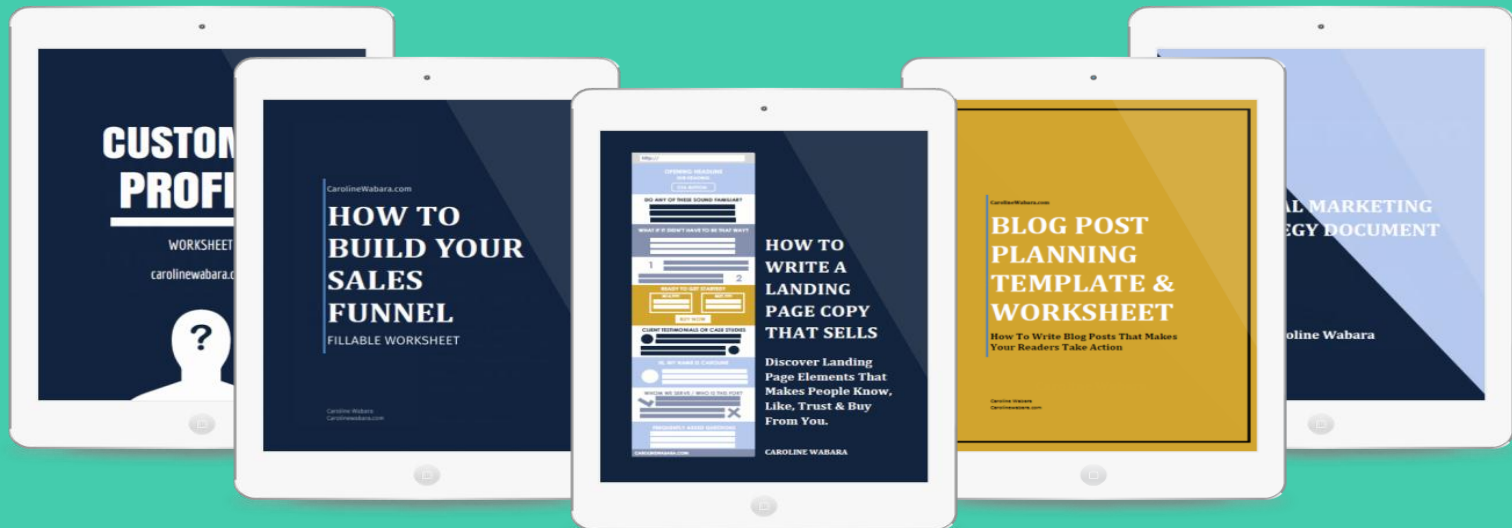
[TRY IT FOR FREE](#)

No credit card required – Get started in seconds.

VISITOR RECORDINGS, HEATMAPS, FEEDBACK POLLS,  
SURVEYS, FORM ANALYSIS & CONVERSION FUNNELS

# READY TO BUILD YOUR DIGITAL MARKETING CAMPAIGN TO BOOST SALES ON AUTOPILOT?

[CLICK TO ORDER MY 5-DAY EMAIL COURSE](#)



5 CORE LESSONS + WORKSHEETS + BONUS VIDEO LESSONS

# 19 SEMRUSH

[Features](#)[Prices](#)[Help](#)[News](#)[Webinars](#)[Academy](#)[Blog](#)[Company](#)[EN](#)[Log in](#)

## All-in-one Marketing Toolkit for digital marketing professionals

US

[Start now](#)

TRUSTED BY

The eBay logo, consisting of the word "eBay" in its characteristic multi-colored font.

The Quora logo, featuring the word "Quora" in a serif font.

The Disney logo, featuring the word "Disney" in its signature script font.

The Booking.com logo, featuring the word "Booking.com" in a sans-serif font.



BNP PARIBAS

## COMPETITIVE ANALYSIS

# 20 GOOGLE ANALYTICS

Google Analytics

[SIGN IN TO GOOGLE ANALYTICS](#)

[Analytics Premium](#)

[Analytics for Mobile Apps](#)

[Analytics Standard](#)

[Tag Manager](#)



## Turn insights into action.

Improve performance across your sites, apps, and other marketing channels. Google Analytics and related products can help you turn customer insights into actionable solutions for your business.

