

**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

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### 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**

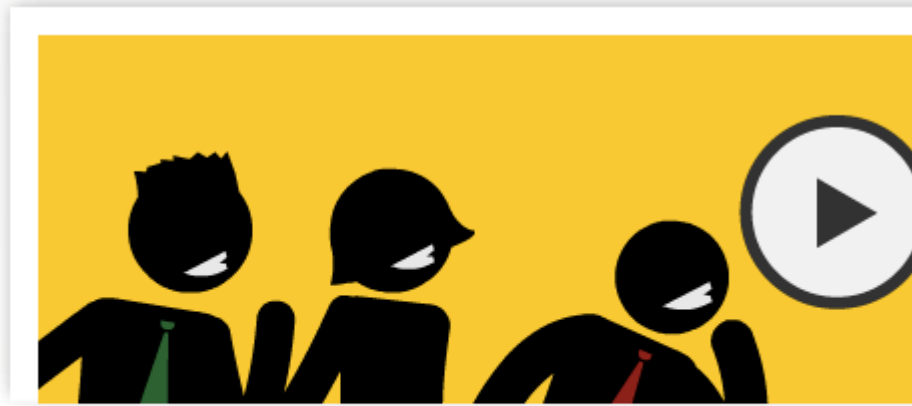


**Immigration and Growth**  
added by The George W. Bush Center

**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](#)

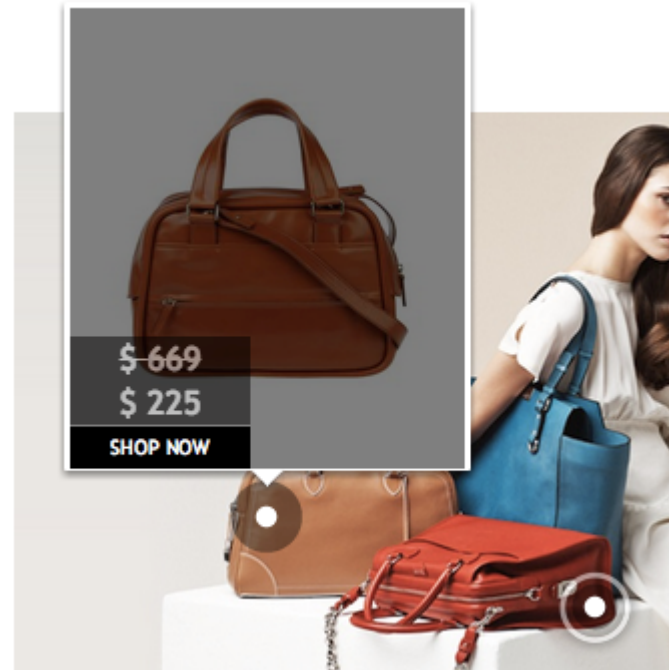
**Tawkers:** Tawkers lets users host live web chats. Once the live chat is ended, conversations can be embedded and published to a website.

**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 single keyword.

**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*

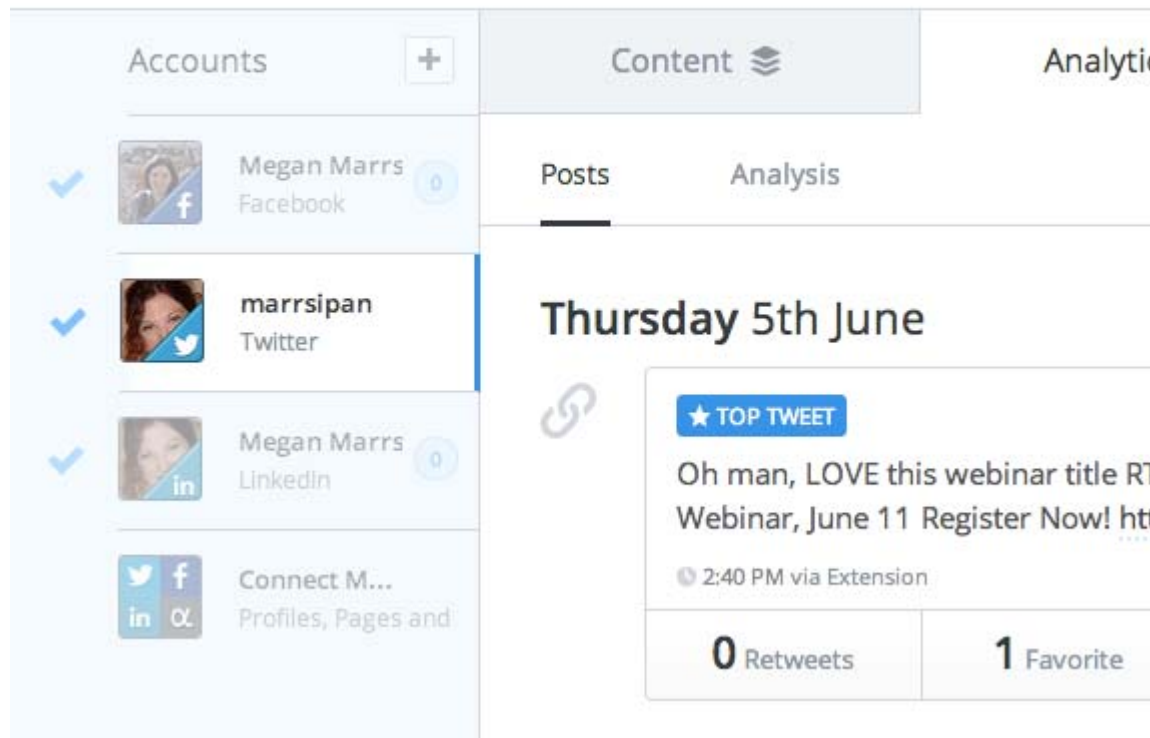
**Contently:** Contently helps businesses find and collaborate with quality freelance writers.

