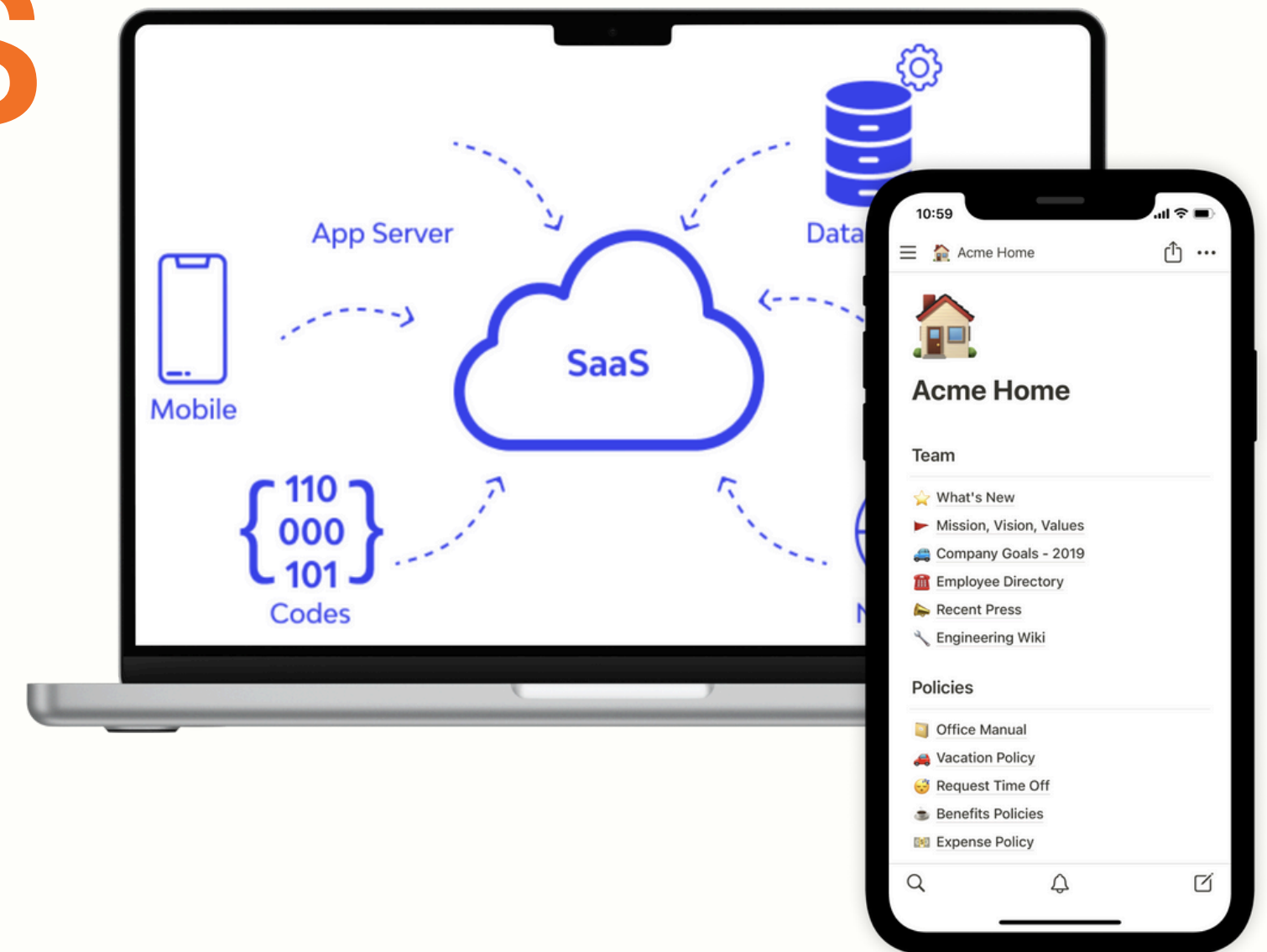




Best B2B SaaS Marketing Toolkit

Most Practical SaaS Marketing tools for your marketing team.





20+
SaaS marketing
tools to help you
reach where your
target audience is.



stripe

webflow

Airtable

buffer

miro

gusto

zoom

Notion

monday.com

Dropbox

shopify

Square

workday

twilio

slack

Google
Workspace

HubSpot

FreshBooks

zapier

Just tap on any tool that interests **you**.

01

SEMrush

02

Ahrefs

03

HubSpot

04

ActiveCampai
gn

05

Mailchimp

06

Hootsuite

07

Drip

08

Intercom

09

Zapier

10

Canva

11

Google
Analytics

12

Zoom

13

Appolo

14

Sprout Social

15

Typeform

16

Loom

17

Qualaroo

18

BIGContacts

19

ProProfs Chat

20

PhotoADKing

21

Buffer

22

Leadfeeder

23

Close

24

Sugar CRM

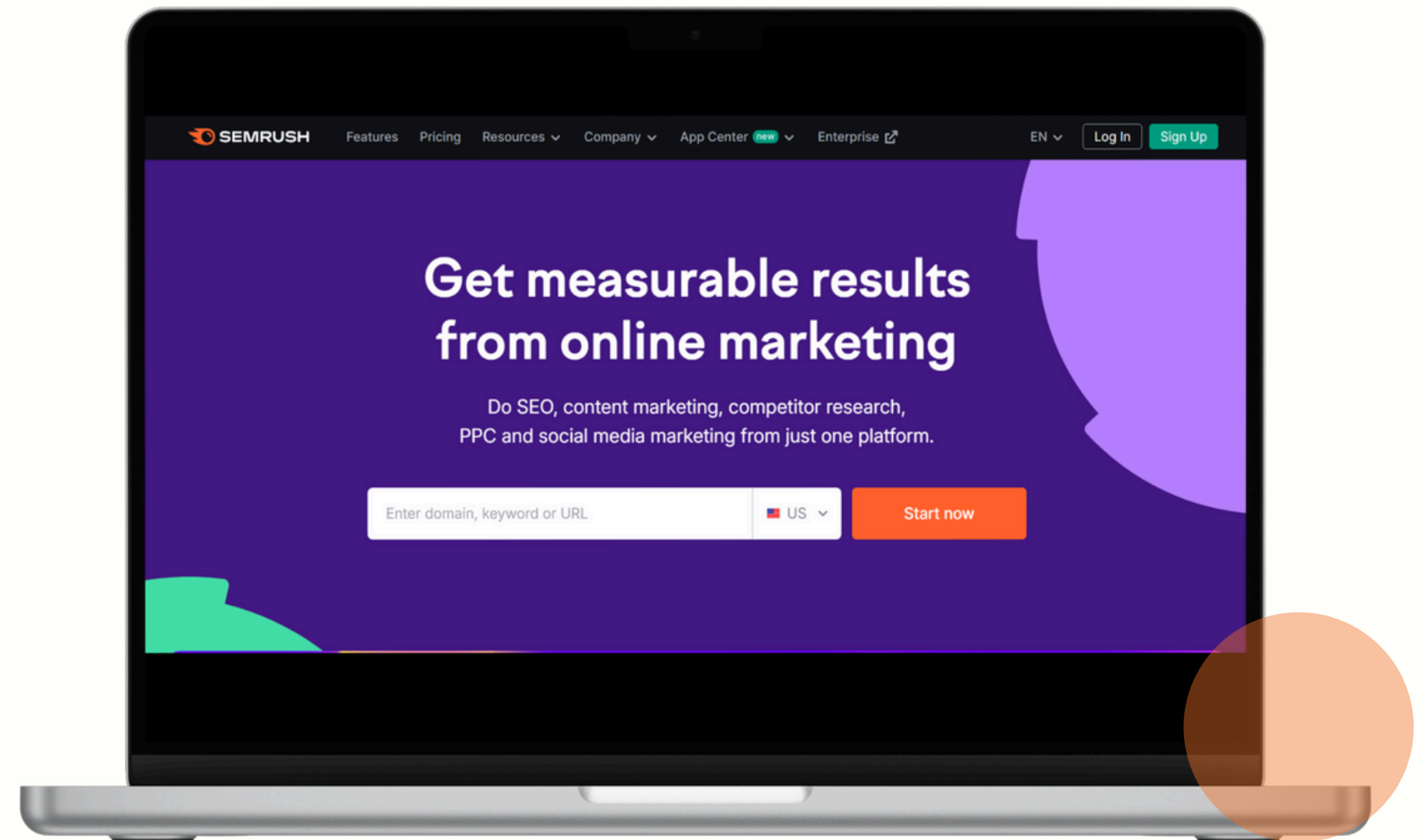
25

Click Funnels

SEMrush

[SEMrush](#) is a comprehensive digital marketing tool for SEO, PPC, and competitive analysis.

It is favored by marketers in various industries looking to improve their online visibility.



Key Features

- SEO audit
- Keyword research
- Competitor analysis
- Rank tracking
- Backlink analysis
- Content optimization
- Site performance tracking

Pricing

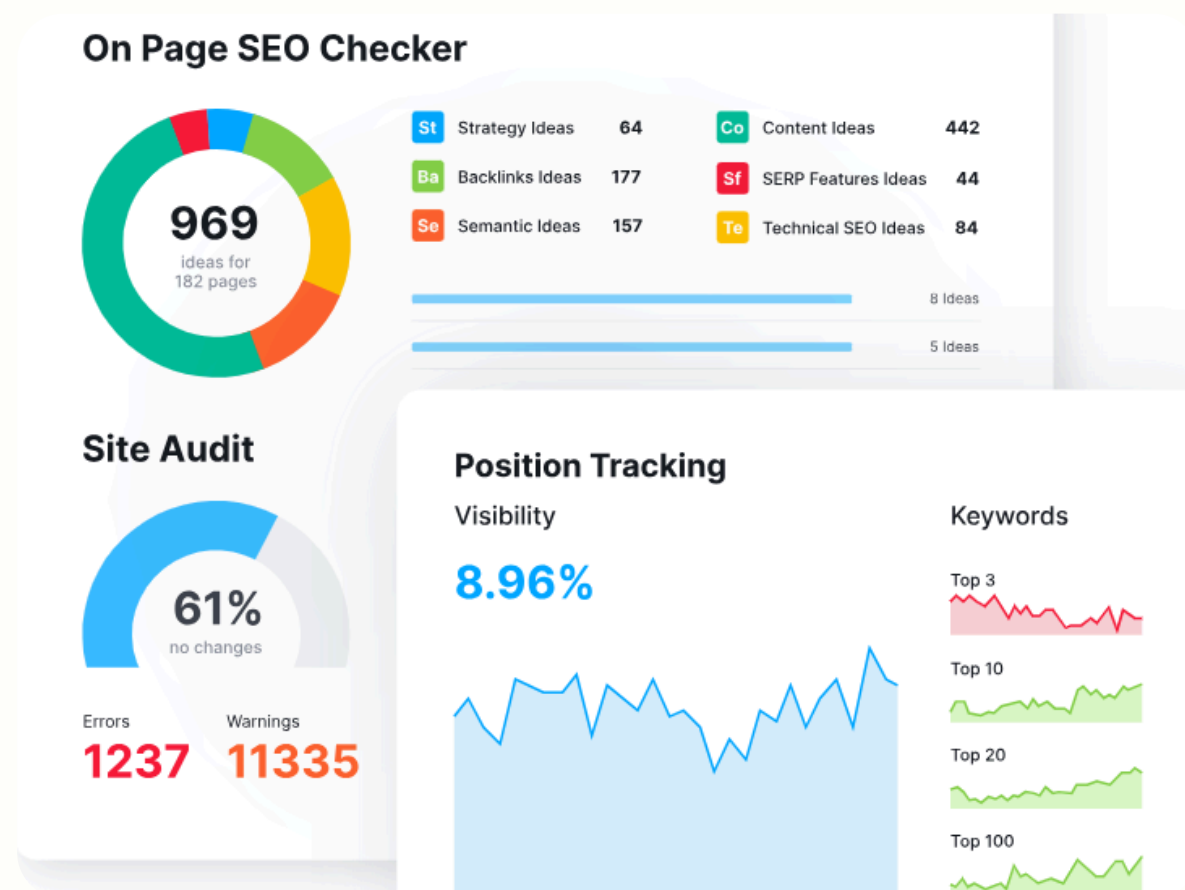
SEMrush offers plans starting at \$139/month for the Pro plan, including basic SEO, PPC, and content marketing tools.

A 7-day free trial is available, but no free plan is offered.

[Read More](#)

Best for

Best for businesses focused on improving their online visibility through SEO and digital marketing strategies.



Ahrefs

[Ahrefs](#) is an SEO toolset designed to help marketers improve their search rankings through comprehensive analysis of backlinks and keywords.



Key Features

- Keyword research
- Backlink analysis
- Site audit tools
- Rank tracking
- Content Gap Analysis
- Alerts
- API Access
- Site Audit Reports



Pricing

The Lite plan costs \$129/month and includes basic SEO tools like keyword research and site audits.

Ahrefs offers a 7-day trial for \$7, but there's no free plan.

[Read More](#)

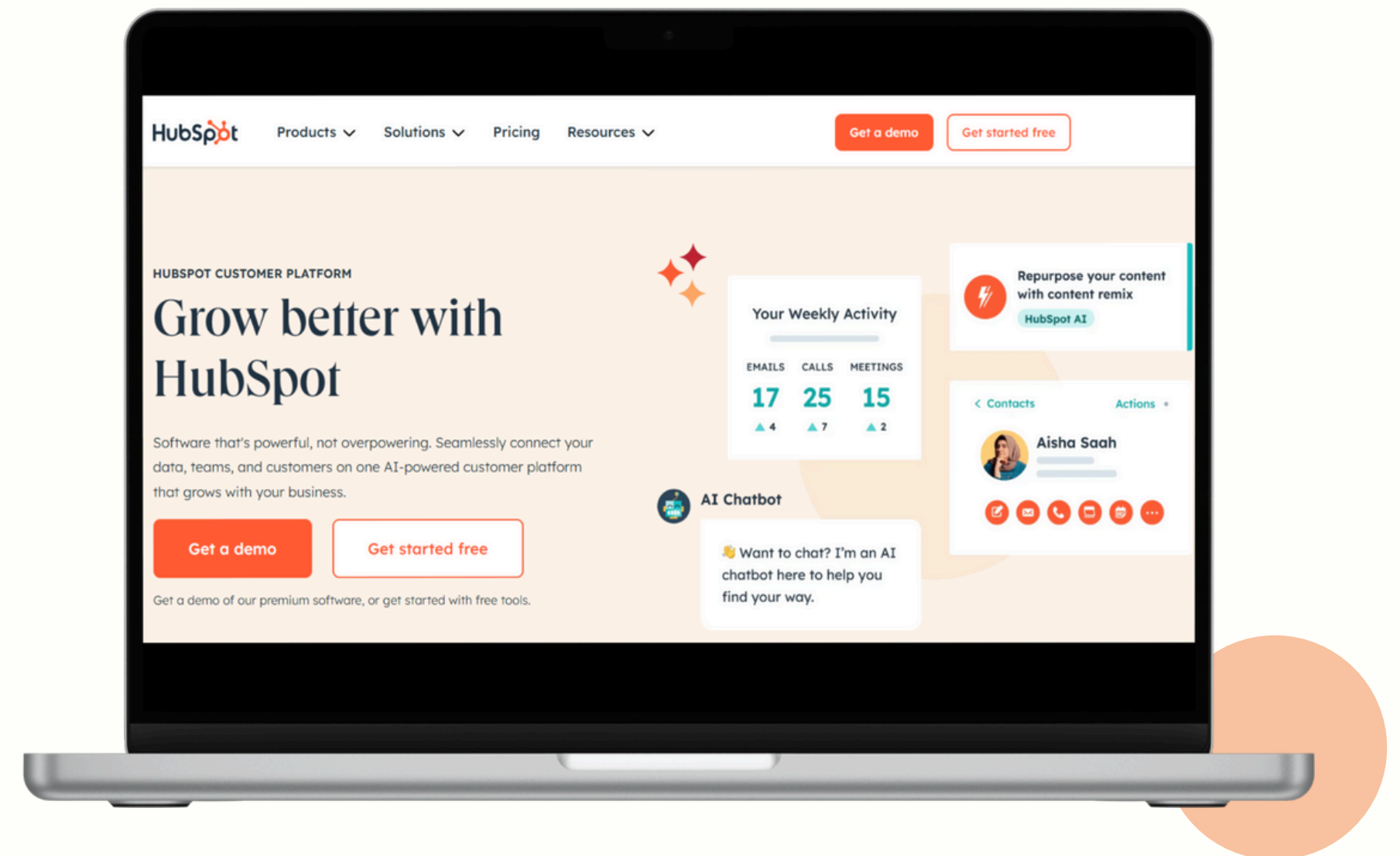
Best for

Digital marketers and SEO professionals seeking detailed insights to optimize their websites' search engine performance.

HubSpot

HubSpot is an all-in-one inbound marketing platform that helps businesses attract, engage, and delight customers.

It is widely used by marketing teams in small to large organizations to streamline their marketing efforts.



Key Features

- CRM automation
- Email marketing
- Analytics dashboard
- Lead management
- Landing Pages
- SMS Marketing
- Forms Builder



Pricing

HubSpot offers a free plan with limited CRM features. Paid plans start at \$15/month for the Marketing Hub.

The Starter plan includes email marketing, ad management, and more.

A 14-day free trial is available for higher-tier plans.

[Read More](#)

Best for

HubSpot is ideal for businesses looking for an all-in-one marketing, sales, and service tool.

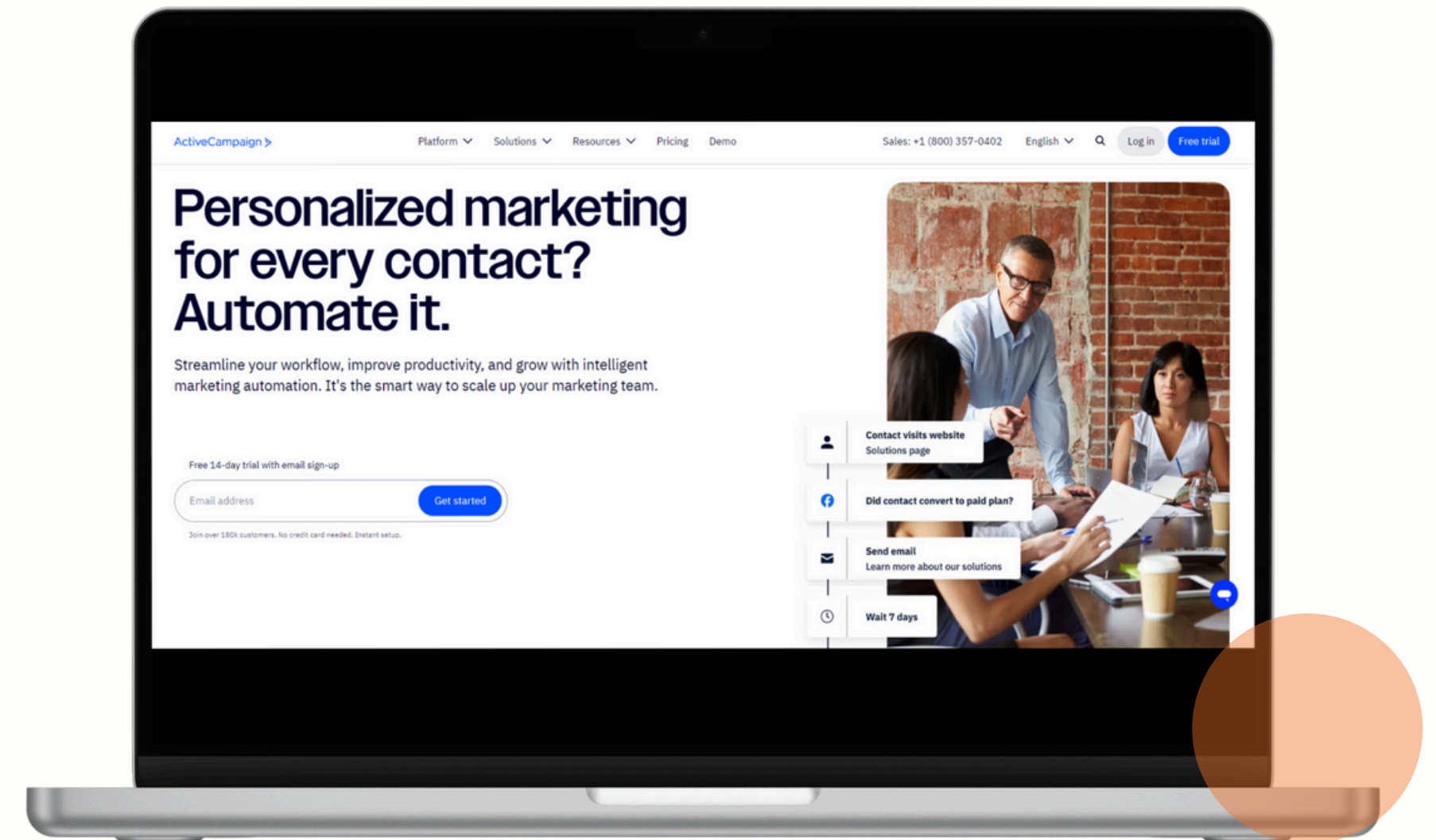
It helps to manage customer relationships and inbound marketing.

