

**Connecting
the dots**

- **How to Build a Winning Marketing Tech Stack in 2025 (Without Getting Overwhelmed)**





by
MARYAM GOLABGIR

Maryam Golabgir, our CEO, will be leading the team. She's a digital marketer, programmer, and website guru. Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and many metrics to accompany digital plans. Maryam's digital expertise includes social media marketing strategies, website development, search engine marketing and optimization, online advertising, and video / mobile marketing. Digital Marketing Experts was nominated as one of the top advertising agencies in the York Region last year.

For more information about our business, you can visit www.digitalmarketingexperts.ca or my LinkedIn profile <https://www.linkedin.com/in/maryamgolabgir>

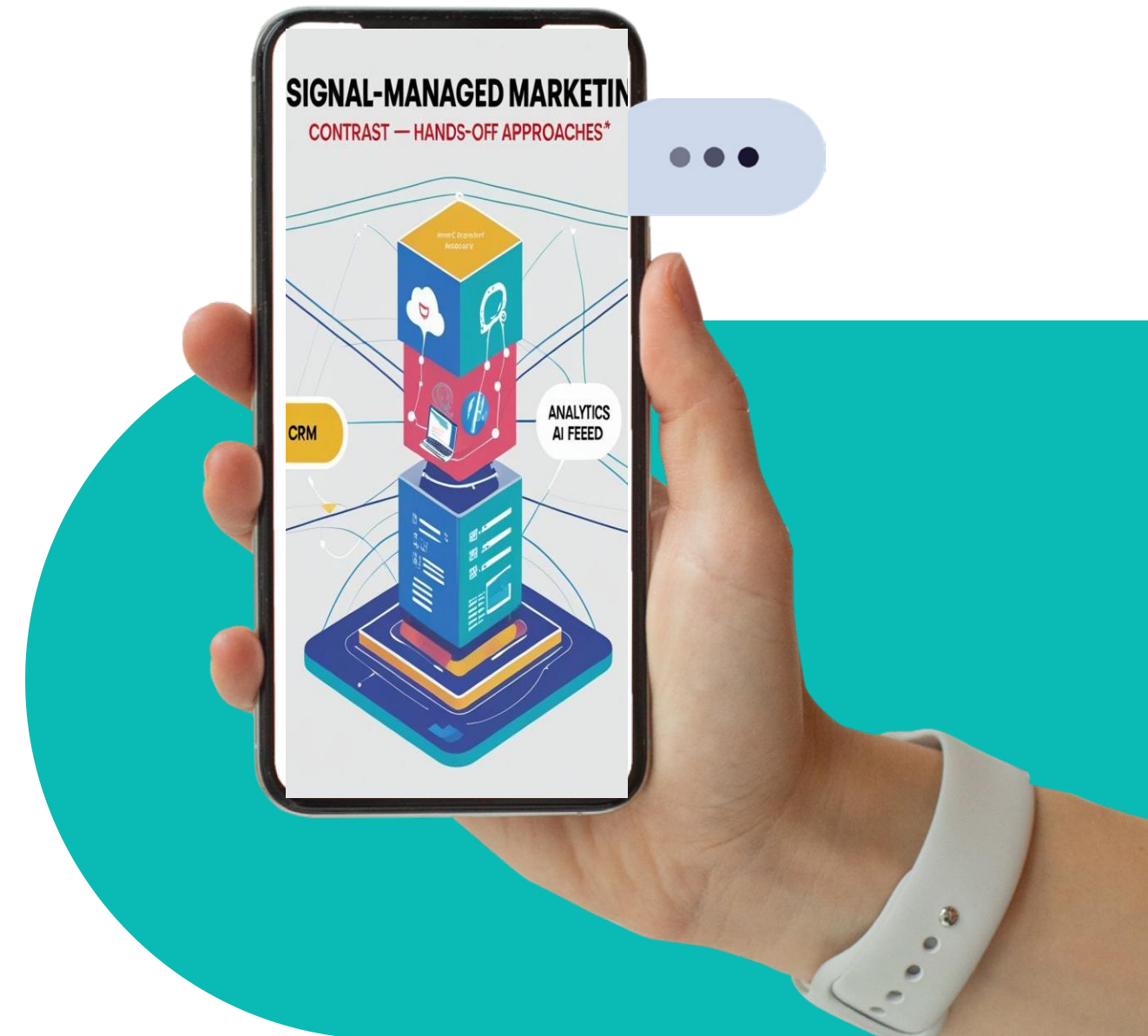
Tech Stack Essentials

- CRM (Customer Relationship Management)
- Email & Marketing Automation
- Analytics & Attribution
- Content Creation & Collaboration
- SEO & Paid Media
- Customer Experience / Chat
- Integrations & Middleware (Zapier, Make, etc.)



