

From: noreply+feedproxy@google.com on behalf of Internet Marketing Blog by WordStream <WordStreamSEM@gmail.com>
Sent: Monday, July 28, 2014 10:24 PM
To: XtraMark > Marketing & Xtra Stuff
Subject: Internet Marketing Blog - By WordStream

Internet Marketing Blog - By WordStream

32 Free (& Almost Free) Content Marketing Tools

Posted: 28 Jul 2014 05:09 AM PDT

Marketers get by with a little help from their friends – well let us introduce you to 32 new content marketing friends to help m

Note: The aim was to only list free content marketing tools, but there are a few paid ones in the mix as well (freebies only get y

- **Content Curation Tools** (finding great stuff to share)
- **Content Creation Tools** (create your own awesome stuff to share)
- **Tools for Finding Content Creators** (find folks to make custom content for you)
- **Content Promotion and Management** (sharing and managing your content)
- **Content Analytics & Measuring** (analyzing and measuring your content's effectiveness)
- **Other Content Marketing Tools** (random content tools we think are neat)

Content Curation Tools

Tools to help you discover great content to read and share across the web

Storify: Storify is a great content curating tool that lets you collect various social media elements on a chosen topic and prese
created.



Feedly: Feedly is a great RSS reader that lets you stay updated on the latest and greatest blog content. Feedly is stylish and st



EverPost: EverPost is another great content curating tool, letting you find new stories based on your pre-selected favorite top



Megan Marrs

RECOMMENDATIONS

★ RECOMMENDATIONS

- > All
 - Humor and Viral
 - Travel
 - Photography
- + Add Content Filter

SCHEDULED POSTS 0

CONTENT FILTERS

SETTINGS

SOCIAL ACCOUNTS

Facebook OFF
Connect

Travel

THREE CRUISES FOR THE PRICE OF TWO - FRED. OLSEN CRUISE LINES

Fred.Olsen Cruise Lines

Book any three cruises from Fred. Olsen's programme of over 140 itineraries and only pay for two: you can enjoy the lowest priced of the three...

fredolsencruises.com

6 days ago

Share

Photography

AGLU SUES US GOV OVER PROGRAM THAT CAN MARK YOU AS

Travel

WORLD GERM TELEG



As the football German these la

co.uk

Content Creation Tools

Tools to help you create awesome, original content pieces

Visual.ly: Browse their massive collection of infographics for inspiration, then enlist top-notch talent to create your own high-



Bring Food Education Back
added by Food Revolution

91K VIEWS

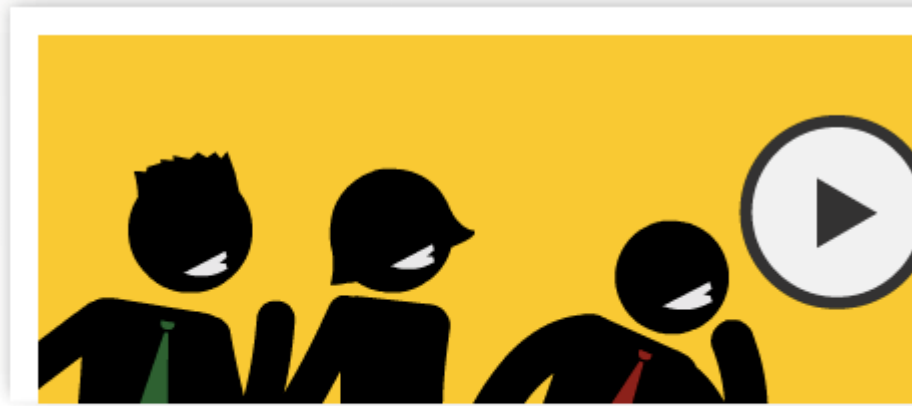


Immigration and Growth
added by The George W. Bush Center

6K VIEWS

Prezi: Elegant visual presentations that can be edited and shared in the cloud. Free version allows for public presentations

Powtoon: Powtoon is an animated content creation tool to help you make custom animated videos - great for **explainer videos** minutes.