One of the best tools for enterprises.

ActiveCampaign

[ActiveCampaign](#) is a powerful marketing automation platform that combines email marketing with CRM capabilities to enhance customer engagement.

It is ideal for businesses looking to personalize their marketing campaigns.



Key Features

- Email marketing automation
- CRM integration
- Advanced analytics
- Customer segmentation
- A/B Testing Capabilities
- Automated Workflow Management

Pricing

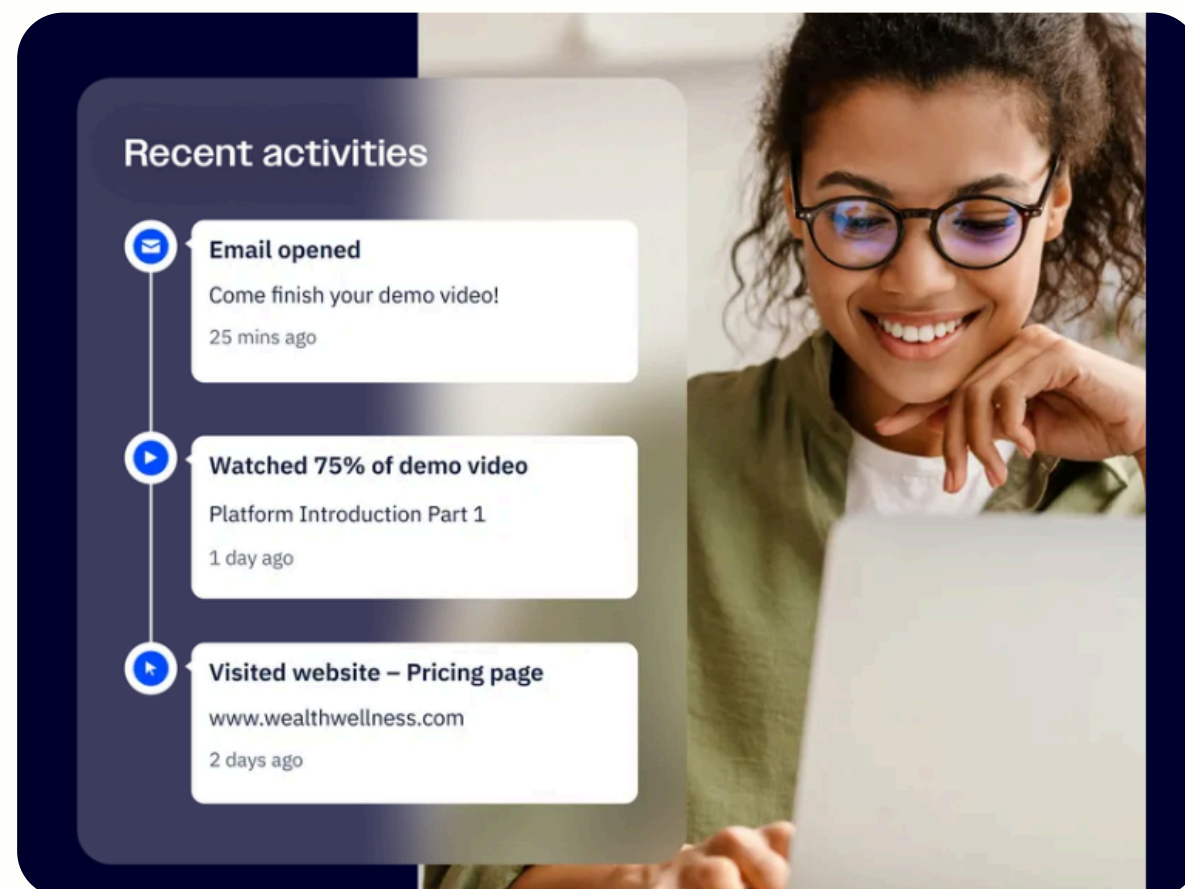
Pricing starts at \$15/month for the Lite plan, which includes email marketing, automation, and basic CRM.

There's a 14-day free trial, but no free plan is offered.

[Read More](#)

Best for

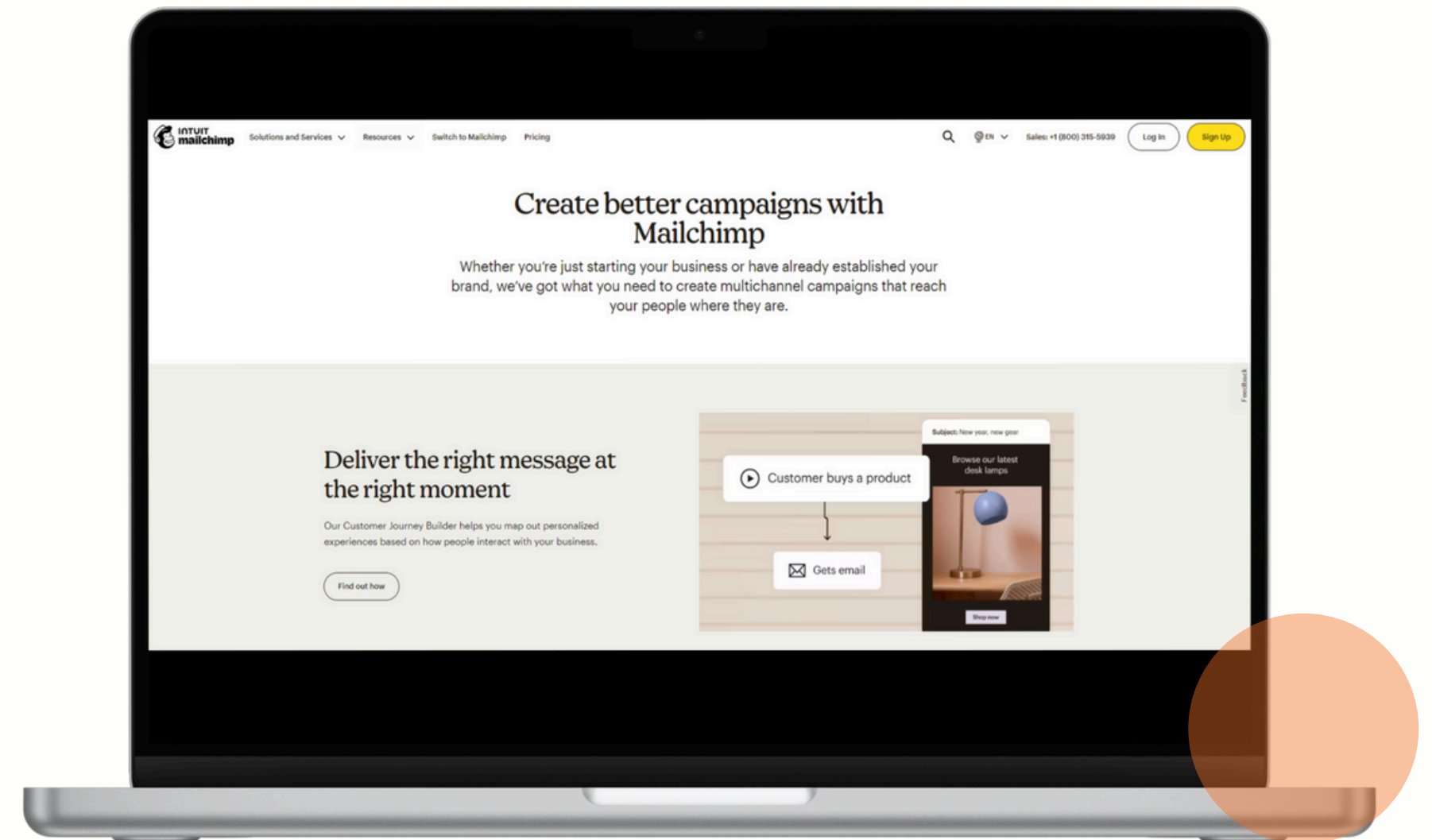
Best suited for businesses focused on automated email marketing campaigns and customer relationship management.



Mailchimp

[Mailchimp](#) is a leading email marketing service that allows businesses to manage and automate email campaigns.

Due to its user-friendly interface, it is particularly popular among small—to medium-sized businesses.



Key Features

- Email templates
- List segmentation
- Automation workflows
- Analytics and Reporting
- Dynamic Content Options
- Integrated Campaign Management

Pricing

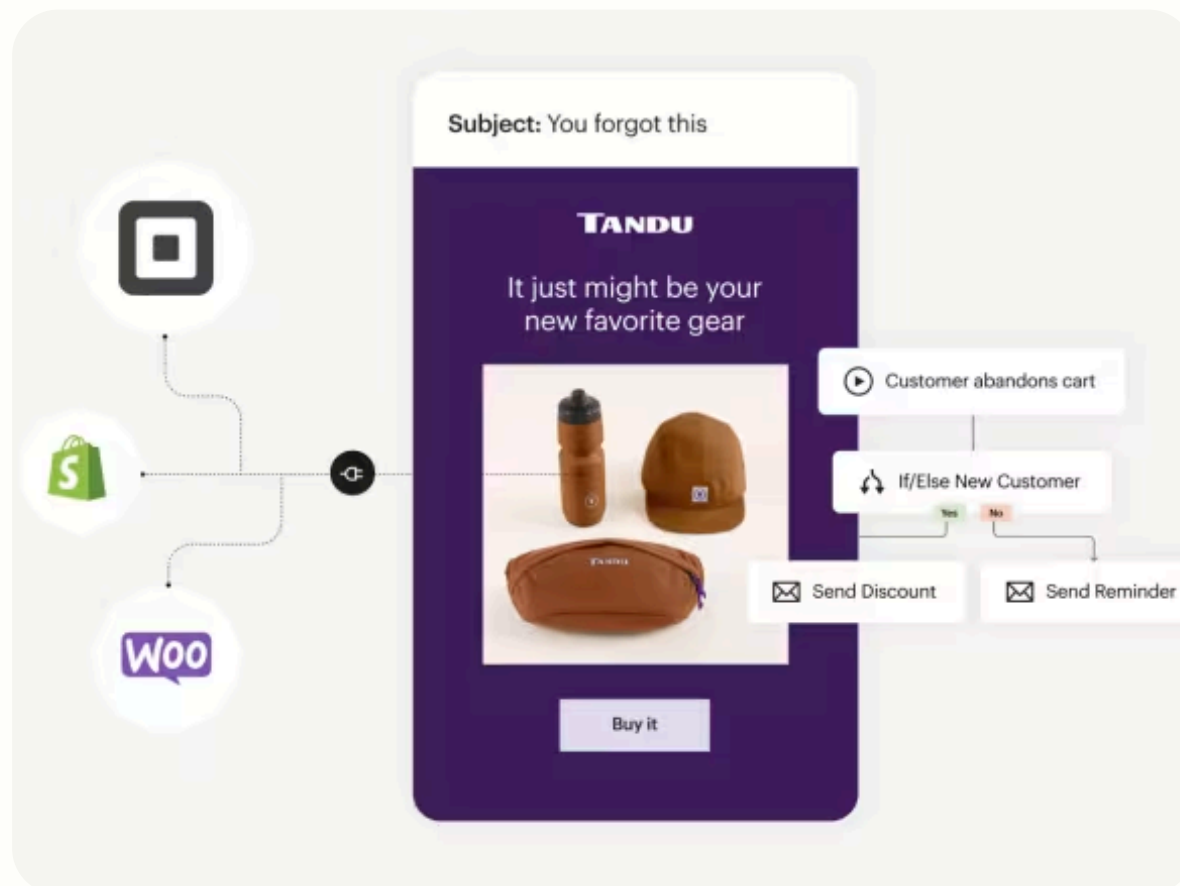
Mailchimp offers a free plan for up to 500 contacts. Paid plans start at \$13/month and include automated customer journeys and email scheduling.

The platform also offers a 30-day free trial on paid plans.

[Read More](#)

Best for

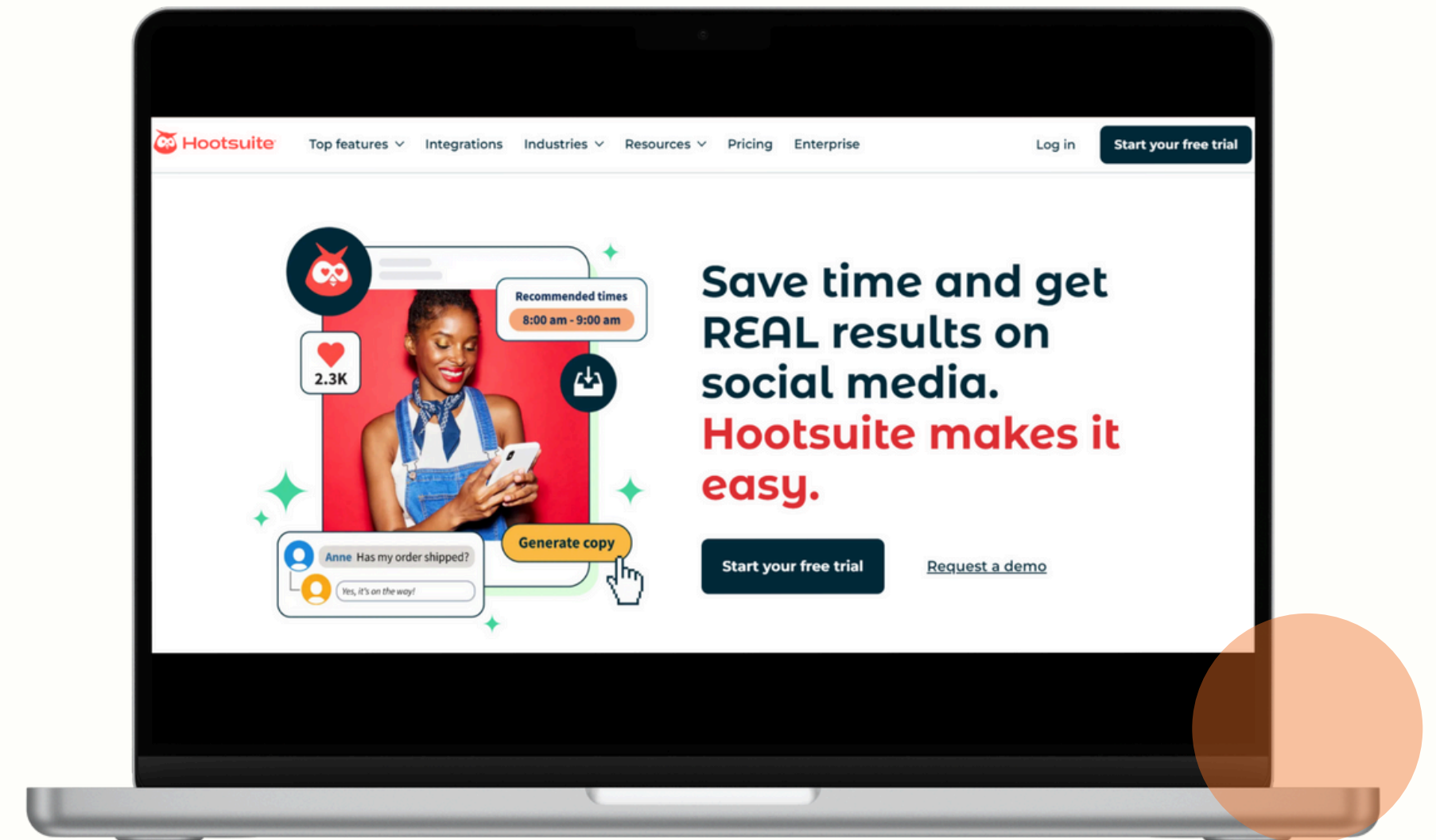
Email marketing is ideal for small businesses looking to start with it and gradually move to more advanced marketing strategies.



Hootsuite

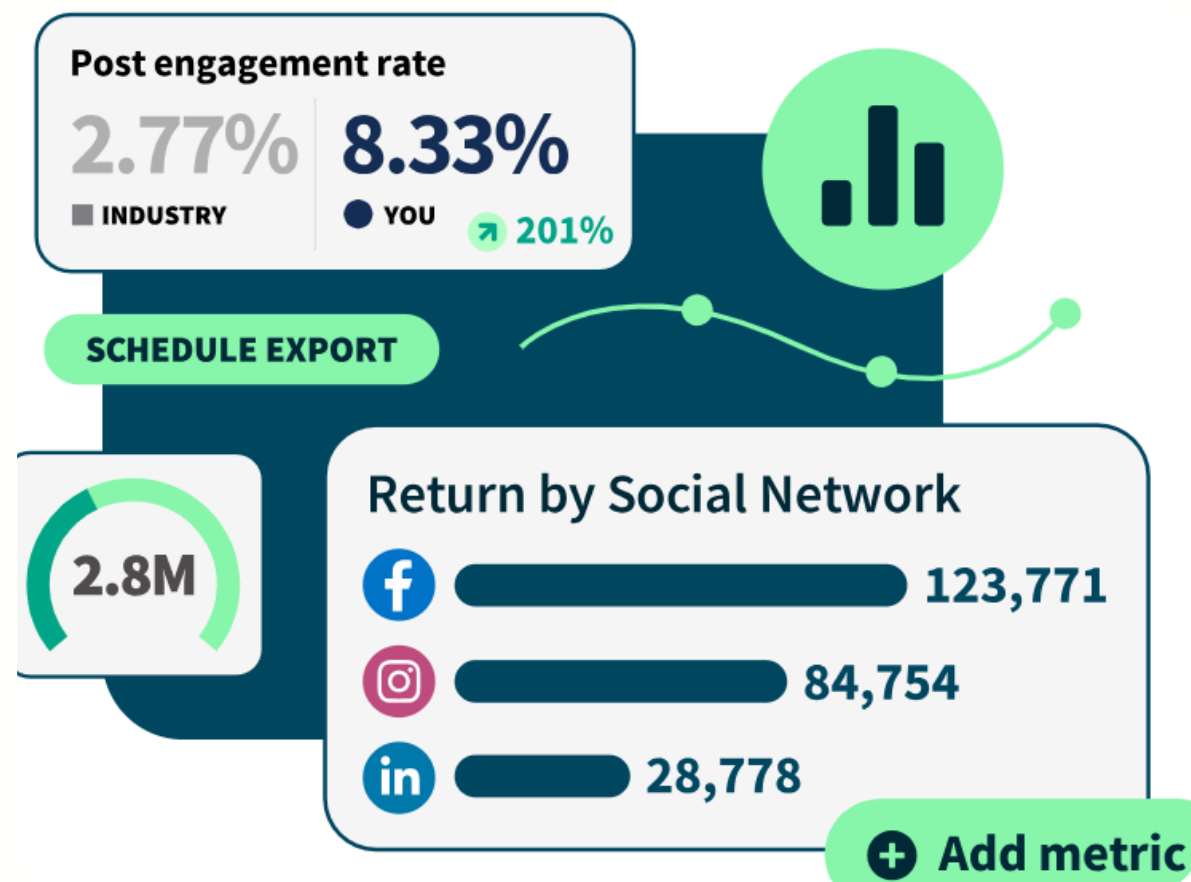
[Hootsuite](#) is a social media management platform that allows businesses to schedule posts and track performance across multiple networks.

It is suitable for companies of all sizes wanting to effectively manage their social media presence.



Key Features

- Analytics and Reporting
- Social media scheduling
- Team collaboration
- Content curation
- Ad management
- Social listening
- Post approval workflow



Pricing

Hootsuite's Professional plan starts at \$99/month and includes scheduling, analytics, and up to 10 social accounts

A free 30-day trial is available. There's also a limited free plan with basic features.