Choosing the Right CRM

- Popular picks: HubSpot, Salesforce, Zoho, Pipedrive
- What to look for: pipeline visibility, contact segmentation, reporting
- Tip: Choose a CRM that integrates easily with email, forms, and ad tools



- **Tools: ActiveCampaign, Klaviyo, Mailchimp, Iterable**
- **Use cases: automated email flows, segmentation, behavior triggers**
- **Bonus: SMS and push notifications all-in-one platforms**

Marketing Automation Tools





- **Tools: GA4, Looker Studio, Hotjar, Triple Whale**
- **Understand user behavior, source of conversions, funnel drop-off**
- **Use event-based tracking and UTM structure for clean data**



Content & Collaboration Tools

- Copy: ChatGPT, Jasper, Grammarly
- Visuals: Canva, Adobe Express, Figma
- Project Management: Notion, Trello, ClickUp, Asana
- Centralize creative + task execution

SEO & Paid Media Tools

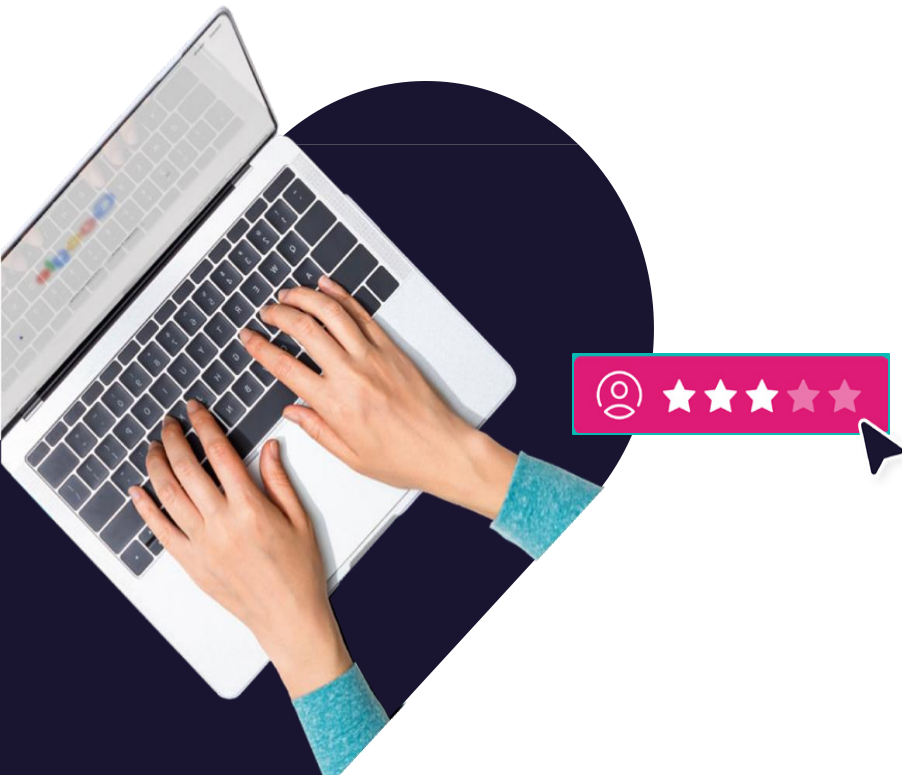
- SEO: Ahrefs, Semrush, SurferSEO, Clearscope
- Paid media: Meta Ads Manager, Google Ads, AdEspresso
- Use tools that support testing, insights, and automation



- **Tools: Intercom, Drift, Zendesk, Tidio**
- **Automate FAQs, capture leads, support retention**
- **Sync chat with CRM + email for seamless journeys**