## ANALYTICS FOR WEBSITES & MOBILE APPS

# BONUS!

---

TOOLS FOR CONVERTING YOUR  
ONLINE CONTENT INTO A  
PERSUASIVE SALES MACHINE

# 1 MANYCHAT

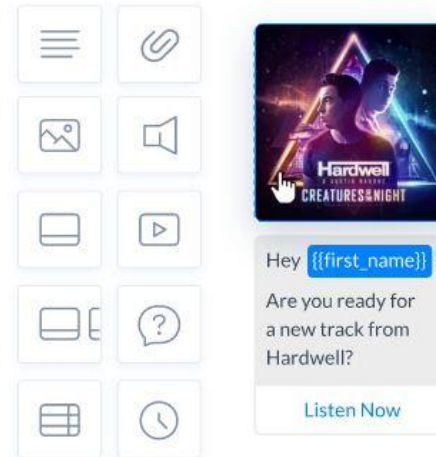


[Pricing](#) [Contact](#) [Blog](#) [Log In](#) [Get Started Free](#)

Bot Platform

## Create your bot in 2 minutes without coding

Our visual drag'n'drop builder makes it easy and fun to setup your Facebook Messenger bot. No programming required - just connect your Facebook page to ManyChat and you'll be up in no time.



## SEARCH ENGINE OPTIMIZATION

## 2 YOAST SEO FOR WORDPRESS



Have you taken the WordPress 2015 Survey yet?

Search WordPress.org



Showcase Themes **Plugins** Mobile Support Get Involved About Blog Hosting

Download WordPress

### Plugin Directory

Username  \* Password  \* Log in (forgot?) or Register

Featured  
Popular  
Favorites  
Beta Testing

Developers

Search Plugins

Popular Tags

widget (5,472)

Post (3,428)

plugin (3,390)

theme (2,884)

A colorful illustration of people on a bridge with balloons and a traffic light.

## Yoast SEO

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using Yoast SEO plugin.

[Description](#) [Installation](#) [FAQ](#) [Screenshots](#) [Changelog](#) [Stats](#) [Support](#) [Reviews](#) [Developers](#)

[Download Version 2.3.5](#)

# SEARCH ENGINE OPTIMIZATION

# 3 BUZZSUMO

[Product ▾](#)[Customers](#)[Pricing](#)[Blog](#)[Signup](#)[Login](#)[Resources ▾](#)

## Analyze what content **performs** best for any **topic** or **competitor**

Find the key influencers to promote your content

**Buzzsumo** Pro[Content Research](#)[Influencers](#)[Content Alerts](#)[Most Shared](#)[Trending Now](#)[Content Analysis](#)[Domain Comparison](#)[Top Authors](#)**Filter by Date:**☐ 24 Hours


## CONTENT RESEARCH FOR POPULAR TOPICS


# 4 HEMINGWAY APP






Welcome to the new Hemingway! [Read what's new](#)

Desktop App

Just Released! Version 2.0!

 Like 43k

 Tweet 3,881

**B** **I**      **P** **H1** **H2** **H3**

## Hemingway App makes your writing bold and clear.

The app highlights long, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can **utilize** a shorter word in place of a purple one. Mouse over it for hints.

Adverbs are **helpfully** shown in blue. Get rid of them and pick verbs with force instead.

Phrases in green have **been marked** to show passive voice.


You can **format** your *text* with the toolbar.

**Hemingway**  
Editor

**Write** **Edit** Help

---

**Readability**

 **Grade 6** (Good)

---

Words: **130** [More](#)

---

**1** of 11 sentences is hard to read.

**1** of 11 sentences is very hard to read.

**1** phrase has a simpler alternative.

## CONTENT EDITOR

# 5 GRAMMARLY



[Sign Up](#)

[Log in](#)

## A Better Way to Write

Grammarly makes you a better writer by finding and correcting up to 10× more mistakes than your word processor.