[Read More](#)

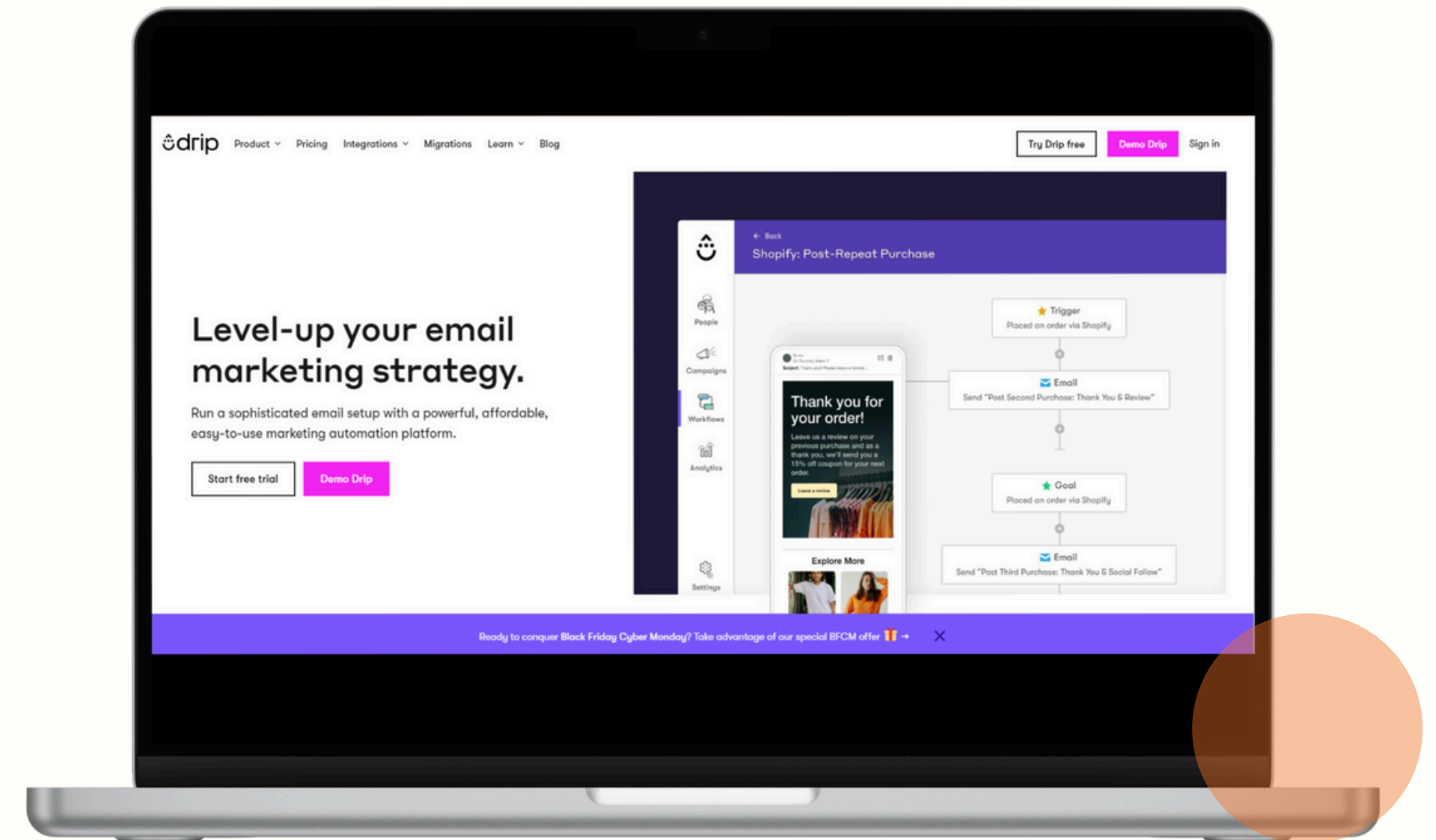
Best for

Best suited for businesses with a strong social media presence looking to automate and optimize their content strategy.

Drip

[Drip](#) is an eCommerce CRM designed for online retailers to manage email marketing and customer relationships through automation.

It's particularly useful for eCommerce businesses looking to increase conversions.



Key Features

- Email automation
- Segmentation
- SMS marketing
- Customer insights
- A/B testing
- Personalization
- Multi-channel marketing

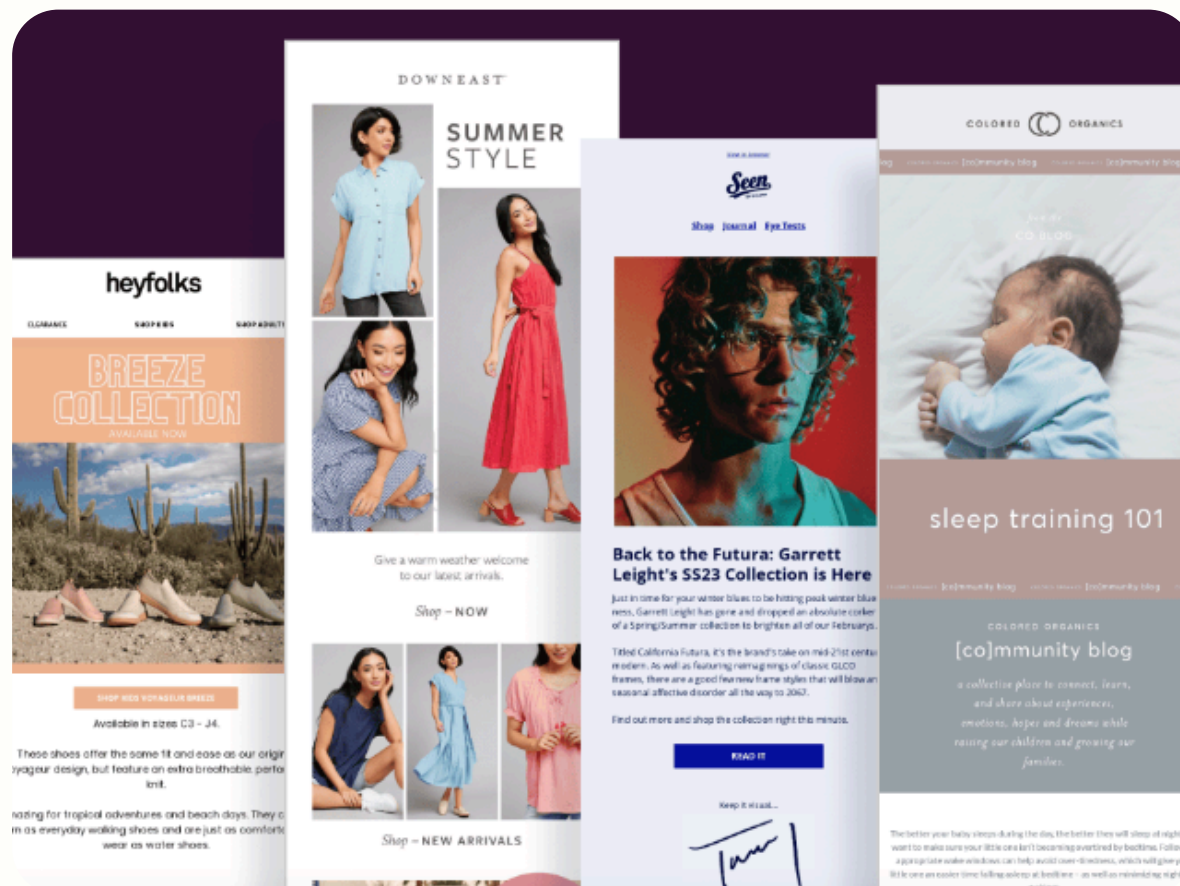
Pricing

Basic email marketing and automation features, including unlimited email sends, start at \$39/month.

A free 14-day trial is available, but there's no free plan.

Best for

Best for eCommerce businesses aiming to create personalized and automated marketing campaigns to drive customer retention.

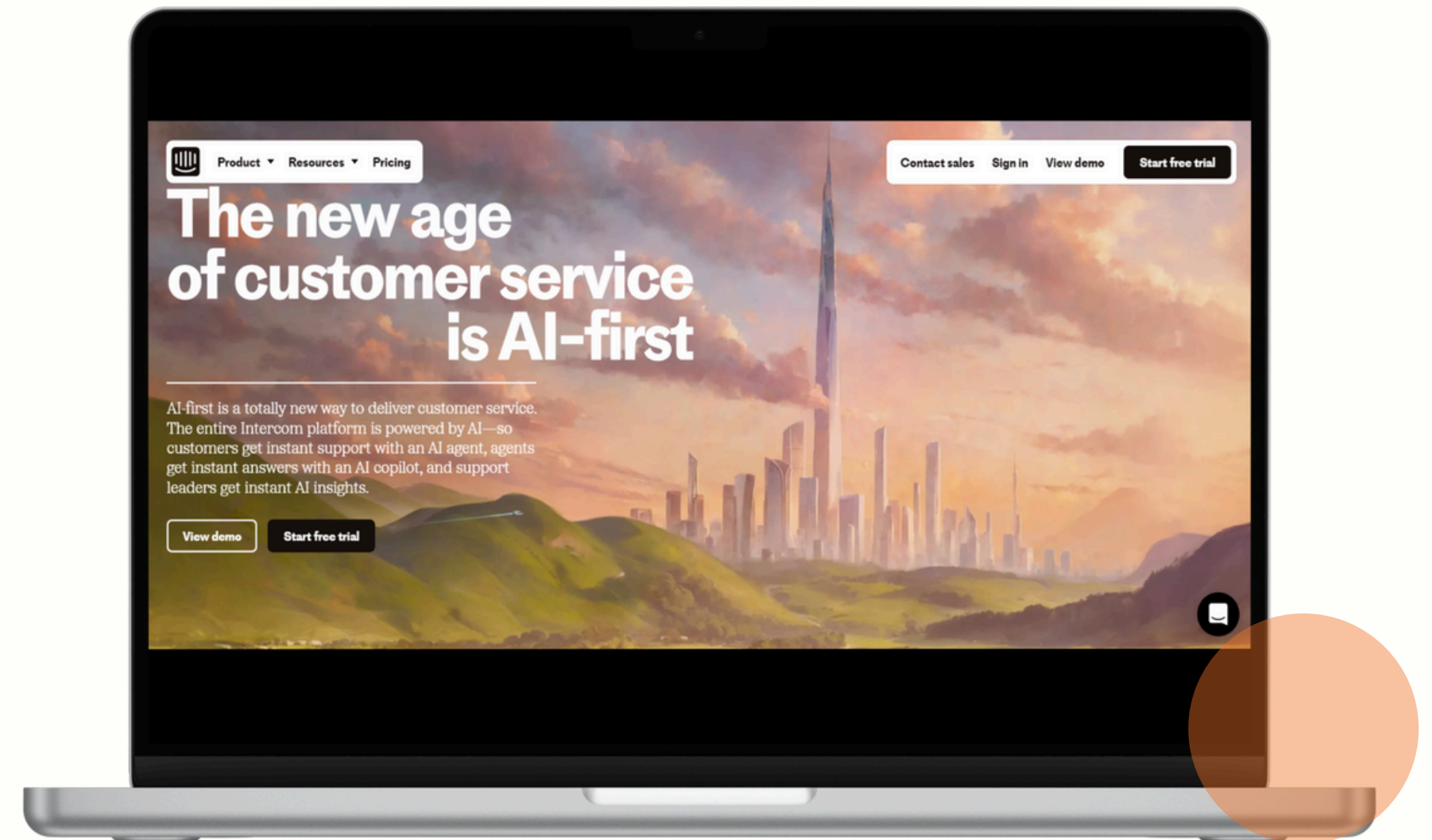


[Read More](#)

Intercom

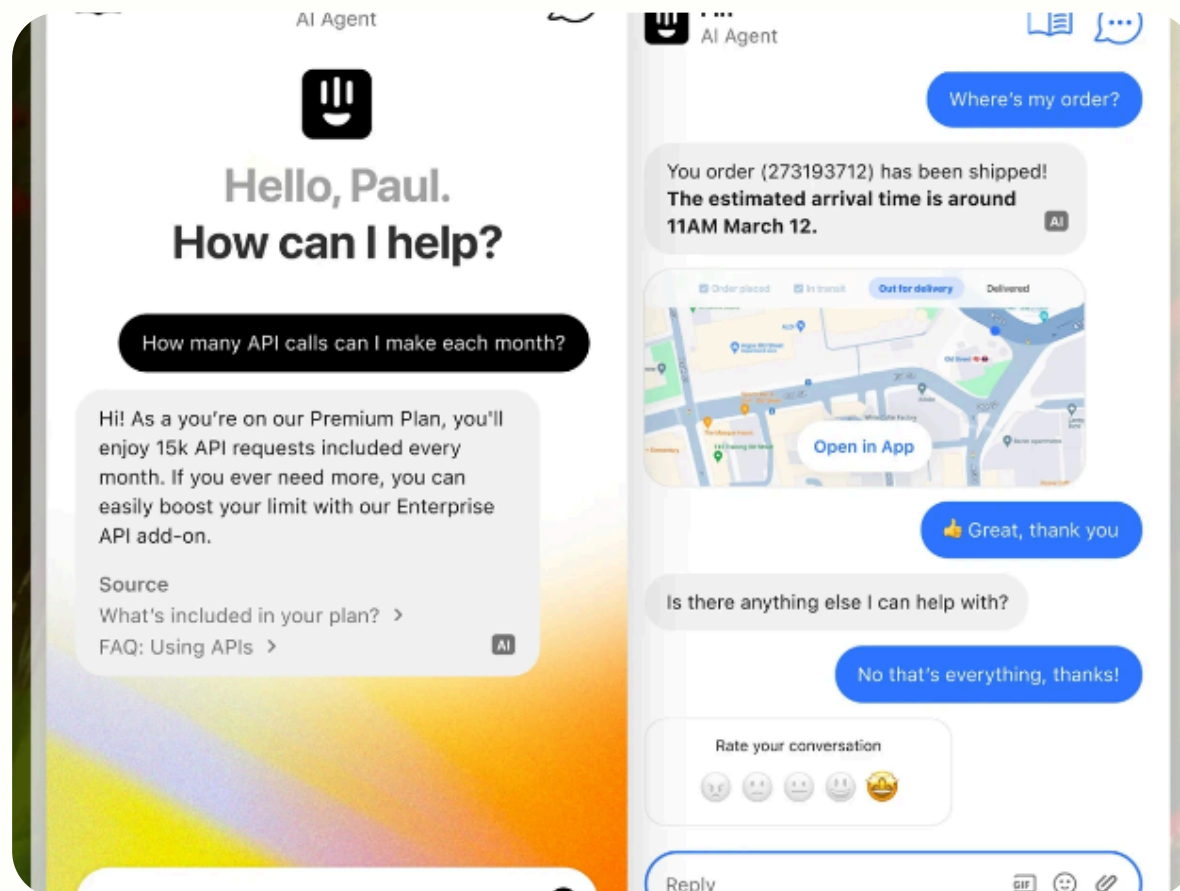
[Intercom](#) provides messaging services that allow businesses to communicate with customers through targeted messages and live chat functionalities.

It's ideal for companies looking to enhance customer support and engagement.



Key Features

- Live chat
- Chatbots
- Automated messaging
- Customer data tracking
- Help center integration
- Team inbox
- Lead qualification



Pricing

Intercom's Starter plan begins at \$39/month and includes live chat and basic automation features.

A 14-day free trial is available, but there is no free plan

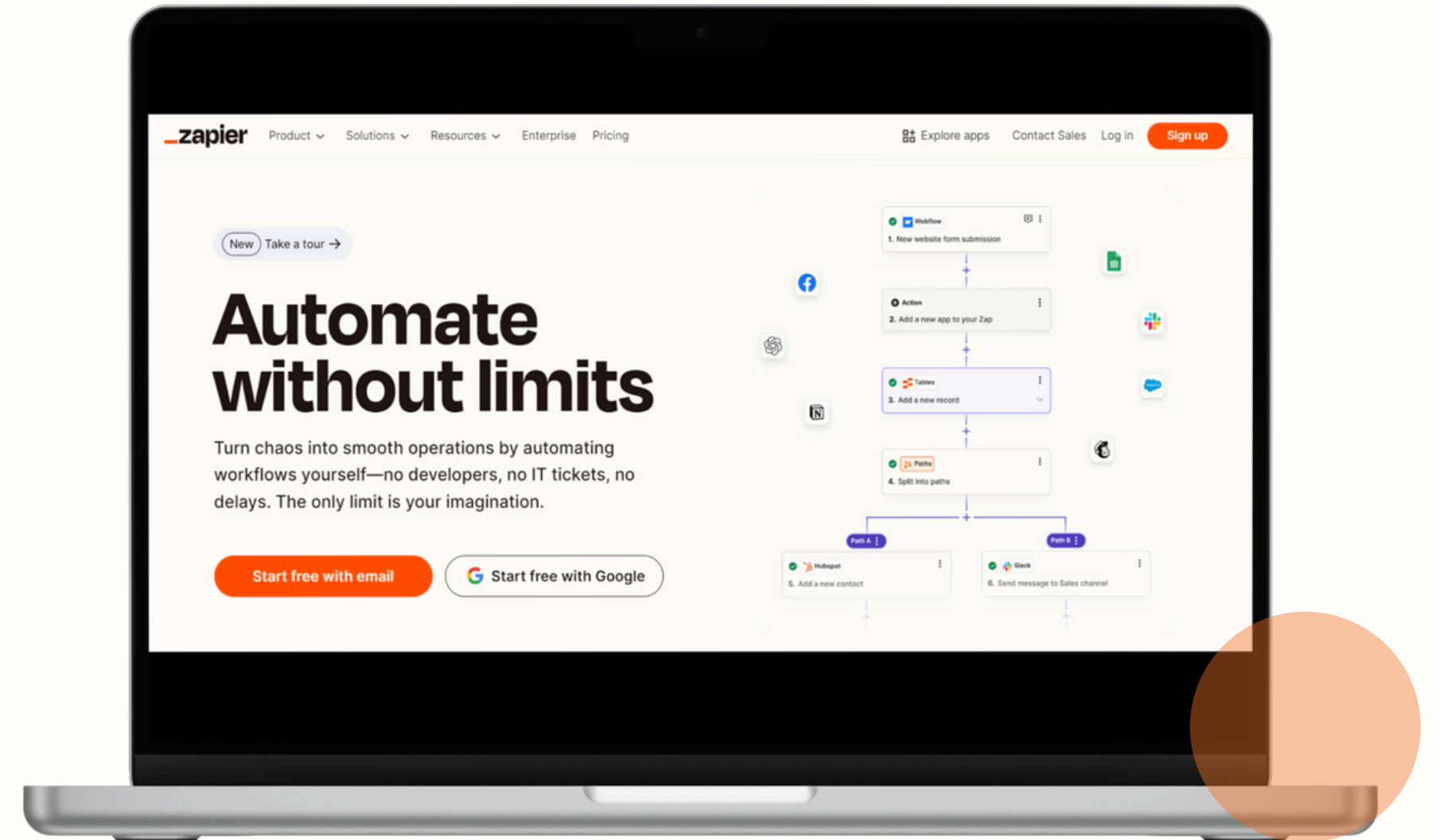
[Read More](#)

Best for

Best for companies looking to enhance customer support and onboarding through real-time communication.

Zapier

[Zapier](#) is an automation tool that connects different apps to automate workflows without requiring coding knowledge. It's widely used by businesses of all sizes looking to improve efficiency.



Key Features

- Workflow automation
- App integration
- Multi-step Zaps
- Task history
- Data Formatting
- Conditional Logic
- Delay Actions



Pricing

Zapier offers a free plan for basic automation (up to 100 tasks/month). Paid plans start at \$19.99/month for 750 tasks/month and multi-step Zaps.

A 14-day free trial is available for premium features.