SlideShare: View, upload, and share slide deck presentations with audiences across the web.

GoToMeeting: An online meeting/webinar platform with support for most popular desktop and mobile devices. A host of features allows users to create and share video resources that can be used as valuable content pieces. [Free Alternative: Google Hangouts]

PlaceIt: PlaceIt lets you upload images of your product or website and insert them into high-quality photos. Small image download



Skitch: Skitch is a free markup tool for Evernote. Easily add shapes, highlights, and call outs to your photos to create super slides



Image from [Andri](#)

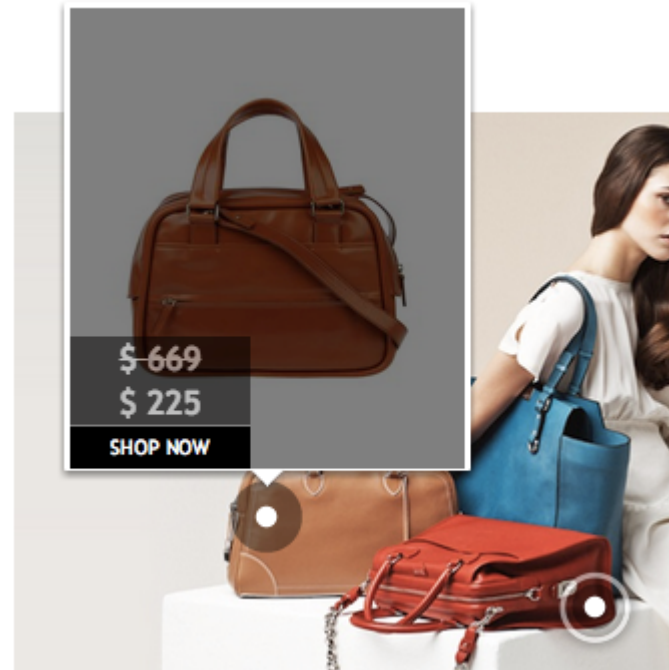
Tawkers: Tawkers lets users host live web chats. Once the live chat is ended, conversations can be embedded and published to a website.

Listly: Create custom lists and have visitors vote on items. Very easy way to create fun, engaging pieces of content that can easily be shared on social media.

Quora: Quora lets users ask questions and receive answers. Content marketers can use it to discover what kind of questions to post and you've got yourself some content gold.

Paper.li: Create your own custom online newspaper featuring articles, photos, and videos from all across the web based on a specific topic.

ThingLink – ThinkLink lets you create custom interactive images by adding clickable icons to links, video, text, music, other content.