Instantly find and correct over 250 types of grammatical mistakes.



Detect plagiarism by checking your text against over 8 billion web pages.

Please drag and drop a text file or copy and paste a paragraph or more of text.

[Check your text](#)

[Upload a file](#)

*Try Grammarly now!*



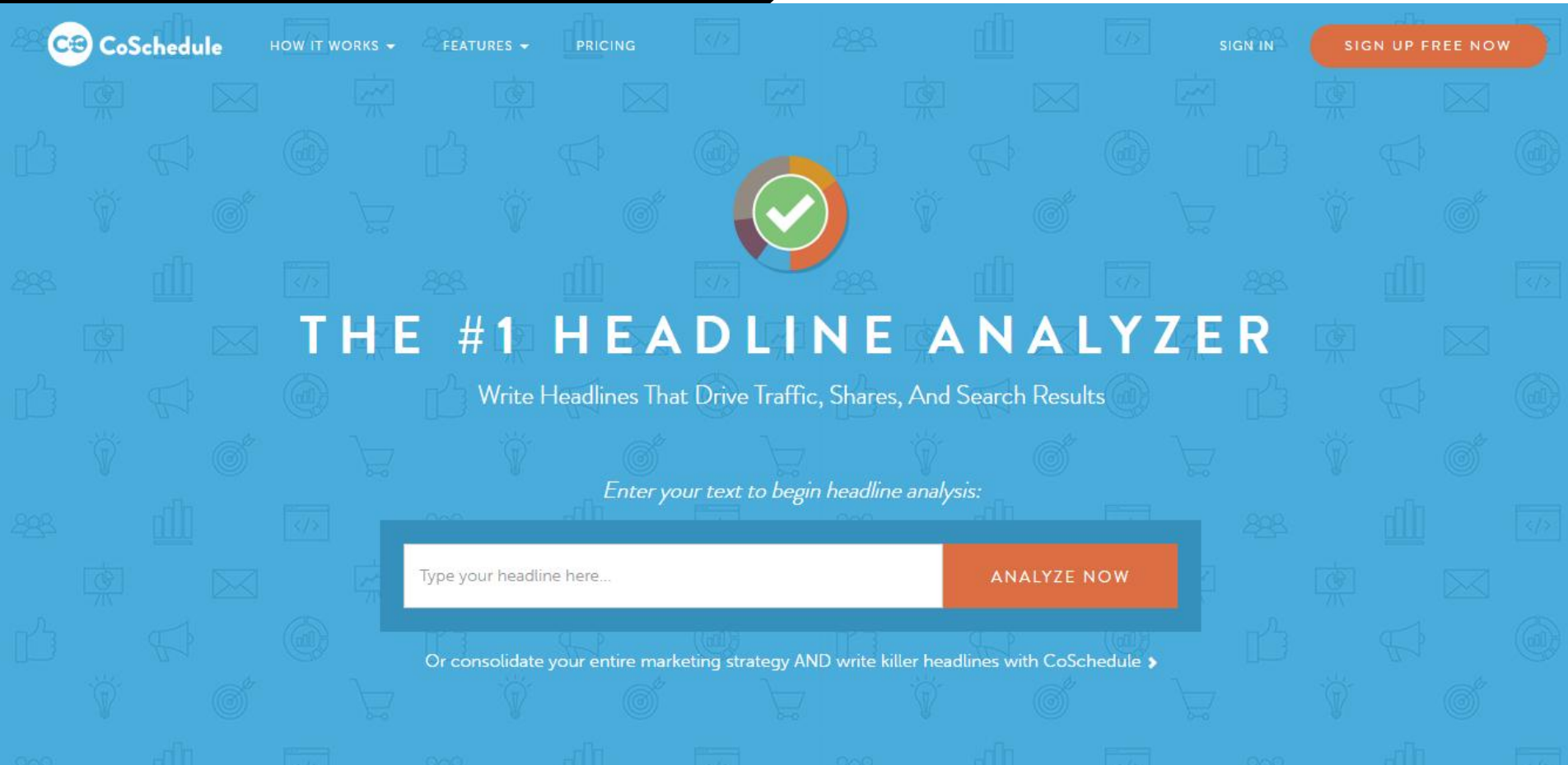
Improve word choice with context-optimized vocabulary suggestions.