[Read More](#)

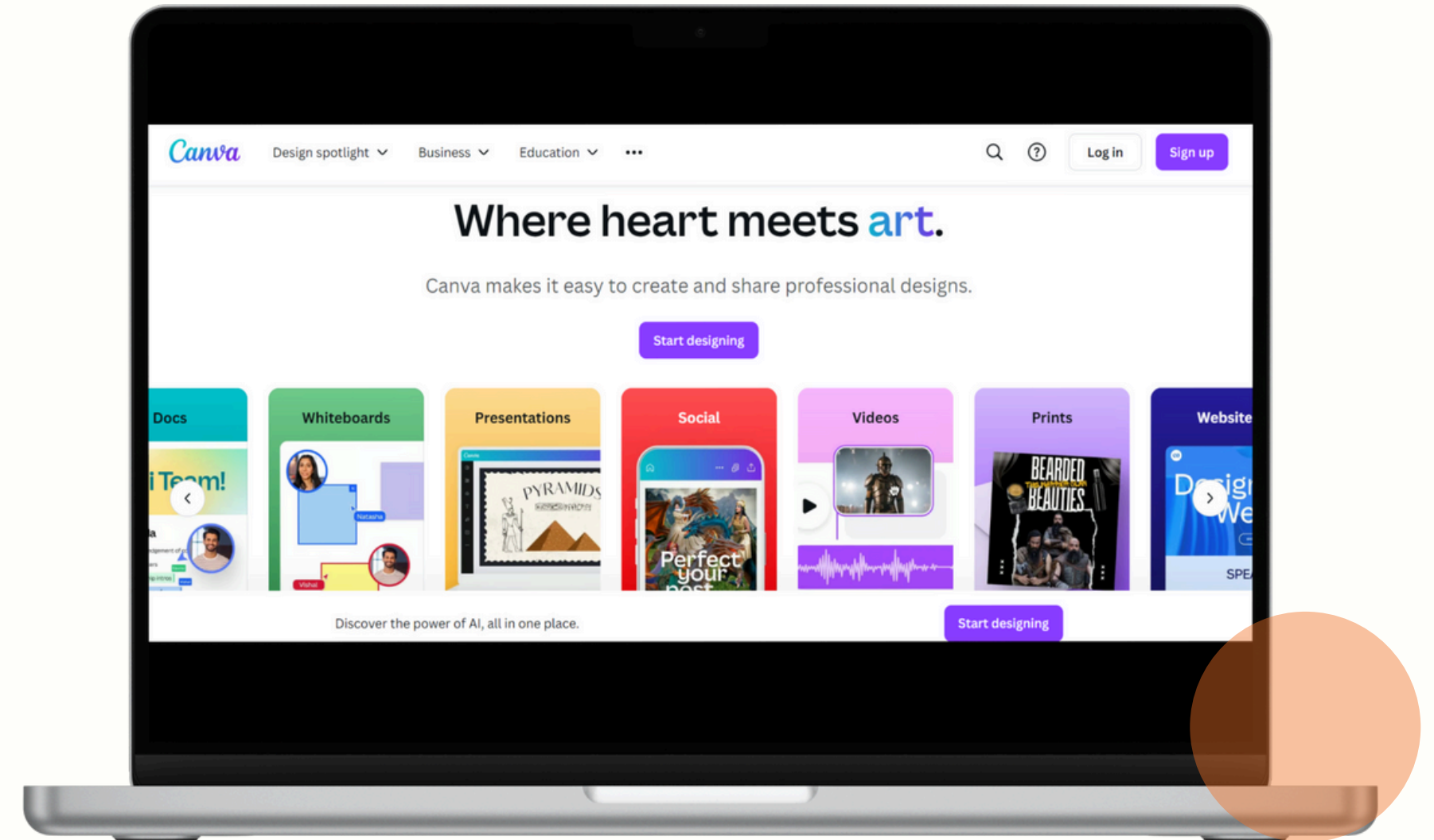
Best for

Best for businesses looking to automate repetitive tasks and integrate various apps to streamline workflows.

Canva

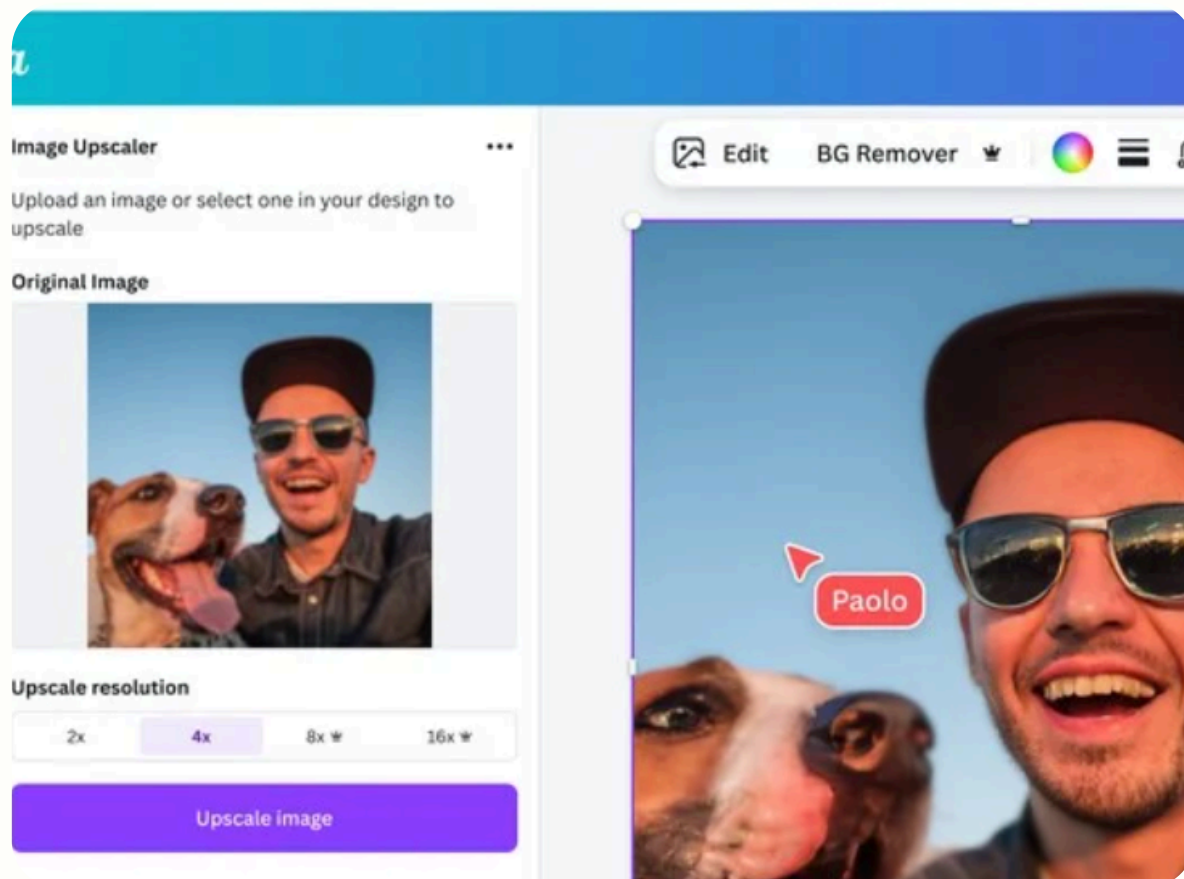
[Canva](#) is a graphic design tool that enables users to easily create visual content using templates and drag-and-drop features.

It's popular among small business marketers who need quick design solutions.



Key Features

- Drag-and-drop editor
- Custom templates
- Stock photos and elements
- Brand kit
- Animated Graphics
- Collaboration Tools
- Presentation Mode



Pricing

Canva offers a free plan with basic features. The Pro plan starts at \$12.99/month and includes access to premium templates and assets.

A 30-day free trial is available for Canva Pro.

[Read More](#)

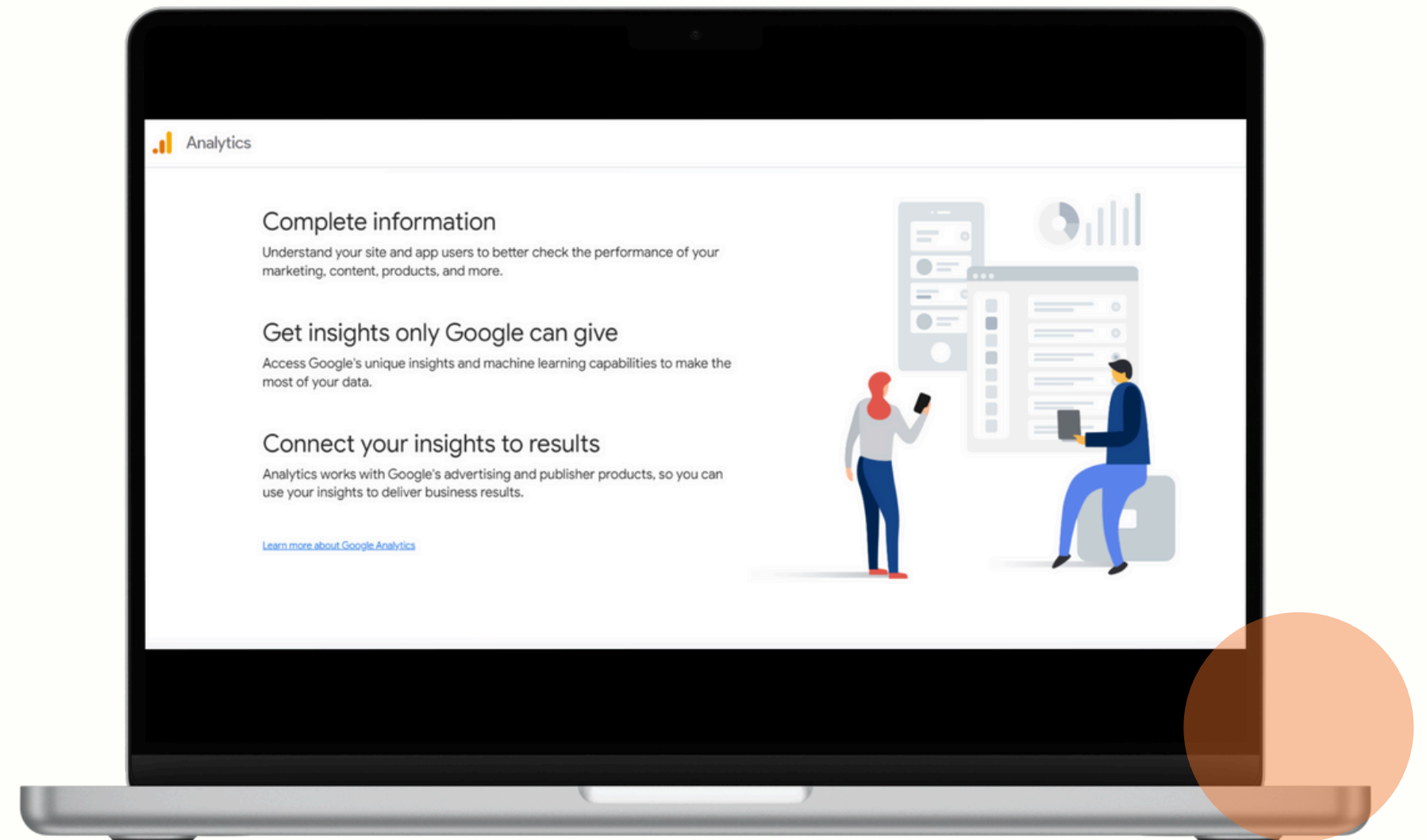
Best for

Ideal for small businesses and marketers looking to create professional visuals quickly without a graphic designer.

Google Analytics

[Google Analytics](#) is a web analytics service that tracks and reports website traffic.

Businesses of all sizes must understand user behavior and improve their online presence.



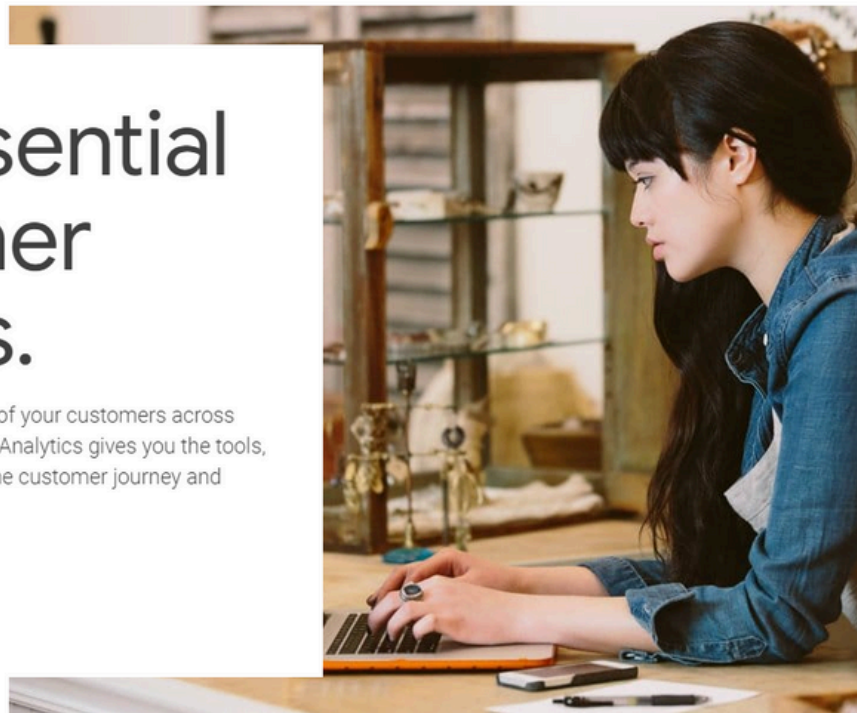
Key Features

- Traffic reporting
- User behavior tracking
- Conversion tracking
- Audience segmentation
- Event Tracking
- Real-Time Data
- Custom Dashboards

Get essential customer insights.

Get a complete understanding of your customers across devices and platforms. Google Analytics gives you the tools, free of charge, to understand the customer journey and improve marketing ROI.

Get started today



Pricing

Google Analytics offers a free version for most users.

For advanced features, Google Analytics 360 starts at \$150,000/year with a custom free trial upon request.

Read More

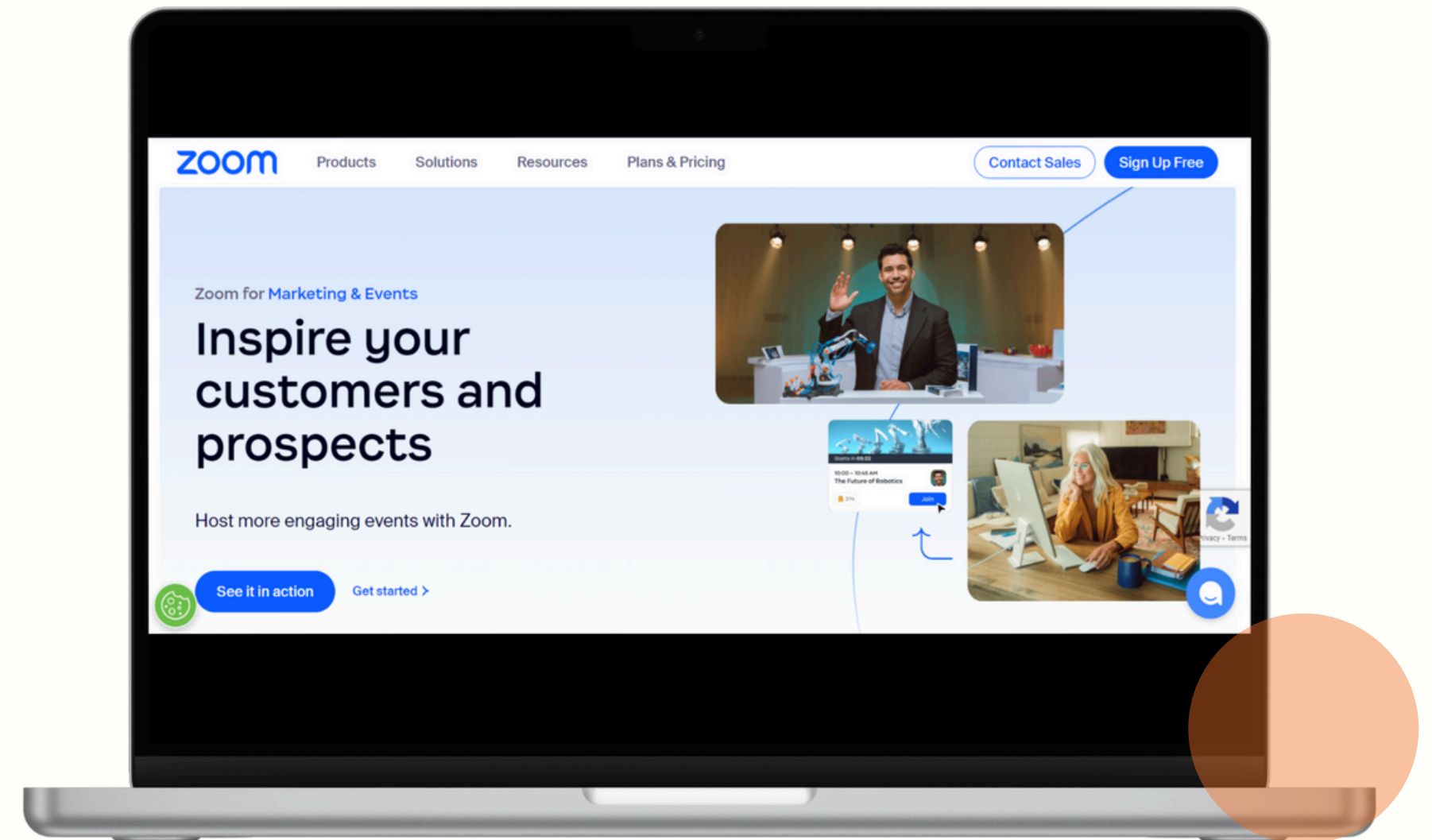
Best for

Best for businesses seeking to measure and optimize their website and marketing performance with in-depth analytics.

Zoom

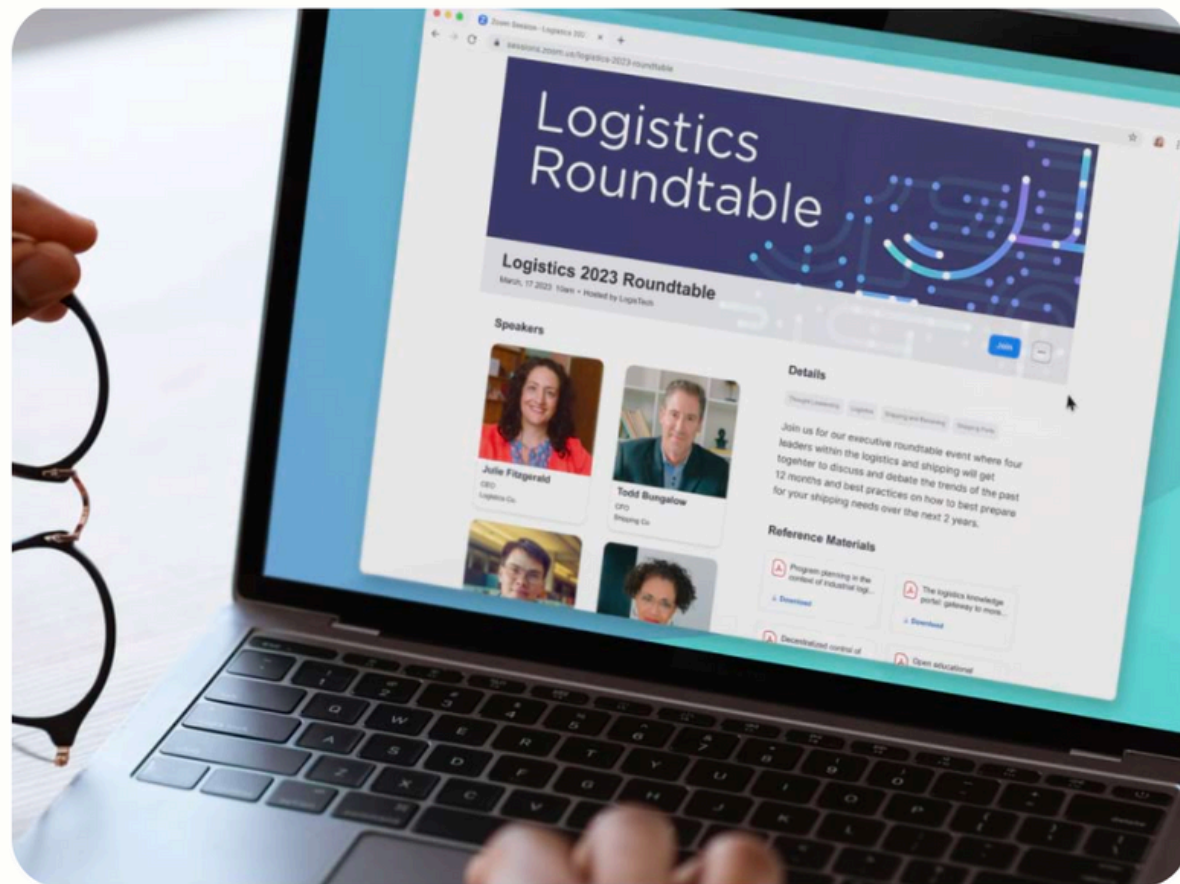
[Zoom](#) is a video conferencing tool that enables online meetings and webinars.