Tools for Finding Content Creators

Help for finding and hiring content creators

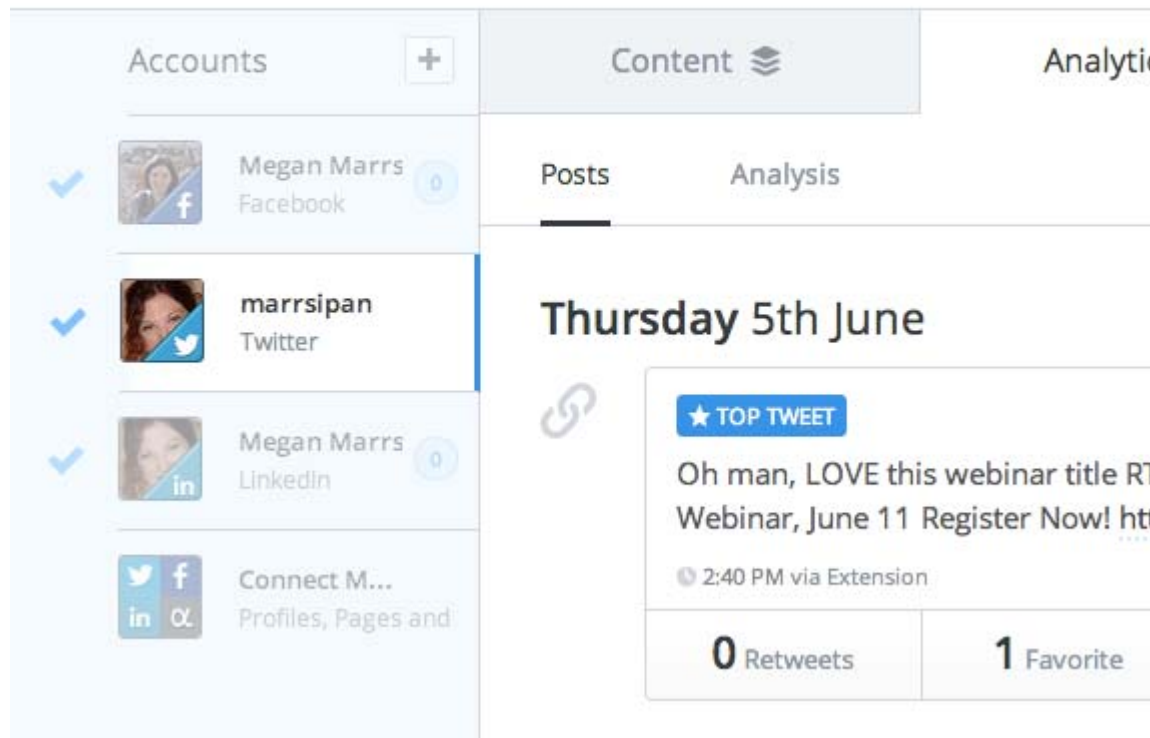
Contently: Contently helps businesses find and collaborate with quality freelance writers.

oDesk: An easy-to-use platform that helps you find the right freelancer for the job. See a freelancer's work history, portfolio, the way.

Content Promotion & Management Tools

Tools for sharing and promoting your content

Buffer: Buffer lets you mark articles you want to share and puts them into your queue. Those articles are then shared across



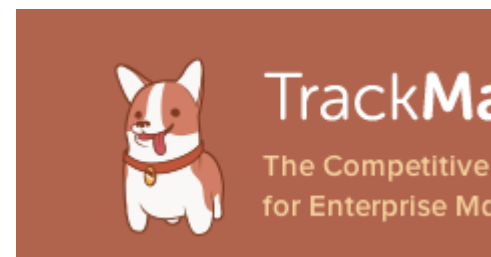
HootSuite: Manage all your social media accounts, track mentions, respond to fan interaction, and schedule posts with this.

Tweetdeck: Manage multiple Twitter accounts, schedule Tweets, and track mentions and hashtags. Basically, your number of

Mail Chimp: One of the most popular platforms for email marketing management, Mail Chimp lets you organize contacts, send

DivvyHQ: An editorial calendar management system to help keep you stay organized and on task while collaborating with team

TrackMaven: Track all your content pieces across organic, paid, and social mediums, and easily compare your results to competitors



Click to Tweet: Click to Tweet lets you easily create clickable, tweetable links with customized text.