Compatible with Word™ & Outlook®.

## GRAMMATICAL ERROR CHECKER

# 6 COSCHEDULE

The image shows the top portion of the CoSchedule website. The header is blue with a repeating pattern of white icons representing various marketing concepts like social media, analytics, and communication. In the top left, the CoSchedule logo is followed by navigation links: 'HOW IT WORKS', 'FEATURES', and 'PRICING'. On the right, there are links for 'SIGN IN' and a prominent orange button that says 'SIGN UP FREE NOW'. The main content area features a large circular graphic with a green checkmark inside, indicating a successful analysis. Below this, the text 'THE #1 HEADLINE ANALYZER' is displayed in large, bold, white capital letters. Underneath, a subtitle reads 'Write Headlines That Drive Traffic, Shares, And Search Results'. A prompt 'Enter your text to begin headline analysis:' is followed by a text input field with the placeholder 'Type your headline here...' and an orange 'ANALYZE NOW' button. At the bottom of this section, a link says 'Or consolidate your entire marketing strategy AND write killer headlines with CoSchedule' with a right-pointing arrow.

## BLOG POST HEADLINE ANALYZER

# 7 PORTENT



Tweet

280

920

G+

Share



Michelangelo best or  
Jackson Pollock best?

(Please Say "My Little  
Pony", please Say "My  
Little Pony", please  
Say "My Little Pony"...)

The 10

Best

Carolinewabara.com

YouTube Videos

Tweet This

Reach out to people  
whose work you  
promote. They might  
help promote you too.

Enter your Subject here:

carolinewabara.com



What's a Vimeo?

## BLOG CONTENT IDEA GENERATOR

# 8 EVERNOTE



Sign In Plans 

## Remember Everything

Inspiration strikes anywhere. Evernote lets you capture, nurture, and share your ideas across any device.

By clicking Sign up, I agree to the [Terms of Service](#) and [Privacy Policy](#).