It is widely used by businesses of all sizes need reliable video communication solutions.



Key Features

- HD video conferencing
- Screen sharing
- Webinar hosting
- Breakout rooms
- Recording Capabilities
- Virtual Backgrounds
- Chat and Messaging



Pricing

Zoom offers a free plan with a 40-minute meeting limit.

Paid plans start at \$12/month per host for unlimited meetings, more participants, and additional features.

A free 30-day trial is available on business plans.

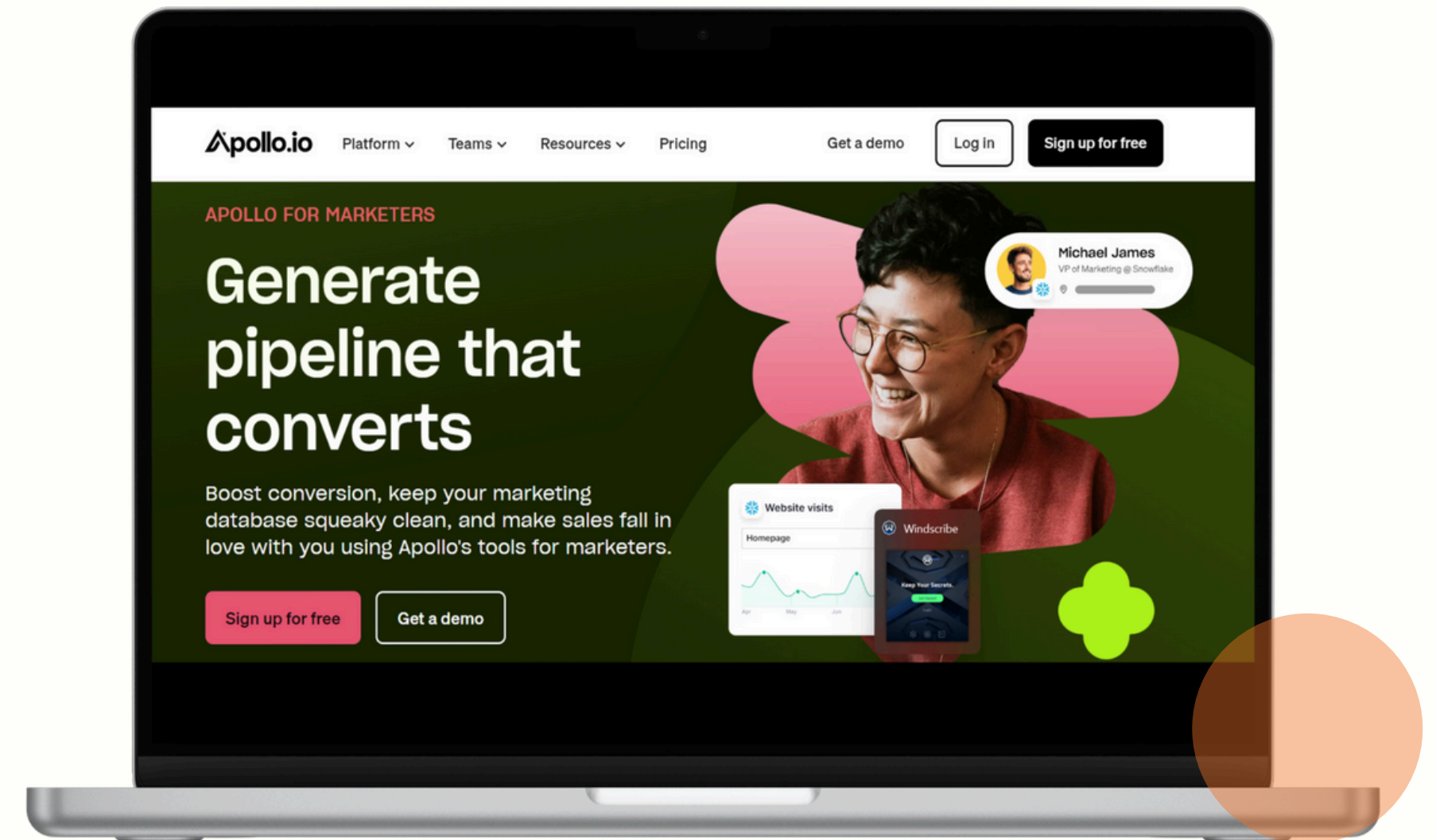
[Read More](#)

Best for

Ideal for remote teams, virtual events, and businesses requiring seamless video communication.

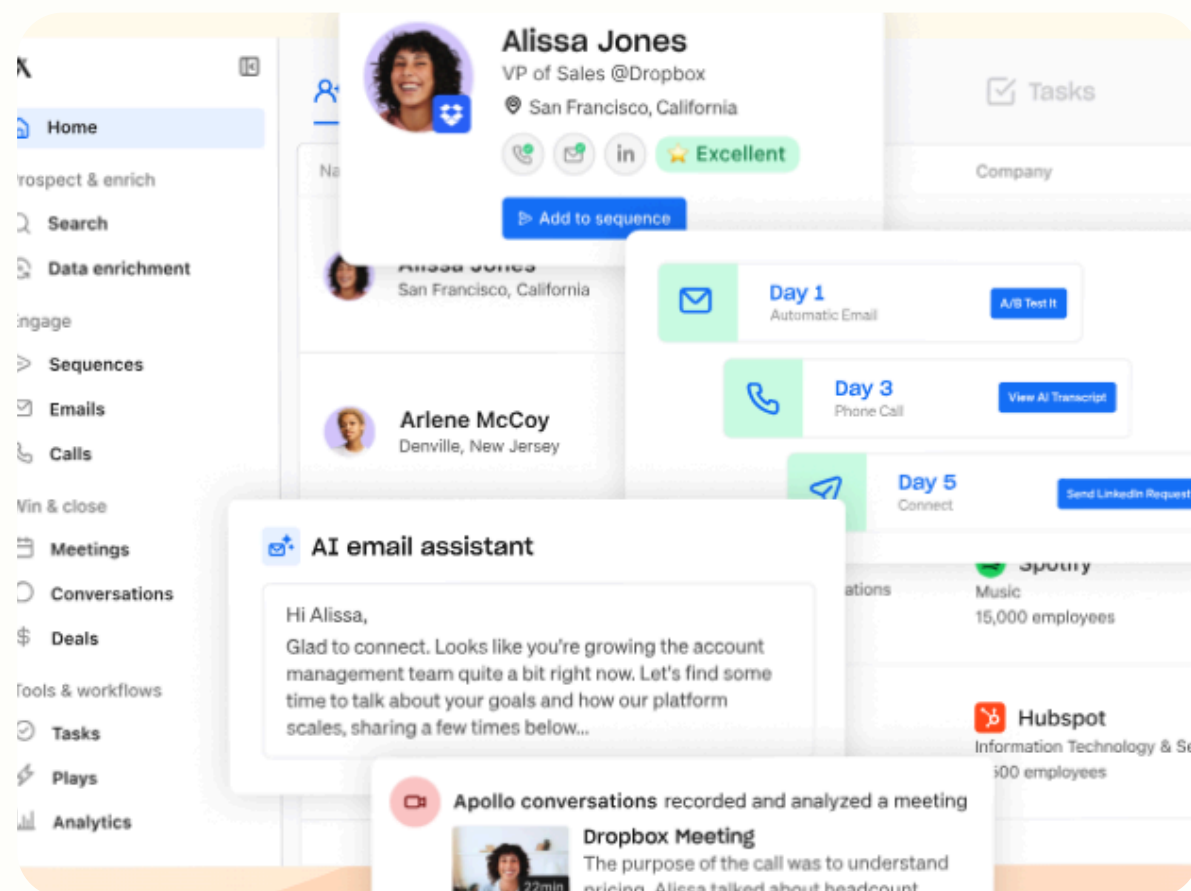
Appolo

[Appolo](#) is an all-in-one sales intelligence and engagement platform designed to streamline lead generation, prospecting, and customer outreach for businesses.



Key Features

- Lead Generation
- Email Outreach
- CRM Integrations
- Data Enrichment
- Analytics Dashboard
- Account-Based Marketing



Pricing

Apollo offers a free trial for new users, allowing them to explore the platform's features before committing to a paid plan.

A range of pricing plans starts from \$59/month for individual users, with custom pricing available for larger teams and enterprises.

[Read More](#)

Best for

It is best for leveraging data-driven strategies to enhance lead generation and customer engagement.

It excels in optimizing marketing campaigns across various channels to maximize ROI.

Sprout Social

[Sprout Social](#) is a social media management tool focused on analytics and engagement strategies.

It helps businesses effectively manage their social media presence across platforms.



Key Features

- Social media publishing
- Engagement tools
- Analytics reports
- Social listening
- Customizable Reporting
- Content Suggestions
- Sentiment Analysis
- Audience Insights



Pricing

Starts at \$249/month for the Standard plan, which includes scheduling, social listening, and analytics.

There's a 30-day free trial but no free plan.

[Read More](#)

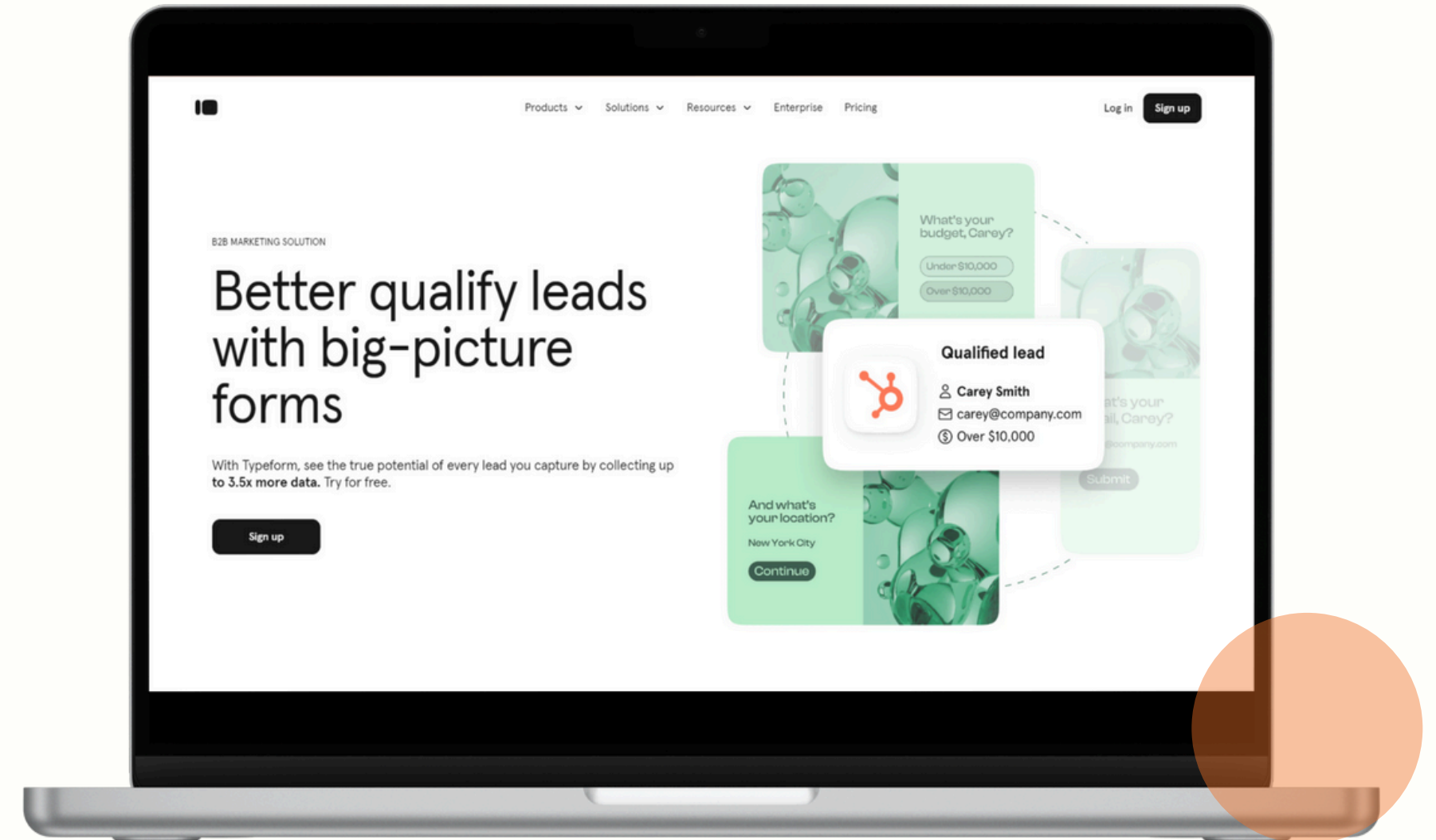
Best for

Best for businesses managing multiple social media accounts and needing detailed analytics and audience insights.

Typeform

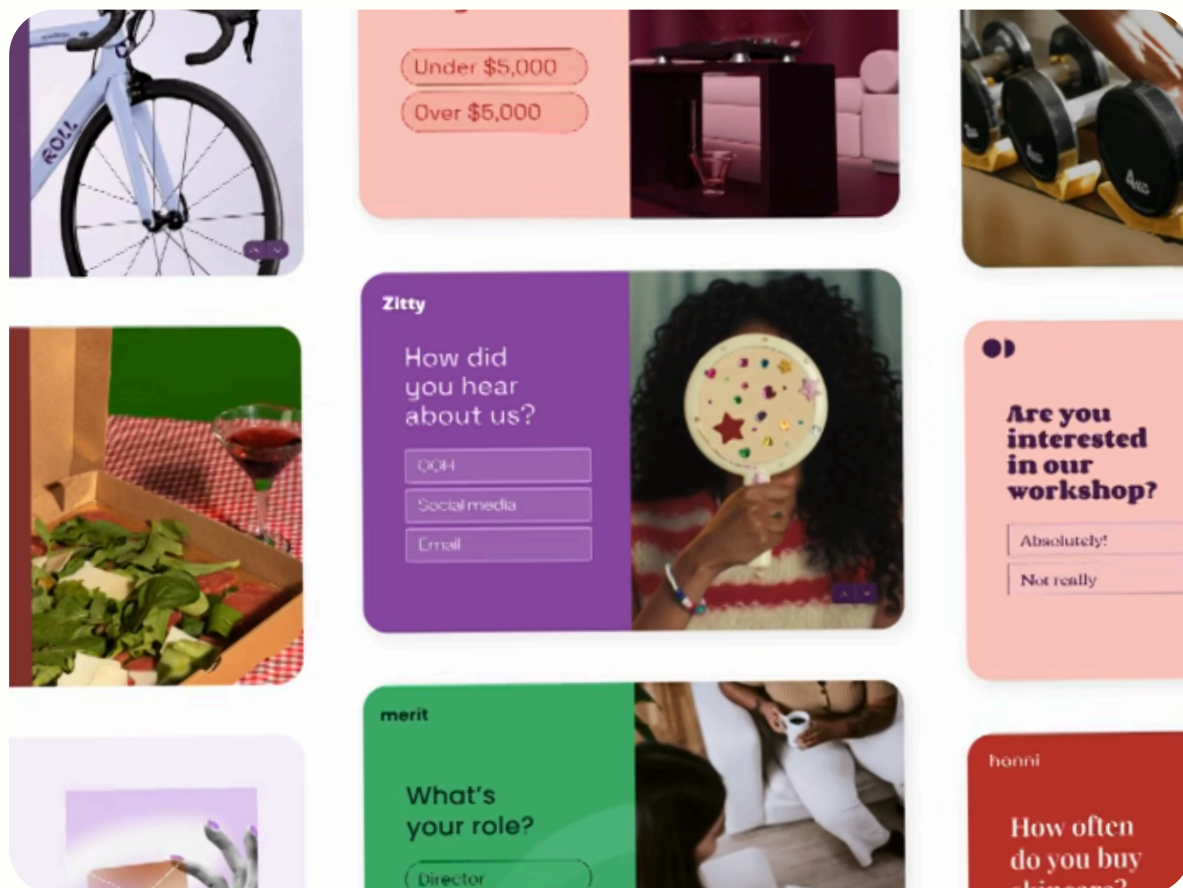
[Typeform](#) is an interactive form builder that allows businesses to create engaging surveys and forms easily.

It's useful for collecting feedback or conducting market research.



Key Features

- Interactive design
- Customizable templates
- Integrations with other apps
- Analytics and Reporting
- Custom Branding
- Collaboration Tools
- Survey Templates



Pricing

Typeform's free plan allows for limited forms with basic features.

Paid plans start at \$25/month, which includes more responses and integrations.

A 14-day free trial is available for premium plans.

[Read More](#)

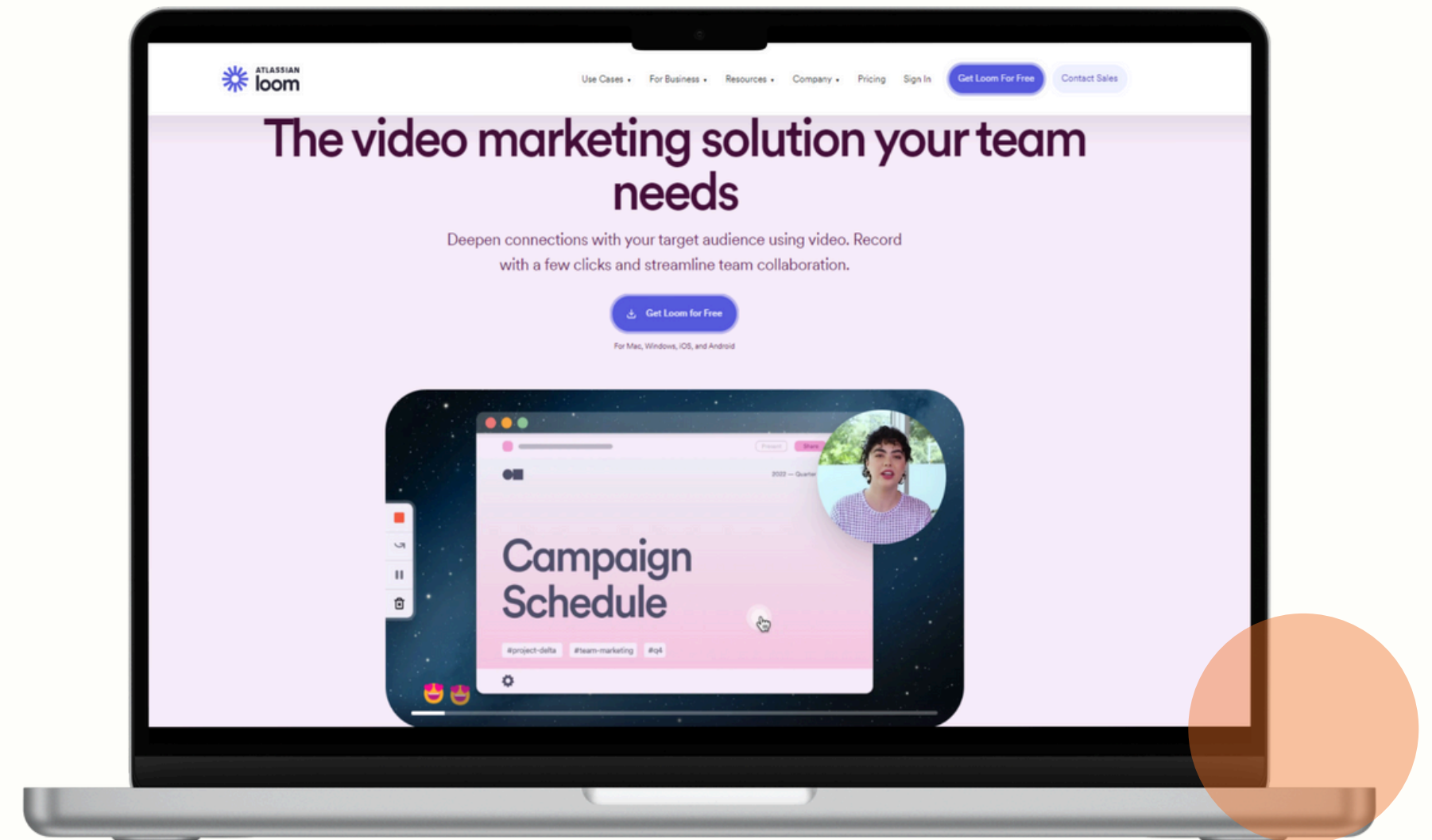
Best for

Best for businesses looking to gather customer feedback or create engaging, interactive forms and surveys.

