



32 Free (& Almost Free) Content Marketing Tools



Megan Marrs
Last Updated: January 10, 2022 | Content Marketing

[Home](#) — [Blog](#) — 32 Free (& Almost Free) Content Marketing Tools

Marketers get by with a little help from their friends – well let us introduce you to 32 new friends! These free and nearly free content marketing tool should help make your job a little easier.

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 you so far). Unless marked as a paid tool, all content tools listed here have at least some kind of free offering.

- **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

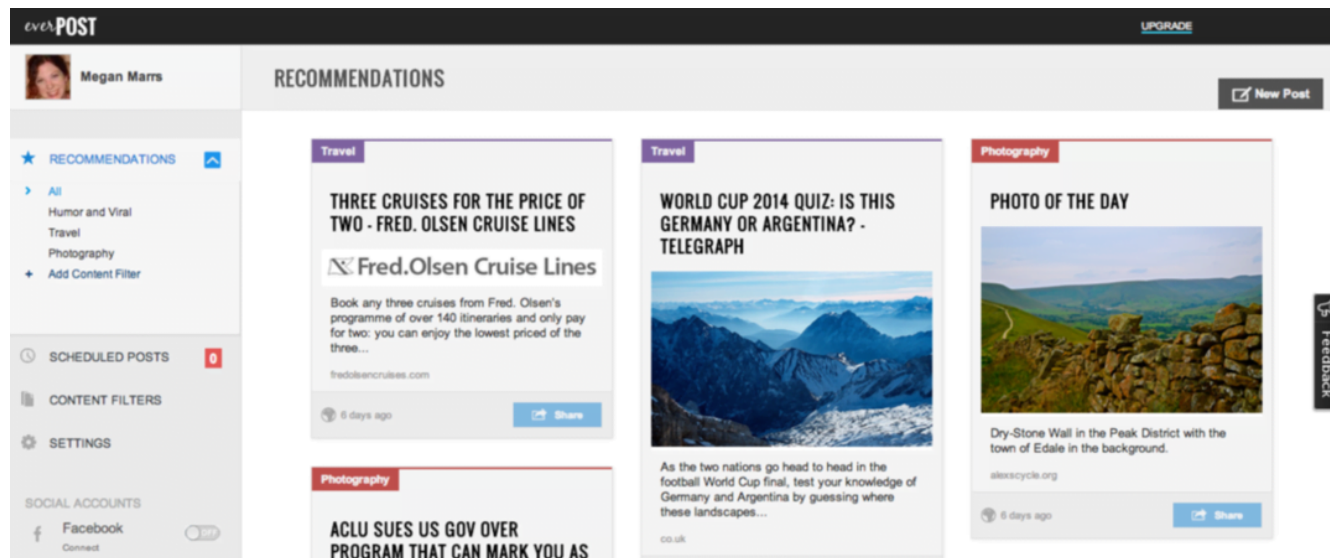
Storify: Storify is a great content curating tool that lets you collect various social media elements on a chosen topic and present them all in one sleek format. Alternatively, you can search a topic on Storify and see what other users have created.



Feedly: Feedly is a great RSS reader that lets you stay updated on the latest and greatest blog content. Feedly is stylish and streamlined, making it easy to add, sort, and organize content.



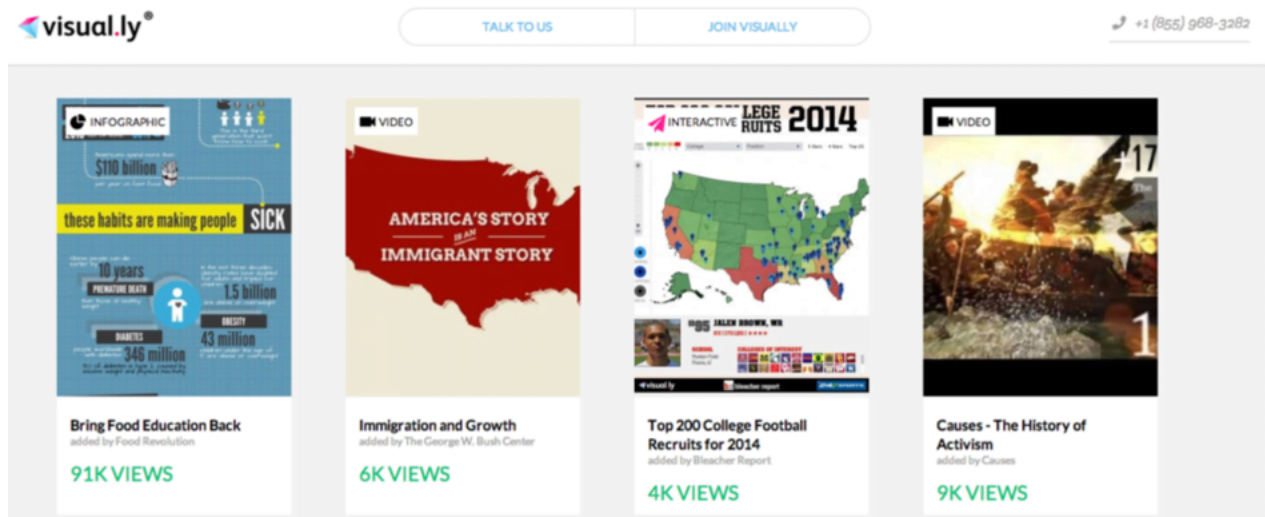
EverPost: EverPost is another great content curating tool, letting you find new stories based on your pre-selected favorite topics.