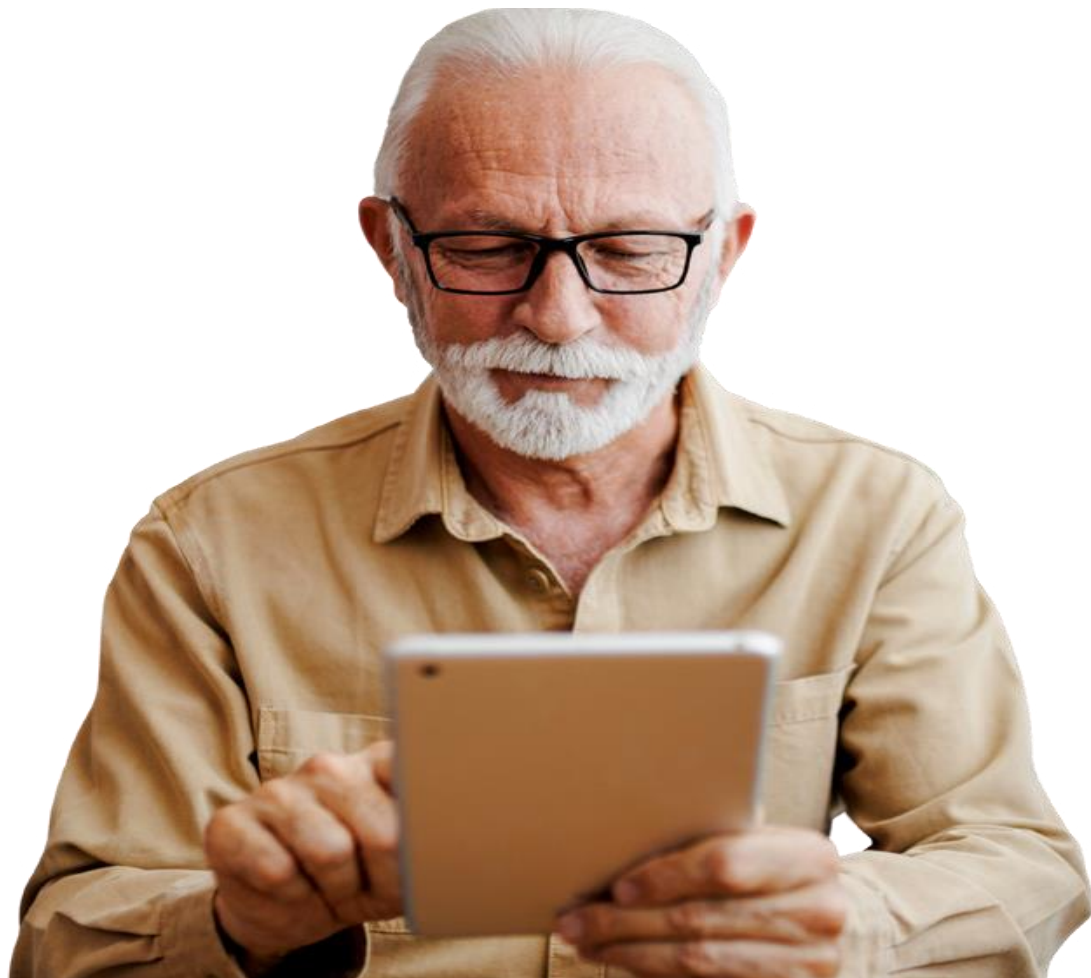
How to Make It All Work Together



- Map your customer journey + assign tools per stage
- Choose integrations that talk to each other (native or via middleware)
- Keep data flowing with synced audiences, triggers, and tagging
- Test your full stack with a simple funnel buildout

Tech Stack Templates by Business Type

Startup



- **Startup:** Lean, cost-effective, scalable
- **E-Commerce:** Shopify + Klaviyo + GA4 + Meta
- **SaaS:** HubSpot + Segment + Intercom + Looker
- **Agency:** Notion + ClickUp + MailerLite + Canva

Case Study #1 – Stack Revamp for ROI

Company: Mid-size B2C brand

Problem: Overlapping tools, no central data source

Solution: Consolidated CRM + automation + analytics stack

Result: 50% faster reporting, 30% more efficient campaigns



Common Mistakes to Avoid



- Buying too many tools you don't use
- Not training your team on integrations
- Overcomplicating workflows early on
- Ignoring data hygiene and tag consistency

A man with short brown hair, wearing a bright yellow t-shirt and blue jeans, is shown from the waist up. He is holding a white shopping bag with both hands. The background is a solid purple color. A large, light pink semi-circle is positioned in the bottom right corner. The title 'Quick Wins for a Smarter Stack' is written in white, bold, sans-serif font, with 'Quick Wins for' on the first line and 'a Smarter Stack' on the second line.

Quick Wins for a Smarter Stack

- Audit your current tools: what's working, what's not
- Consolidate where possible
- Build a dashboard to monitor your funnel end-to-end
- Choose tools that grow with you

- Simplicity is the ultimate sophistication in 2025.
- Don't let tech slow you down — let it *amplify* your strategy.
- Build your stack around your business processes, not the other way around.
- Now, let's open up the floor to questions — or feel free to share your current stack for live recommendations!



**Do you have any
questions?**



Case Study