Loom

[Loom](#) is a video messaging tool that allows users to create quick video messages with screen recording capabilities.

It's ideal for communication within teams or with clients.



Key Features

- Screen recording
- Video editing
- Team collaboration
- Video sharing
- Customizable Thumbnails
- Transcripts and Captions

New!

You record it, Loom AI writes it for you ✨

Write a document, create an issue, or send a message with new AI workflows. Your video is instantly transformed into text, so you can complete important tasks faster than ever.

Try Loom AI

Pricing

Loom offers a free plan with limited recording capabilities.

Paid plans start at \$12.50/month, offering higher-quality videos, more storage, and team collaboration features.

A 14-day free trial is available.

[Read More](#)

Best for

Ideal for teams and professionals who need to communicate complex ideas through video, especially for tutorials and product demonstrations.

Qualaroo

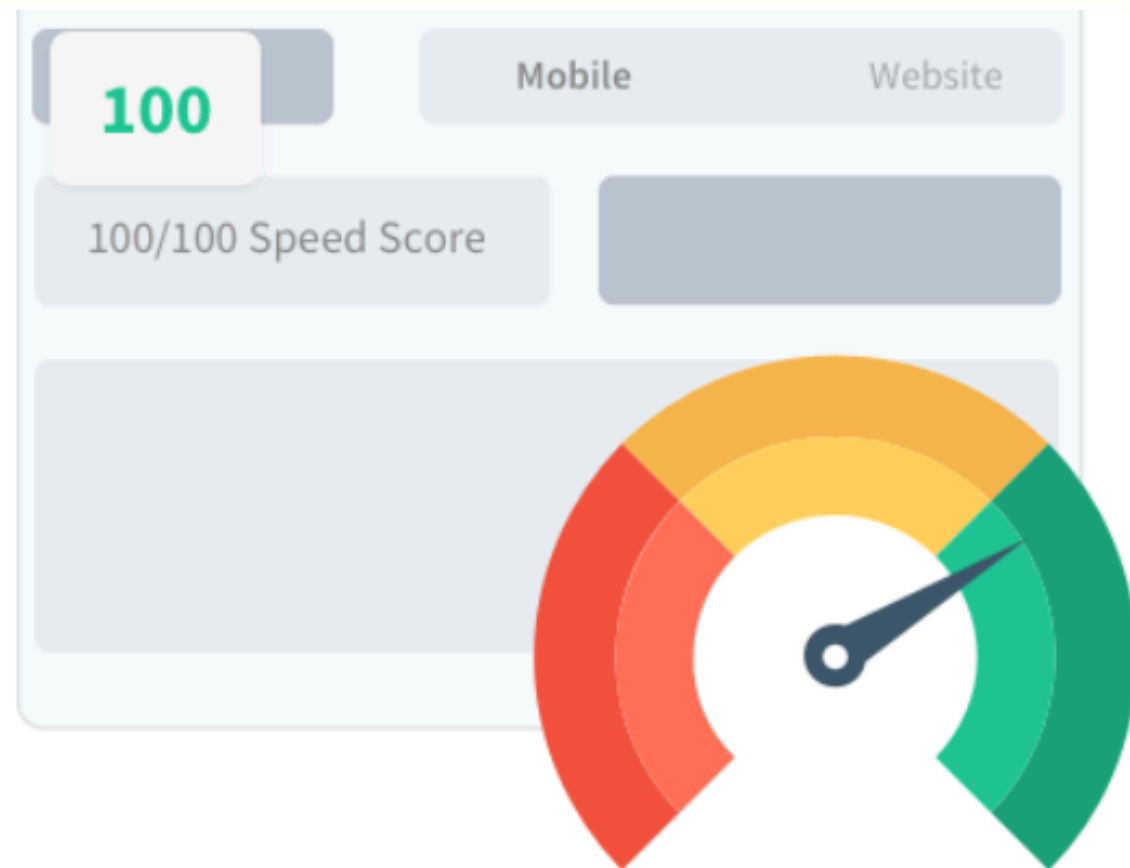
[Qualaroo](#) is a customer feedback tool designed to collect insights from website visitors through surveys and polls. It can help us better understand user experience.

.



Key Features

- Website surveys
- Exit surveys
- Question targeting
- Real-time analytics
- A/B Testing
- Integration with Other Tools



Pricing

Website surveys and real-time analytics start at \$80/month.

A 14-day free trial is available, but there's no free plan.

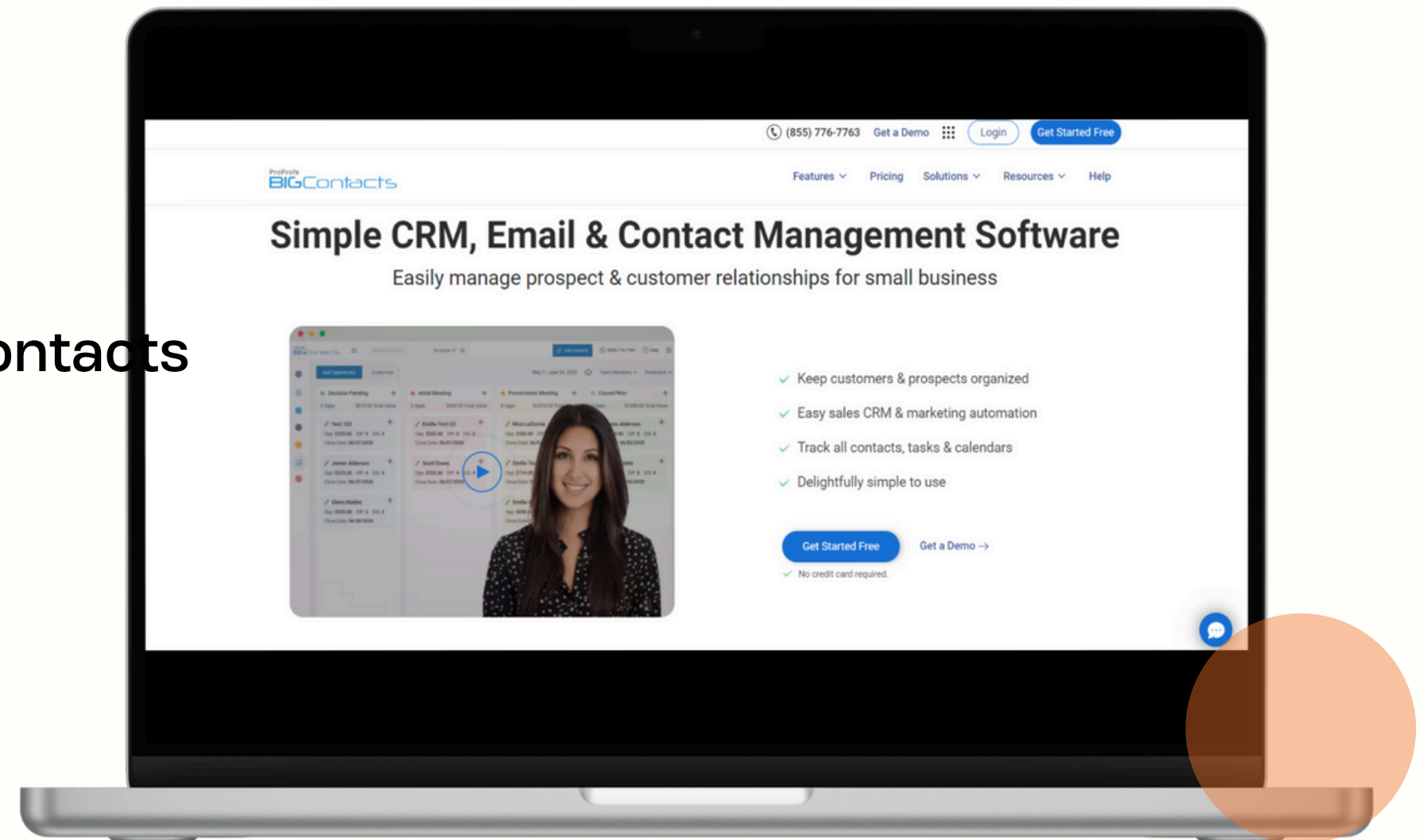
[Read More](#)

Best for

Best for businesses seeking real-time user feedback to improve website UX and customer satisfaction.

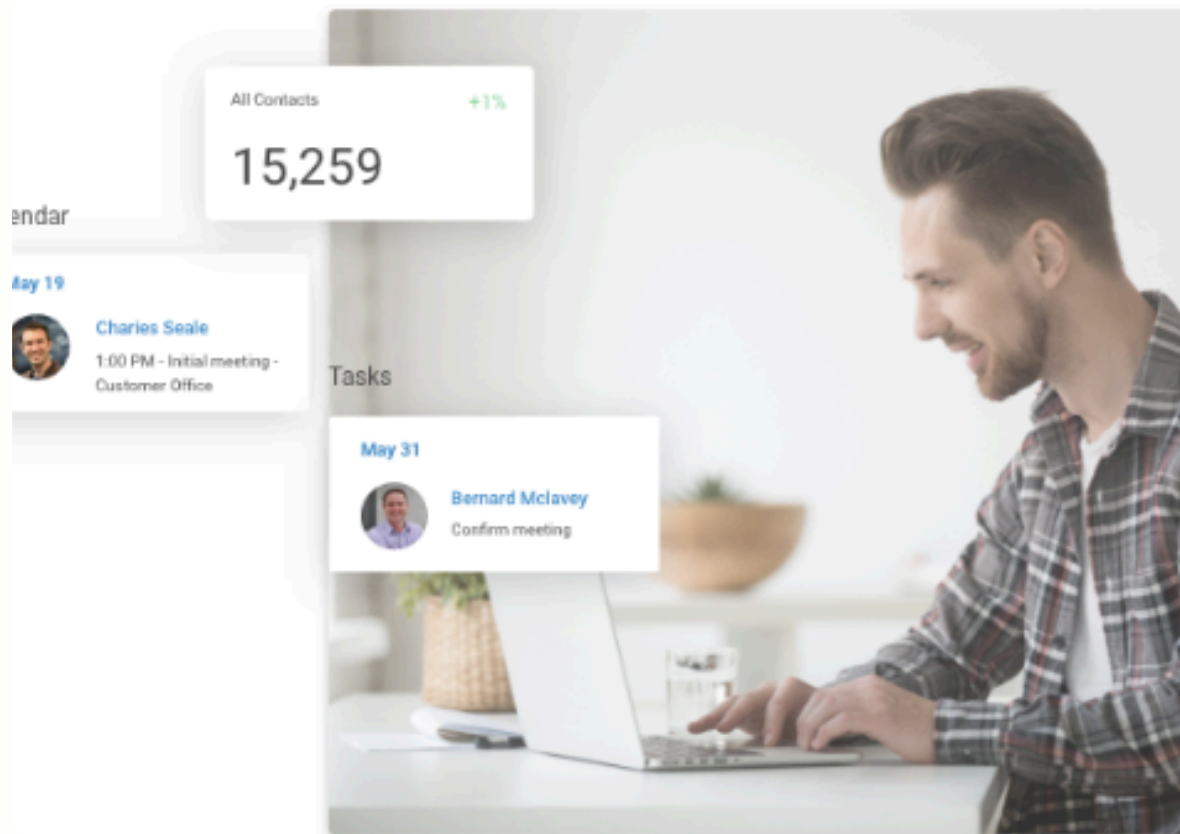
BIGContacts

BIGContacts is a contact management software that helps small businesses manage customer relationships effectively through email marketing features.



Key Features

- Contact management
- Email marketing
- Task tracking
- Reporting tools
- Customizable Dashboards
- Data Import and Export
- Lead Capture Forms



Pricing

BIGContacts pricing starts at \$39.99/month per user for 1000 contacts. CRM and email marketing features.

A free 30-day trial is available, but there's no free plan.

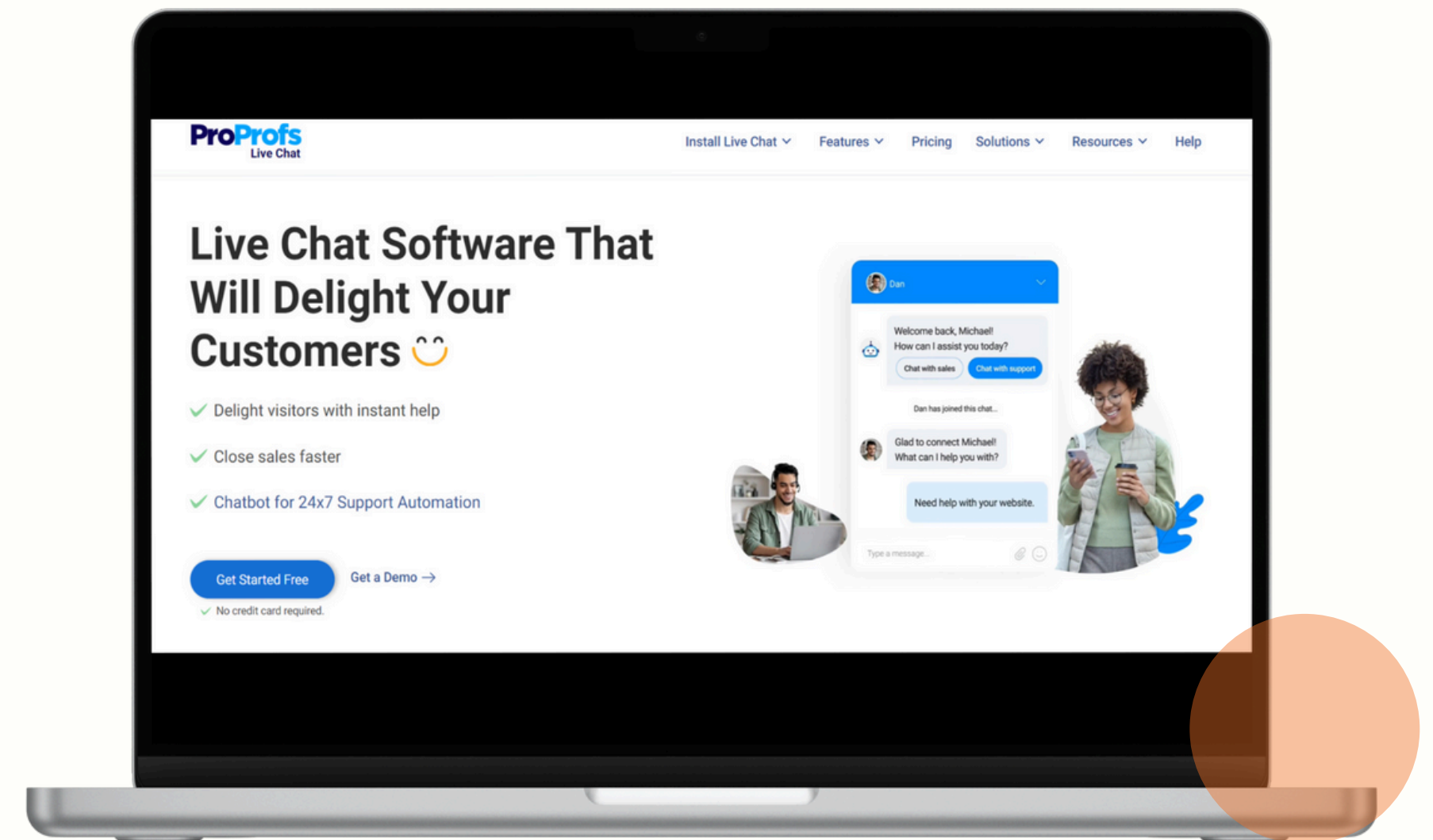
[Read More](#)

Best for

Best suited for small businesses that need a simple CRM to manage contacts and automate marketing campaigns.

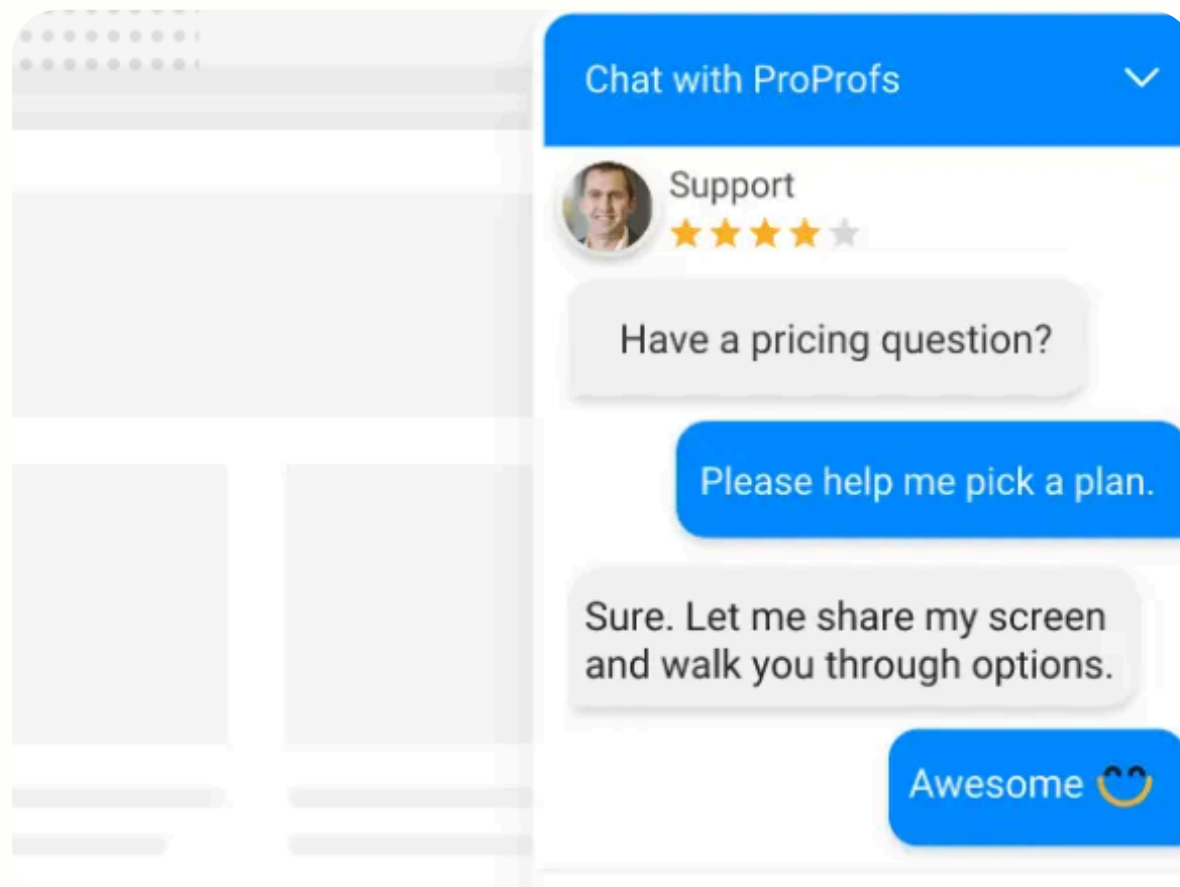
ProProfs Chat

[ProProfs Chat](#) provides chatbots and proactive engagement tools designed to enhance real-time customer interactions on websites.



Key Features

- Real-time chat
- Chatbots
- Analytics and Reporting
- Multi-channel communication
- Offline Messaging
- Pre-Chat and Post-Chat Surveys



Pricing

A free plan with basic features is available. Paid plans start at \$59.99/month per user and include advanced chat features and integrations.

A 15-day free trial is available.

