

BACKEND

GOOGLE ANALYTICS intergration

tools
MONSTER INSIGHT
free or USD199 per year

<https://www.monsterinsights.com/>

CRM
email marketing
only

tools
FluentCRM
free or USD129 per year

<https://fluentcrm.com/>

Fluent CRM is a CRM plugin focused on email marketing. It adds the ability to run automated email campaigns, segment contacts for personalized content, and track your leads as they convert to customers. Enroll contacts manually, with a CSV file, or set trigger events for creating contacts like a form fill or a purchase.

Standalone plugin, email data in own server

CRM
all-in-one tracking
including chatbox

tools
HubSpot
free or USD800 per month

<https://www.hubspot.com/>

Organize, track, and nurture your leads and customers. This plugin is far more than a CRM, with a full suite of features for making forms, running live chats on your website, and providing analytics. There's even an email marketing tool for sending out automated emails and newsletters.

Intergration plugin, email data in Hubspot server

FRONTEND

Article
Travel tips
Travel topics

Destination

Media
videos

Newsletter
signup

Social Media
youtube
Instagram
FB

SEO COPYWRITING

Keywords focus
Internal page linking
External website linking
Pages heading/description

tools
RankMath

<https://rankmath.com/>
free or USD199 per year

Search
Engine
Marketing

HubSpot

<https://www.hubspot.com/>

Features:

The CRM has a contact management platform built into the system, allowing for easy list building and segmentation.

All interactions with customers are logged in HubSpot, telling you what the users have done on your website and if you have experienced any communications with them.

Each contact has its interactions and communications updated in realtime. This way, you don't have to keep manually making changes to the customer profiles.

Live chat conversations are possible as a customer support option. Not only that, but all of your live chats are logged in the CRM.

Each contact has its page views marked for you to check back and see how they interact with your website.

The form builder is great for constructing a design that fits with your brand. The form builder also has several options for popups and other marketing tactics.

A unified timeline is provided for each customer, explaining where each person is in the customer lifecycle and whether or not you should reach out to them or not.

The email marketing tool has excellent design features, and it allows you to send out up to 2,000 emails per month for free.

All designs are done with the help of a drag and drop builder. This way, you don't have to be an experienced developer or coder to get the job done.

Send out automated emails when users engage with your brand. This includes emails for list signups and other triggers you configure.

Several predesigned email templates come with the plugin.

There's a page that outlines your reports and analytics, with in-depth information about how your lifecycle is doing and whether or not emails are effective.

You have the option to choose which pages your popups, live chatbots, and other customer communication items show up on.

The plugin comes with over 300 seamless integrations, some of which include WooCommerce, Stripe, and Gravity Forms. You can also link HubSpot to Zapier, opening up even more integrations.

FluentCRM

<https://fluentcrm.com/>

To compose your emails, FluentCRM adds a user-friendly email builder to your WordPress admin interface. Compose emails from scratch, or create reusable email templates which you can optimize with the help of FluentCRM's A/B testing capabilities. The plugin also lets you preview your emails before sending them out, and see performance metrics in the analytics view.

FluentCRM integrates with leading WordPress plugins like WooCommerce, AffiliateWP, Easy Digital Downloads, and Memberpress. However, note that FluentCRM is self-hosted – you will be responsible for storing all data generated in this plugin.