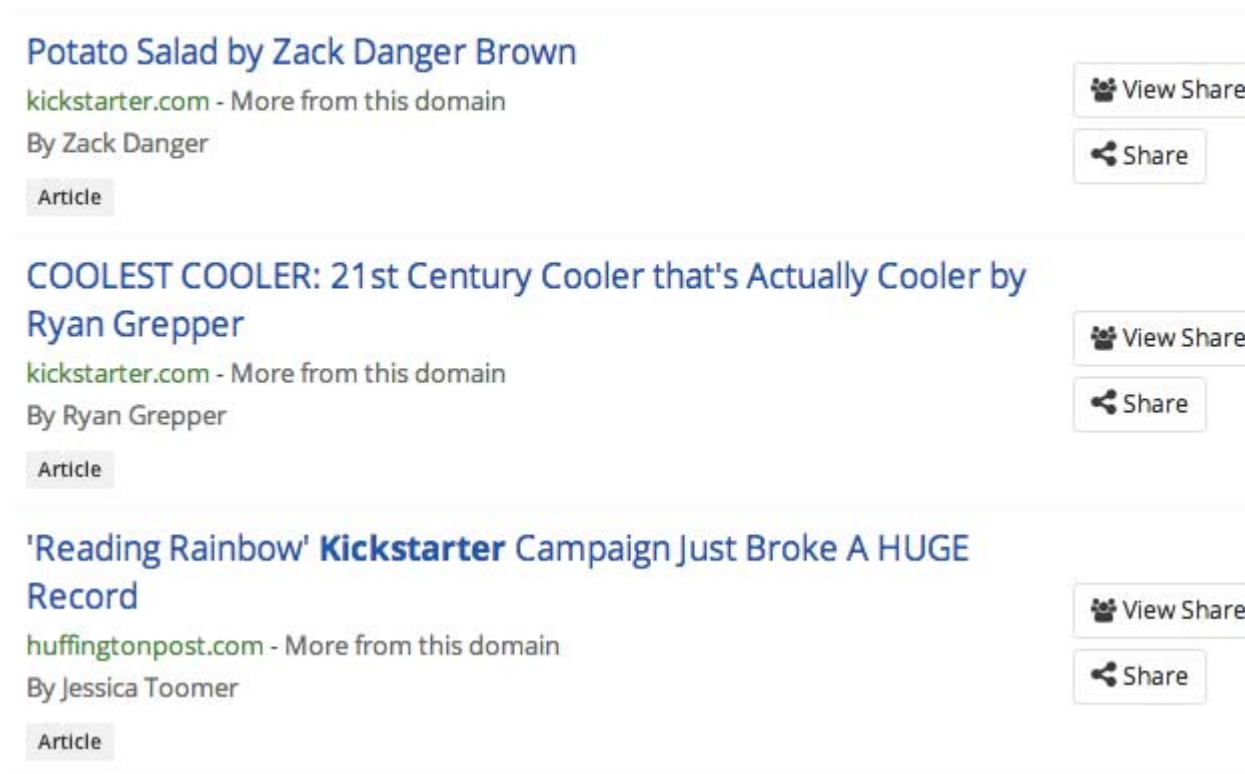
PR Newswire: Send out press releases to a global database of over 700,000 journalists and bloggers. [Paid]

Content Analytics & Measuring

Measure and analyze content marketing performance

Google Analytics: Track your website traffic, measure social media efforts, create customized reports, and much more. A free

Buzzsumo: Lets users analyze content performance across social mediums. Just search a keyword or topic and see which art



The screenshot displays a list of three articles in a content analytics tool. Each entry includes a title, a domain link, the author's name, a category tag, and two action buttons: 'View Share' and 'Share'.

- Article 1:** Title: "Potato Salad by Zack Danger Brown"; Domain: "kickstarter.com - More from this domain"; Author: "By Zack Danger"; Category: "Article"; Buttons: "View Share", "Share".
- Article 2:** Title: "COOLEST COOLER: 21st Century Cooler that's Actually Cooler by Ryan Grepper"; Domain: "kickstarter.com - More from this domain"; Author: "By Ryan Grepper"; Category: "Article"; Buttons: "View Share", "Share".
- Article 3:** Title: "'Reading Rainbow' Kickstarter Campaign Just Broke A HUGE Record"; Domain: "huffingtonpost.com - More from this domain"; Author: "By Jessica Toomer"; Category: "Article"; Buttons: "View Share", "Share".

Other Content Marketing Tools

Ubersuggest: A free keyword suggestion tool that gives you a very healthy assortment of keyword suggestions based on yo

Advocate: Measure and track your own employees and how they share your content. Lets you prioritize content you want e

Optimizely: A tool that lets users easily A/B test any number of variables. [Paid]

Creative Commons: Search and discover creative commons licensed media (images, video, etc.) to use for your marketing p



Enter y

I want some

Search using:

Europeana

Media

Flickr

Image

Fo

Ima

Gravity: Keeps track of what topics are hot on the web, and makes it easy for you to see which articles and topics will resonate

This post originated on the **WordStream Blog**. WordStream provides **keyword tools** for pay-per click (**PPC**) and search engine optimization.

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