SIGN UP FOR FREE

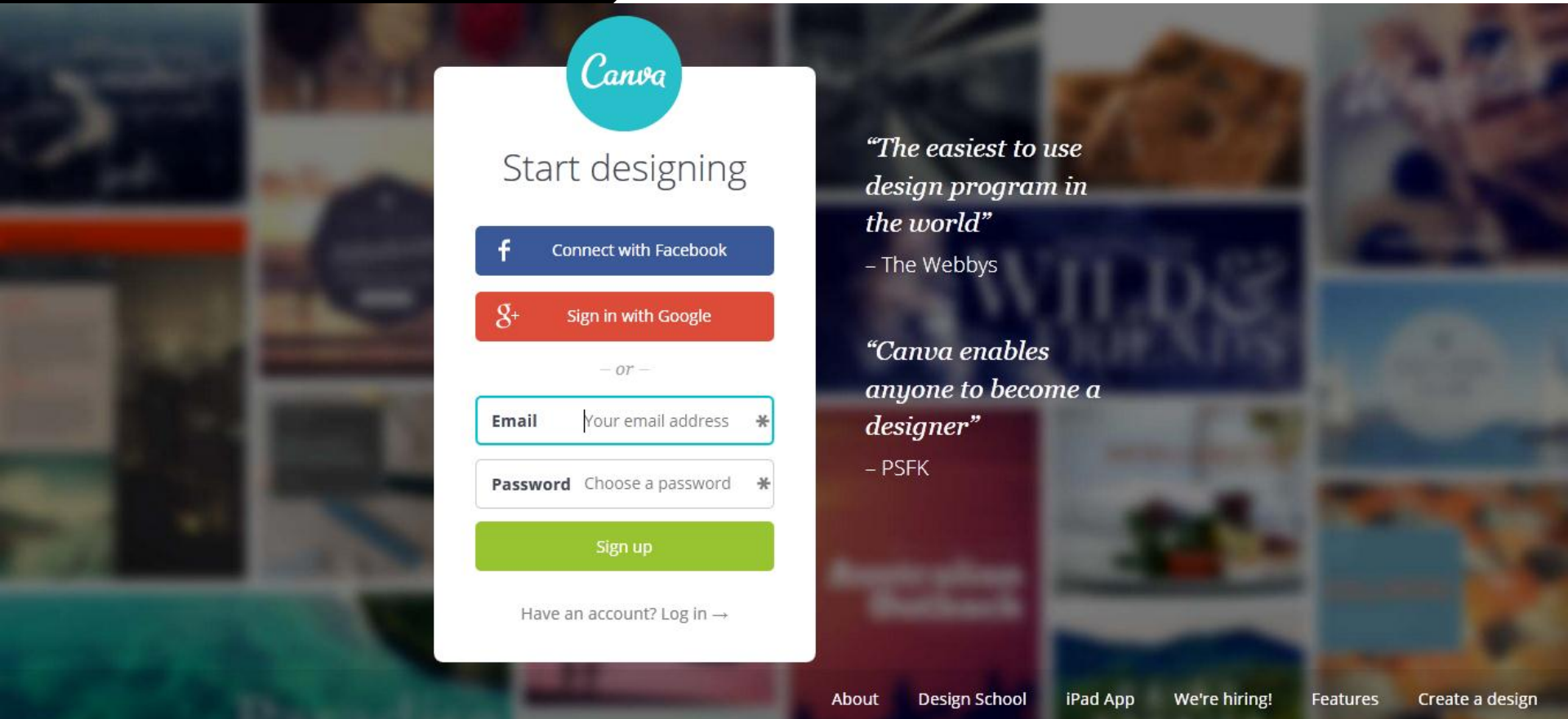
or



Sign in with Google

WRITING PAD FOR SAVING & SHARING YOUR  
TO-DO LISTS, ARTICLES & IDEAS ON ANY DEVICE.