**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



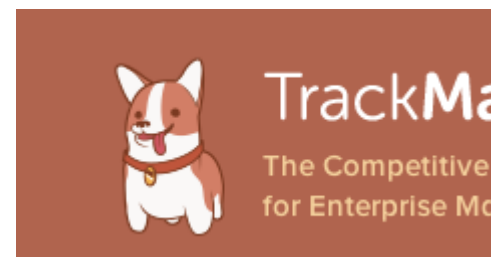
**HootSuite:** Manage all your social media accounts, track mentions, respond to fan interaction, and schedule posts with this.

**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]

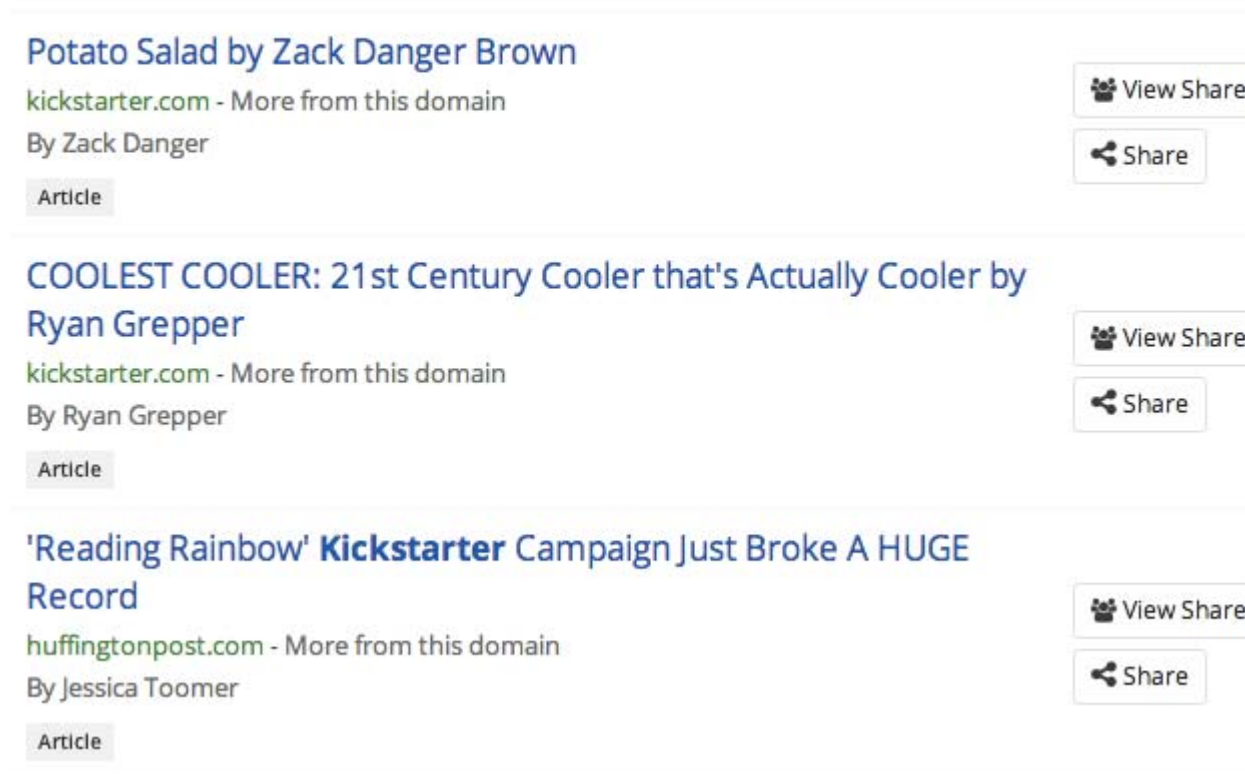


# Content Analytics & Measuring

*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, author, domain, and a 'View Share' button. The first article is 'Potato Salad by Zack Danger Brown' from kickstarter.com, by Zack Danger. The second is 'COOLEST COOLER: 21st Century Cooler that's Actually Cooler by Ryan Grepper' from kickstarter.com, by Ryan Grepper. The third is ''Reading Rainbow' Kickstarter Campaign Just Broke A HUGE Record' from huffingtonpost.com, by Jessica Toomer. Each article entry also has a 'Share' button and a small 'Article' tag.

Title	Author	Domain	Category
Potato Salad by Zack Danger Brown	Zack Danger	kickstarter.com	Article
COOLEST COOLER: 21st Century Cooler that's Actually Cooler by Ryan Grepper	Ryan Grepper	kickstarter.com	Article
'Reading Rainbow' Kickstarter Campaign Just Broke A HUGE Record	Jessica Toomer	huffingtonpost.com	Article

## 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



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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