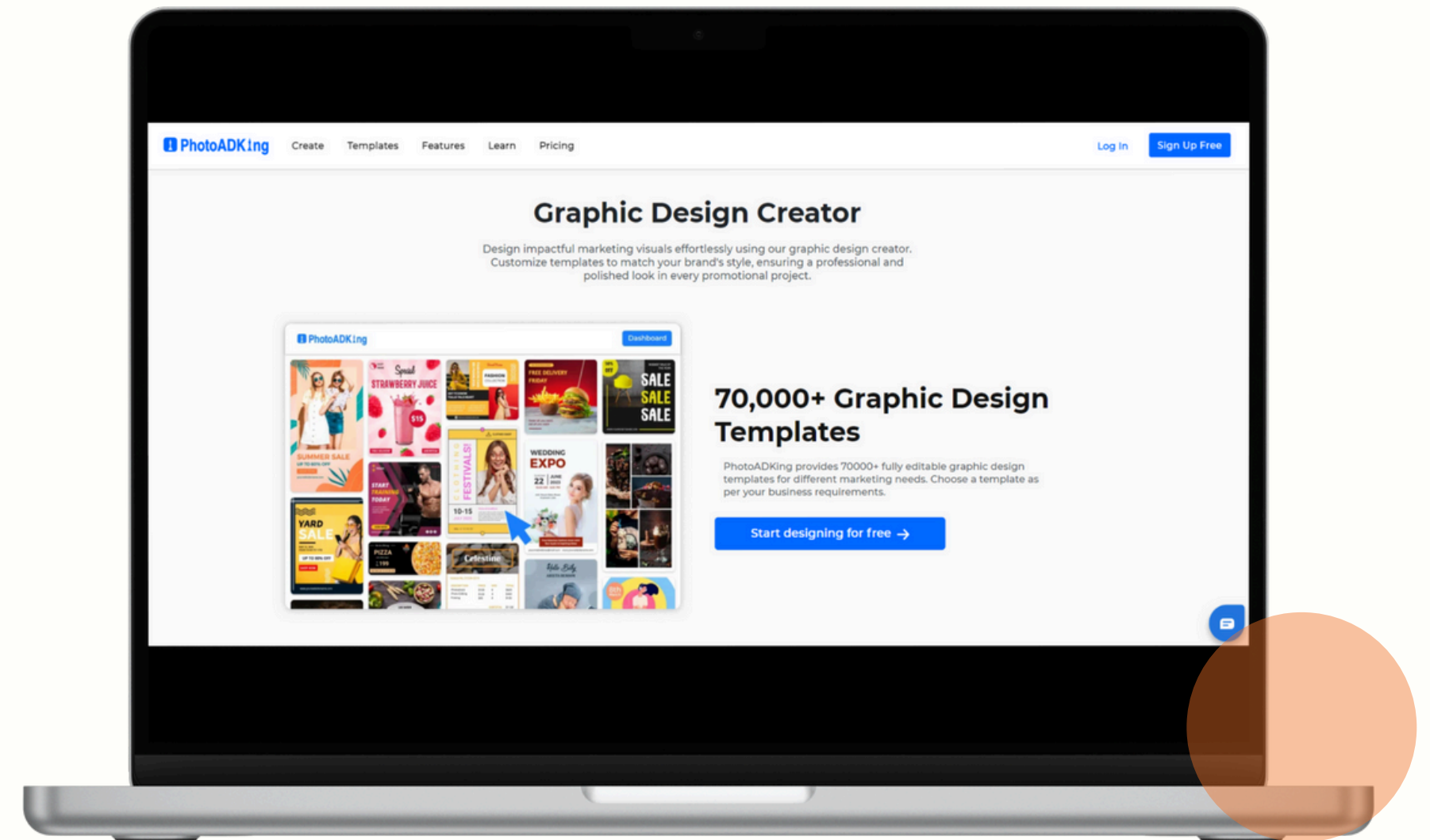
[Read More](#)

Best for

Ideal for businesses focused on providing immediate customer support and increasing website engagement.

PhotoADKing

[PhotoADKing](#) offers customizable graphic templates aimed at helping marketers create professional-looking graphics quickly without extensive design skills.



Key Features

- Customizable templates
- Drag-and-drop editor
- Design tools
- Stock photo library
- Animated Graphics
- Design Resizer
- Easy Sharing Options
- Collaboration Features



Pricing

A free plan with limited templates is available.

Paid plans start at \$12/month and provide access to premium templates and design tools.

There's a free trial for premium features.

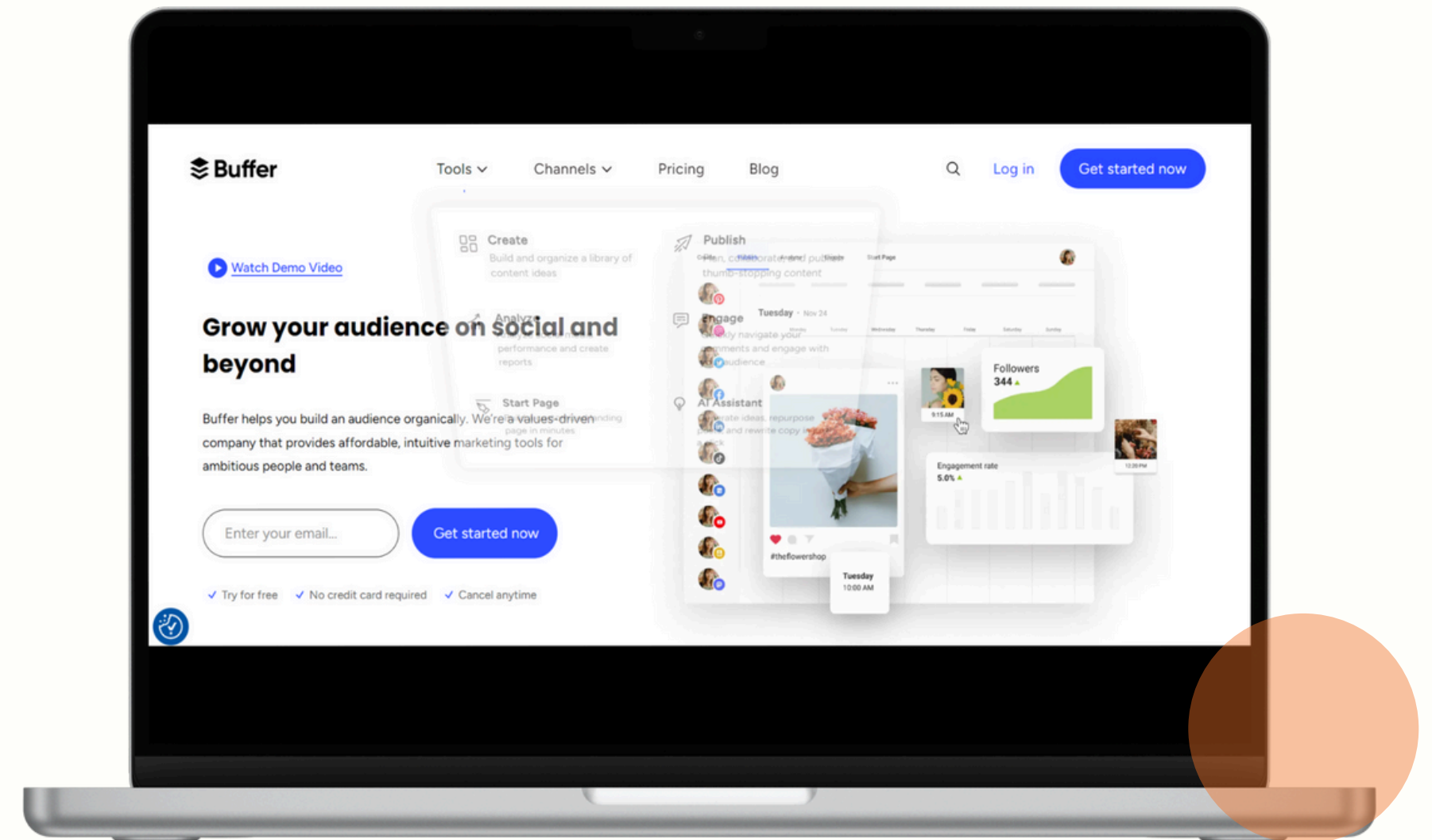
[Read More](#)

Best for

Best for marketers and small businesses looking to create professional visual content without a designer.

Buffer

[Buffer](#) is a social media scheduling tool that allows businesses to manage their posts across different platforms efficiently.



Key Features

- Social media scheduling
- Post analytics
- Team collaboration
- Custom reports
- Queueing Options
- Content Planning Calendar
- Hashtag Suggestions

Pricing

Buffer offers a free plan for up to 3 social accounts.

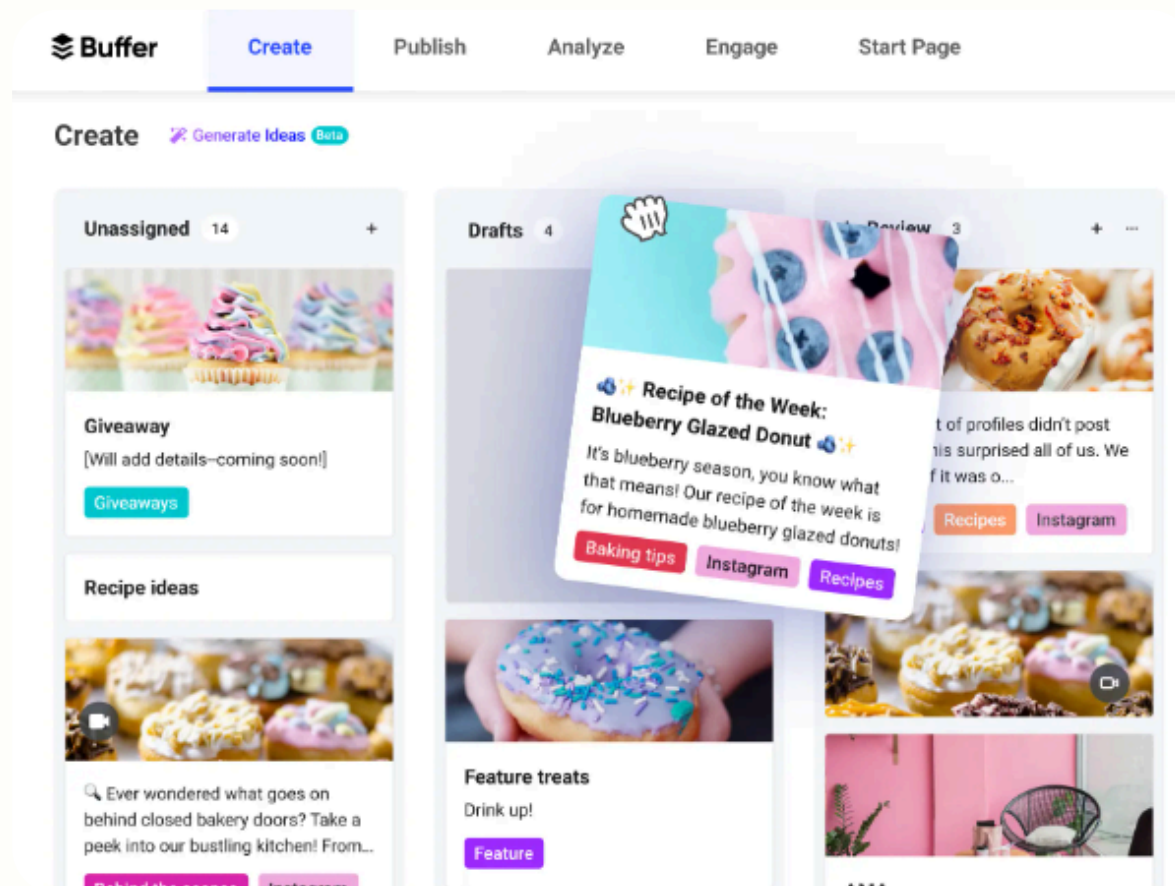
Paid plans for advanced scheduling and analytics start at \$5/month per social channel.

A 14-day free trial is available for premium features.

[Read More](#)

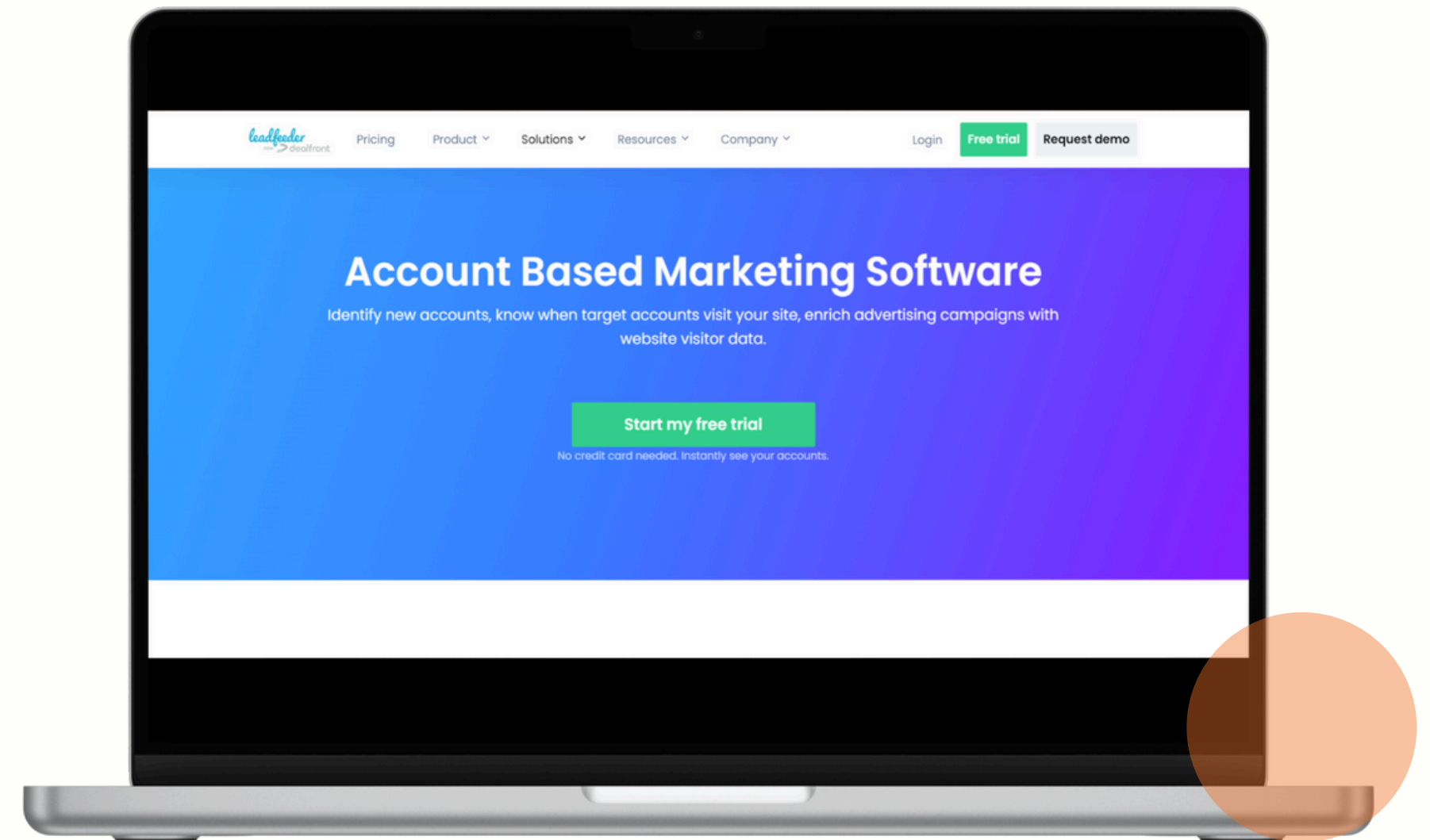
Best for

Ideal for small businesses and marketers looking to schedule social media content and track its performance.



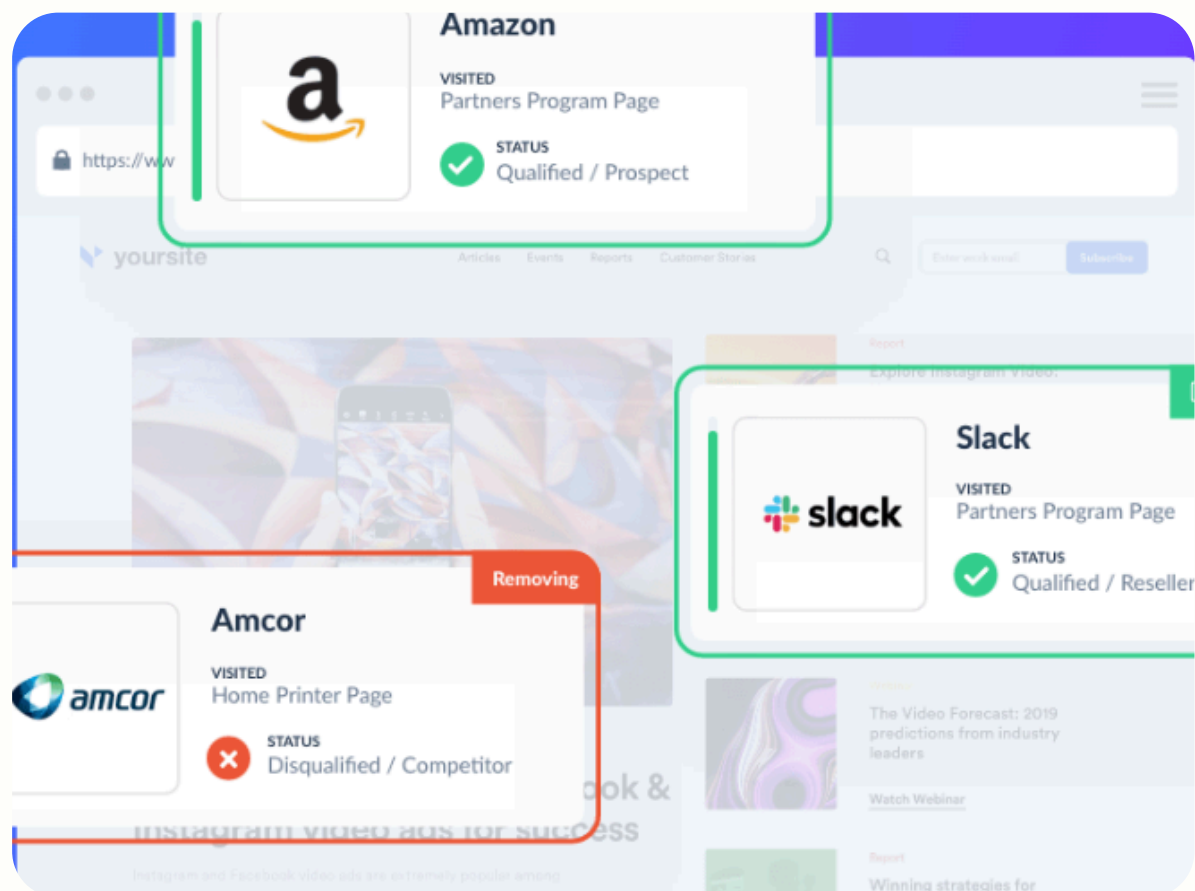
Leadfeeder

[Leadfeeder](#) identifies potential leads visiting your website by integrating with Google Analytics data so you can follow up effectively.



Key Features

- Website visitor tracking
- Lead generation
- CRM integration
- Analytics
- Email Alerts
- Lead Scoring
- Reporting Tools



Pricing

A free plan with limited tracking features is available.

Paid plans start at \$99/month and include CRM integration and detailed visitor insights.