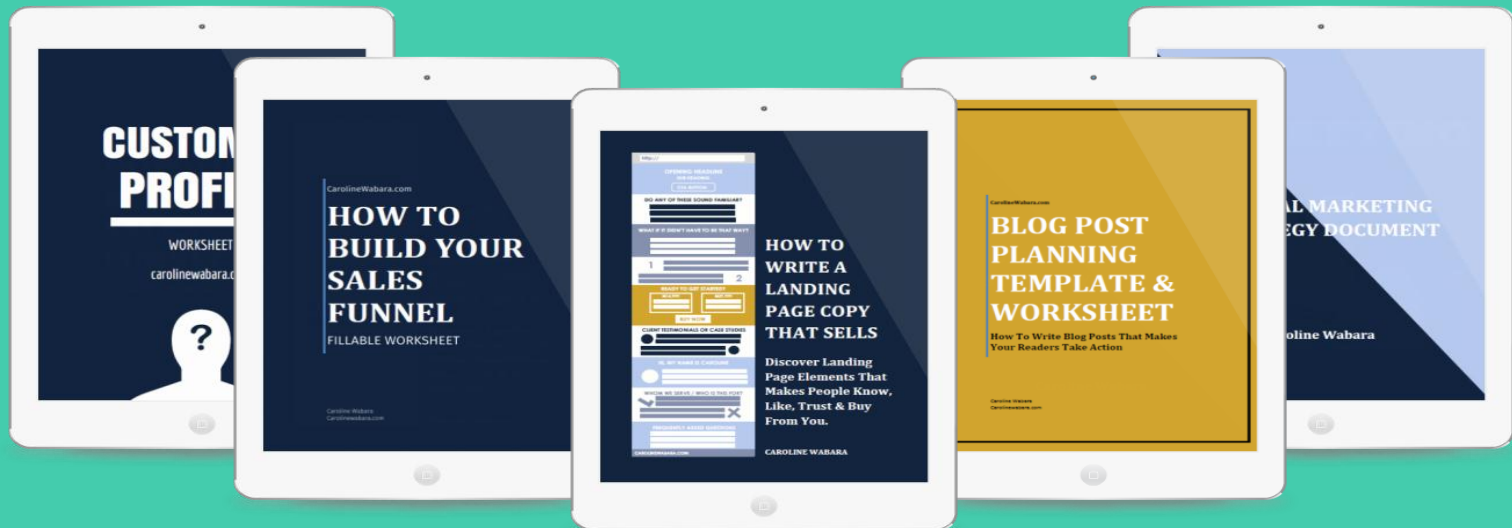
# 9 CANVA



GRAPHICS DESIGN TOOL

# READY TO BUILD YOUR DIGITAL MARKETING CAMPAIGN TO BOOST SALES ON AUTOPILOT?

CLICK TO ORDER MY 5-DAY EMAIL COURSE



5 CORE LESSONS + WORKSHEETS + BONUS VIDEO LESSONS

# 10 DRIPSCRIPTS



**Quit writing email sequences from scratch.**

Instead customize and download these in less than 60 seconds.

## Flash Sale Sequence



3 emails

Use this sequence to run a quick 48 hour flash sale. It will intro an offer, show the benefits of the product and apply urgency to incentivize them to buy.

[CHECK IT OUT](#)

## 6-Part Email Class to Sales Pitch



6 emails

Use this email sequence as a free class that people can opt-in to join. It will teach them 6 lessons then pitch them on any related product.

[CHECK IT OUT](#)

## Cold Subscriber Warm Up Series



7 emails

Use this sequence to get subscribers who haven't opened an email in the last 90 days to take action. It will send a series of CTAs to get them back in the fold.

[CHECK IT OUT](#)

# EMAIL SEQUENCE TEMPLATES GALLERY

# 11 GOOGLE ADWORDS KEYWORD PLANNER

Google AdWords

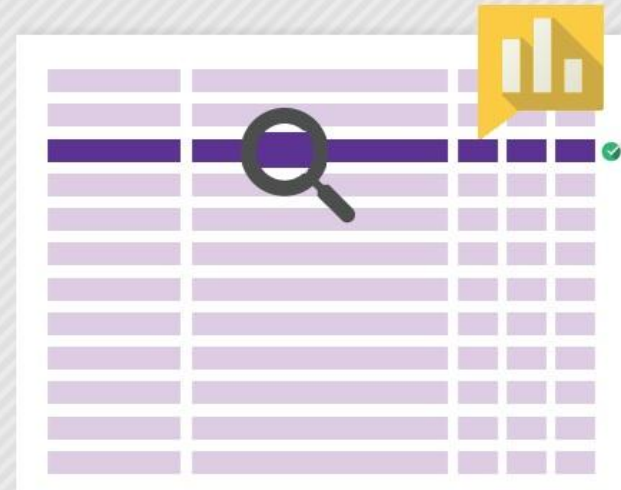
[Sign in](#) | [Create an account](#)

[Need help?](#)

## Keyword Planner

Plan your Search Network campaigns, get performance insights, and see keyword ideas.

[Sign in to AdWords](#)



### Search for new keyword or ad group ideas

Keyword Planner is like a workshop for building new Search Network campaigns or expanding existing ones. You can search for keyword and ad group ideas, get historical statistics, see how a list of keywords might perform, and even create a new keyword list by multiplying several lists of keywords together. A free AdWords tool,

# FIND KEYWORDS THAT YOUR AUDIENCE ARE USING TO LOCATE YOUR WEBSITE ON GOOGLE SEARCH

THANK YOU!





Caroline Wabara

Digital Marketing Strategist

@carolinewabara

carolinewabara.com

# **WAIT!**

Need one-on-one training to  
implement these digital  
marketing strategies & tools?

**BOOK ME NOW**