



TECH GUIDE

FAN FAVORITES 2018

We asked the CMI community which tools and technologies they can't live without—and more than 700 responded. Here are the top five in each of the 34 categories. We've also made it easier to find these top tech tools in the new online ContentTECH Directory, marking them with a Fan Favorites badge.

ACCOUNT-BASED MARKETING (ABM) 	ARTIFICIAL INTELLIGENCE (AI) FOR CONTENT MARKETING 	ANALYTICS/BUSINESS INTELLIGENCE 	DEMAND GENERATION 	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
DIGITAL ASSET MANAGEMENT (DAM) 	DIGITAL ANALYTICS 	CMS & WEB EXPERIENCE MANAGEMENT 	CONTENT MARKETING 	LIVE CHAT PLATFORMS
EMAIL MARKETING 	FREELANCE PLATFORMS 	<p><i>"I had no idea there were so many tools. I have some research to do!"</i></p>		
ENTERPRISE CONTENT MANAGEMENT 		INFLUENCER MARKETING 		

MARKETING ANALYTICS 	MARKETING AUTOMATION 	MARKETING RESOURCE MANAGEMENT 	MOBILE MARKETING 	NATIVE ADVERTISING
<p><i>"The best kind of tool takes away the pain of day-to-day tasks, freeing up time for creative thought."</i></p>		PROJECT MANAGEMENT 		
ONLINE COMMUNITY MANAGEMENT 	ONLINE REPUTATION MANAGEMENT 	OPTIMIZATION 	PUBLIC RELATIONS 	
SOCIAL MEDIA ANALYTICS 		SOCIAL MEDIA MONITORING 	SOCIAL MEDIA SUITES 	
SEARCH MARKETING 	SOCIAL MEDIA MANAGEMENT 	SURVEY TOOLS/SOFTWARE 	TEAM COLLABORATION 	TRANSLATION SERVICES
<p><i>"Technology is the baseline foundation for successful marketing efforts."</i></p>		VIDEO 	WEBINARS/VIRTUAL EVENTS/CONFERENCING 	

Want to see the full results from the Fan Favorites survey? Eager for more information to help you find the right tools for your team? Visit our new ContentTECH Directory at <http://cmi.media/directory>.