A 14-day free trial is also available

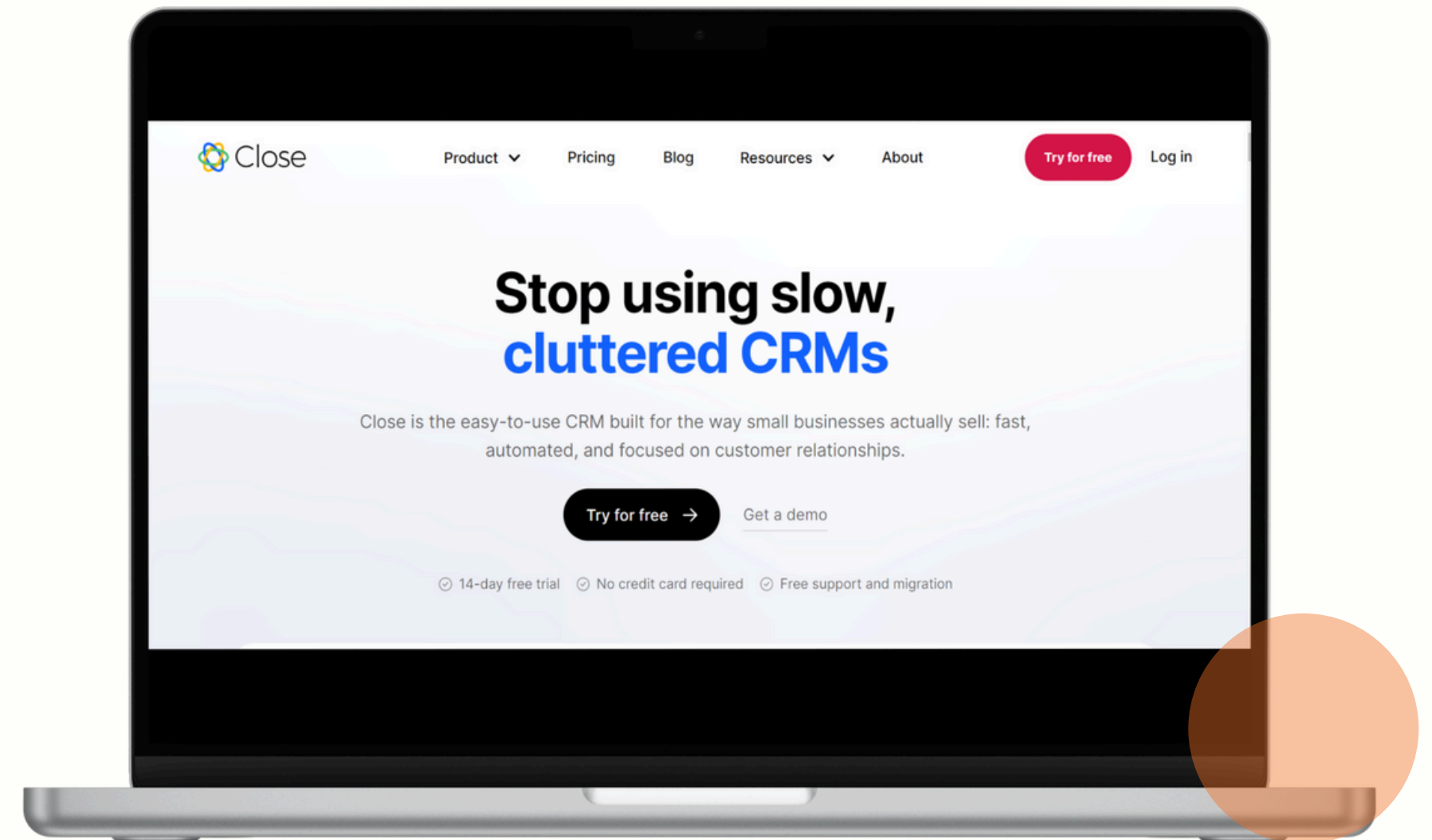
[Read More](#)

Best for

B2B businesses looking to generate leads and gain insights into website visitors.

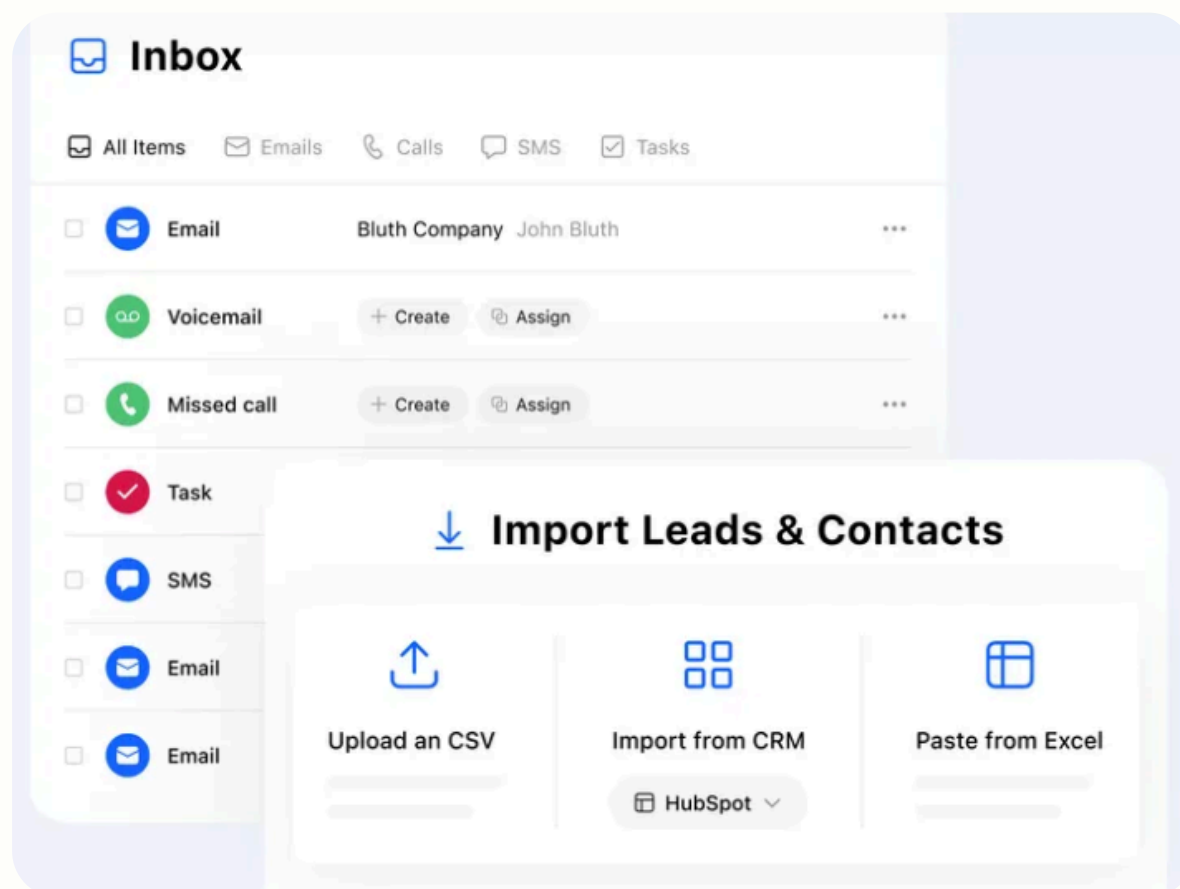
Close

Close is a simple CRM that builds customer relations through effective communication methods like calls and emails.



Key Features

- Sales automation
- Email sequences
- Pipeline management
- Reporting tools
- Automated Workflows
- Customizable Pipelines
- Lead Management
- Integrated Calling



Pricing

Close starts at \$59/month per user for the Basic plan, which includes sales automation and CRM tools.

A 14-day free trial is available, but no free plan exists.

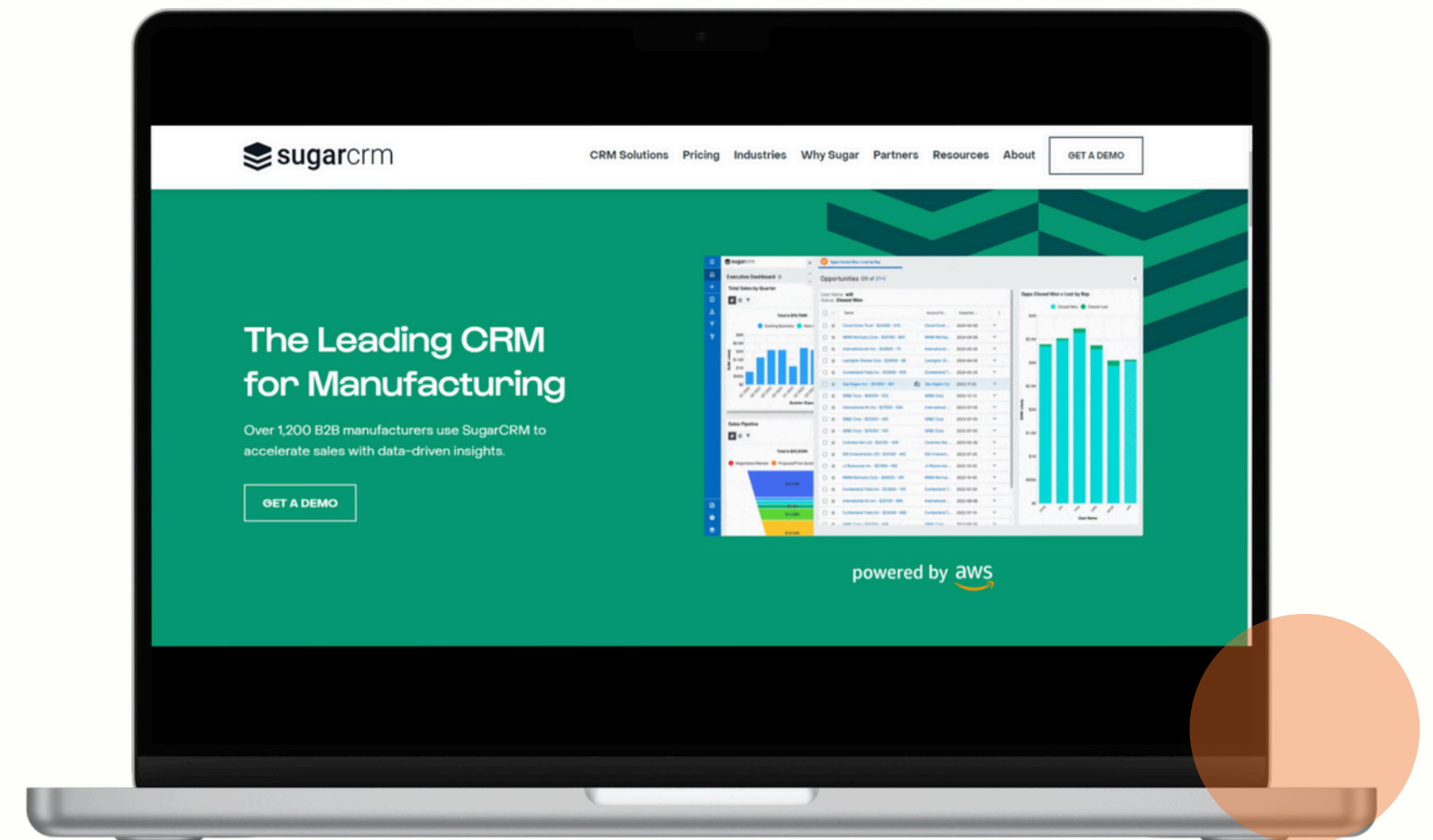
[Read More](#)

Best for

Best for sales teams that require a streamlined CRM to manage outreach, follow-ups, and lead management.

SugarCRM

[SugarCRM](#) offers comprehensive sales automation and customer service solutions tailored towards improving customer relationships.



Key Features

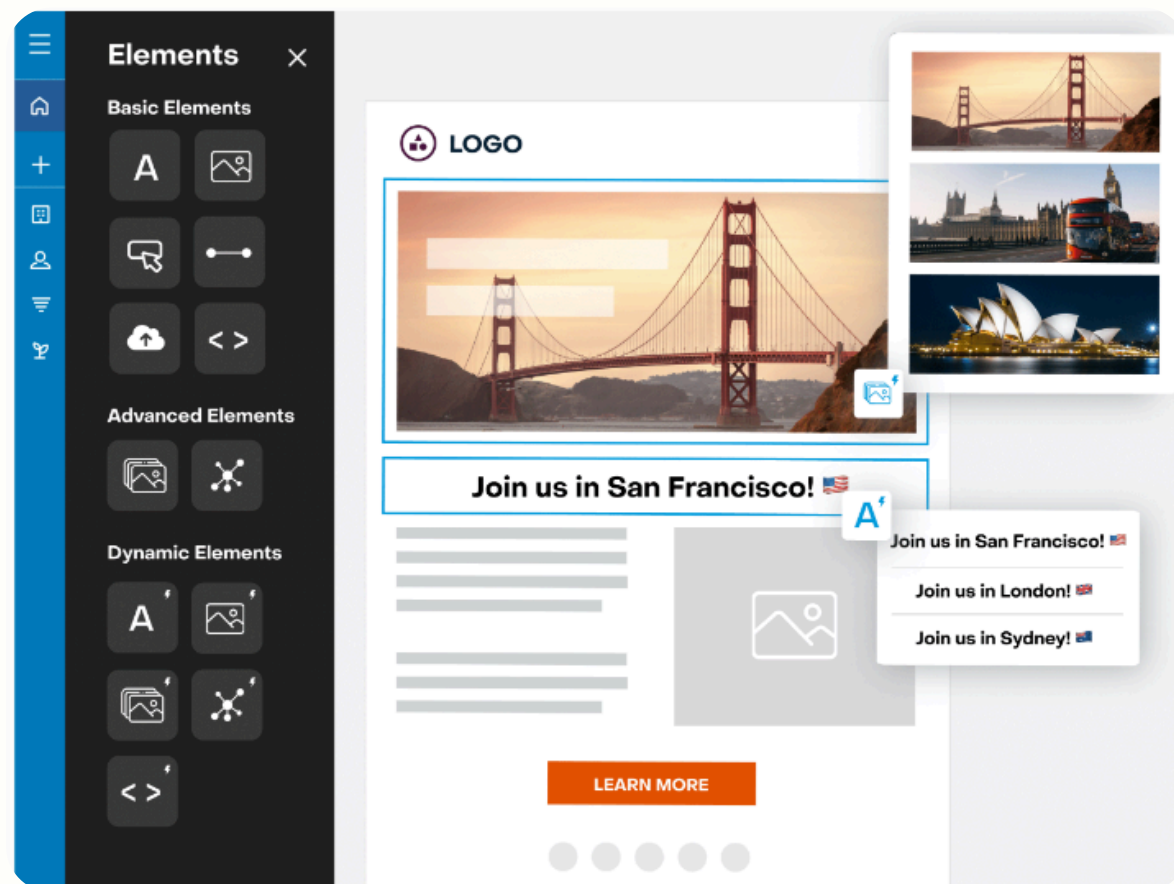
- Sales automation
- Customer service tools
- Marketing automation
- Custom dashboards
- Lead Management
- Collaboration Tools
- Email Integration
- Workflow Automation

Pricing

The basic plan starts at \$26/month per user. A 7-day free trial is available to test advanced features, but there's no free plan.

Best for

Ideal for mid-sized to large businesses looking for a robust and customizable CRM solution.



[Read More](#)

ClickFunnels

[ClickFunnels](#) helps businesses create effective sales funnels designed specifically for converting leads into customers.



Key Features

- Sales funnel creation
- Email marketing
- A/B testing
- Landing page builder
- Custom Domains
- Analytics and Tracking
- Sales Automation
- Affiliate Management



Pricing

Starts at \$97/month for the basic plan, which includes funnel creation and landing page tools.

A 14-day free trial is available, but no free plan.

[Read More](#)

Best for

Best suited for businesses that optimize their sales process and convert leads through customized funnels.

What our top client says?



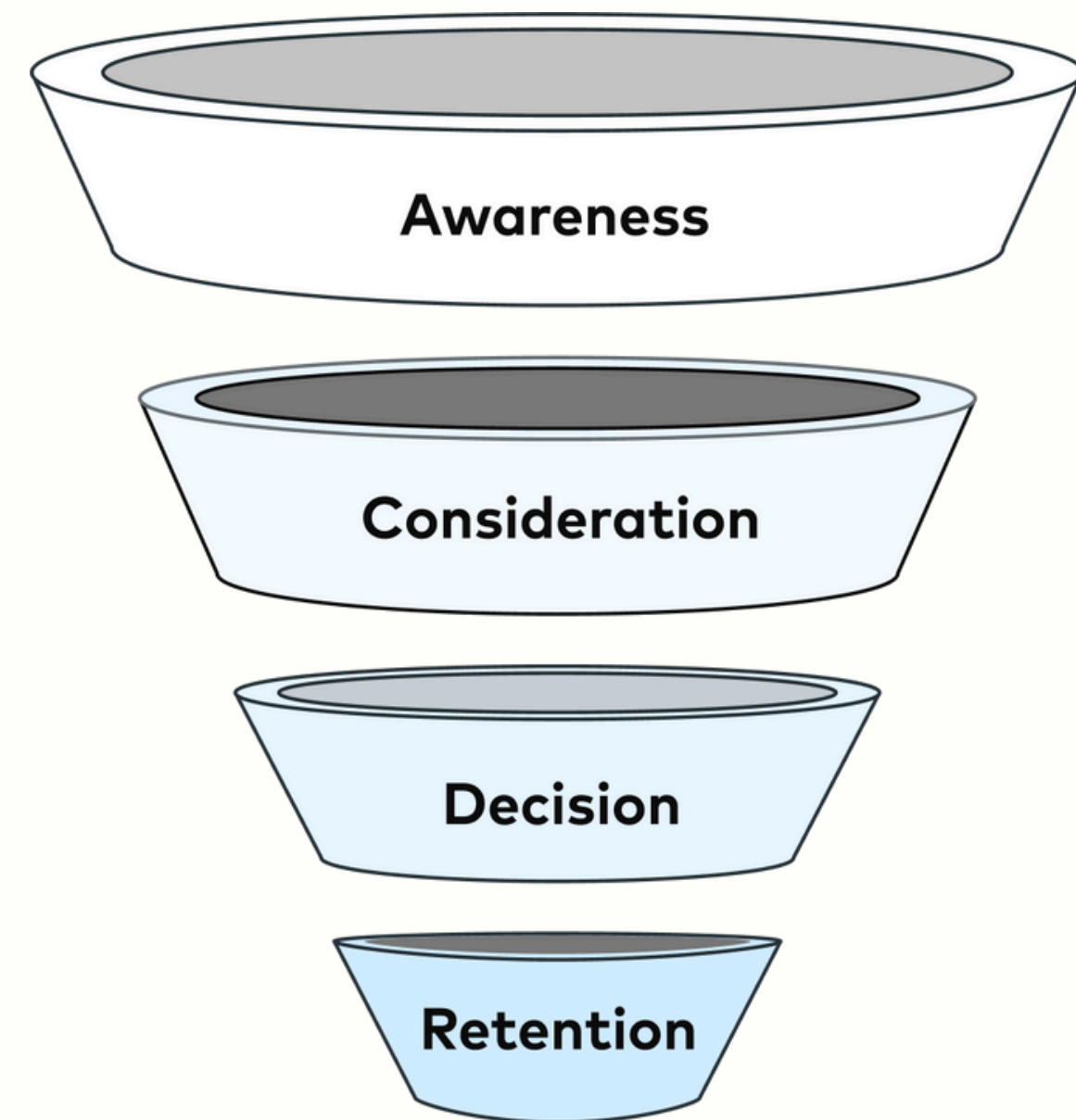
Integrating our user data with Saffron Edge's marketing system seemed like a complex and time-consuming process. But now we've been able to target better with their help.



**We focus  on your marketing,
while you handle your business.**

**We do it
by providing
revenue-driven
marketing solutions.**

For every stage that your user interacts with, we make sure to lead them to the *next stage*.



Our Core Marketing Offerings

- | | | |
|----|---|------------------------|
| 1. | Marketing Automation: Streamlining marketing tasks and workflows for increased efficiency. | More.. |
| 2. | Paid Marketing: We allow you to target users, instead of waiting for them to find you. | More.. |
| 3. | Search Engine Optimization: Art & science of getting pages to rank higher on search engines. | More.. |
| 4. | Account-Based Marketing: Targeting high-value accounts with personalized campaigns. | More.. |
| 5. | Social Media Marketing: Engaging audiences across various social media platforms. | More.. |
| 6. | Marketing Attribution: Find the marketing channel that works for your target audience | More.. |

See Visible Revenue Growth

This is where your brand can be within the next 90–180 days.

Industry: Construction

15K+

Organic Traffic Surge
in 8 Months

[Read More >](#)

Industry: SaaS

10K

Increase in Organic
Traffic in 6 Months

[Read More >](#)

Industry: SaaS Healthcare

24%

Boost in Organic Traffic in
6 Months

[Read More >](#)

Industry: Fashion, DTC

12X

Revenue Growth in
6 months

[Read More >](#)

Something to remeber us by 📌



Full-Service Marketing Partner

Scale your traffic, content, and site performance to match your business — without worrying about reliability.



Build, Operate & Transfer

We build the right marketing engine for you along with a highly-skilled team for you and transfer it all for rapid business growth.



Growth Marketing Experts

With rapid experimentation at every stage of marketing and sales funnel, we use data-driven strategies to increase your ROI and profits exponentially.



Use Attribution for the Right Channels

With our attribution services, we enable you to measure impact by allocating the right budget to the channel with the highest ROI.

To get free marketing resources

[Click here](#)

Stay updated with new events & trends on



Thank you very much!

- Team Saffron Edge