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-quality, customized infographic content pieces.



Prezi: Elegant visual presentations that can be edited and shared in the cloud. Free version allows for public presentations smaller than 100MB. Paid options allow offer more features and space.

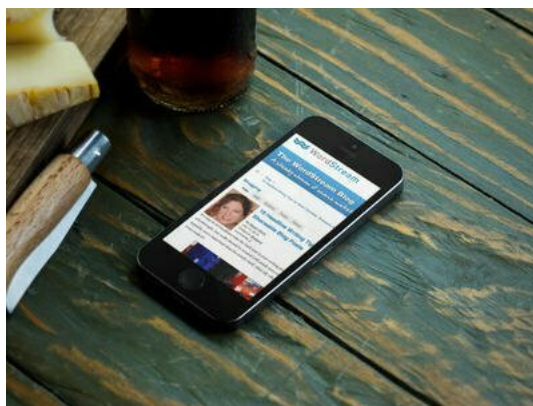
Powtoon: Powtoon is an animated content creation tool to help you make custom animated videos – great for [explainer videos](#). The paid version offers more images to use, HD quality, and the ability to create animations longer than 5 minutes.



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 easy-to-use features makes GoToMeeting one of the most popular webinar platforms around. Recording webinars allows users to create and share video resources that can be used as valuable content pieces. If you're not sure [how to do a webinar](#), check out Dan's post. [Free Alternative: Google Hangouts]

Placelt: Placelt lets you upload images of your product or website and insert them into high-quality photos. Small image downloads are free, larger files will cost you.



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

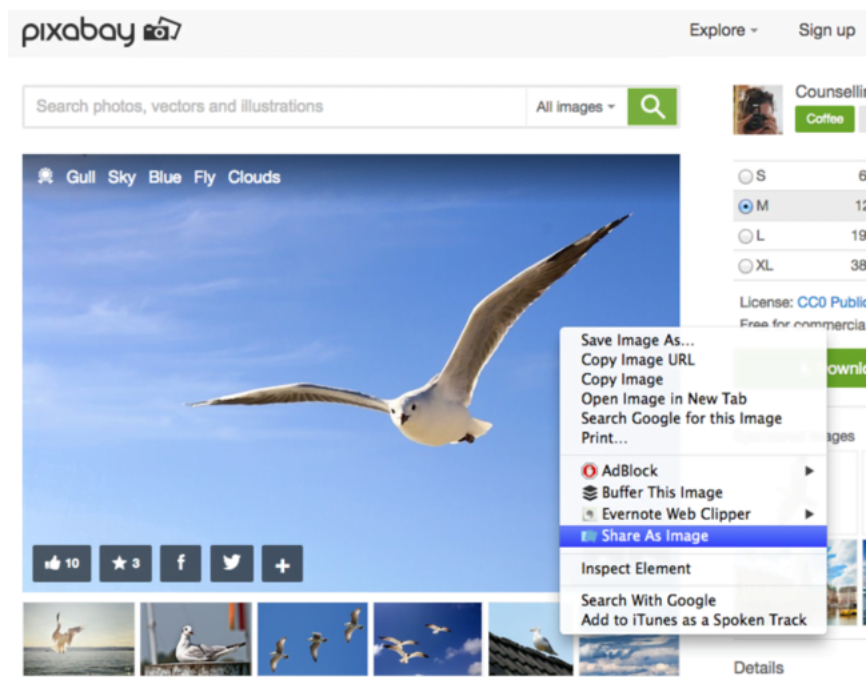


Image from [AndroidNova](#)

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

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.

Share As Image: Share As Image is a super cool free app that lets you turn any image you see into a custom content piece. Download the app (or use the Chrome plugin), find an image you like, click "share as image," and customize the image with beautiful text fonts or Instagram-esque filters.



Share As Image makes it easy to create cover images for your blog posts or quotable images that tend to populate much of Pinterest. Once you've created your image content, you can save the pic or share it on various social media networks, all from within the app. Download the pro version and get a huge collection of stock photos, patterns, and the option to replace the Save As Image watermark with your own. This one is a must-have for content creators – check it out!

Quora: Quora lets users ask questions and receive answers. Content marketers can use it to discover what kind of questions their audiences are asking. Use Quora for blogging inspiration – answer Quora questions through a high-quality blog 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 topics of your choosing. Share and promote your online newspaper via social media (sorry paper boy, you're fired).

ThingLink – ThinkLink lets you create custom [interactive](#) images by adding clickable icons to links, video, text, music, other images, you name it!



Tools for Finding Content Creators

Content marketing tools 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, and reviews before hiring them. oDesk helps you confidently hire content creators, guiding and helping you along the way.

Content Promotion & Management Tools

Content marketing 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 your social media accounts at various times spread throughout the day.

The screenshot shows the Buffer web interface. At the top, there's a navigation bar with the Buffer logo, an "Upgrade to Awesome" button, and links for "Help" and "My Account". Below this is a secondary navigation bar with tabs for "Accounts", "Content", "Analytics", "Schedule", and "Settings". The "Accounts" sidebar on the left lists connected accounts: Megan Marrs (Facebook), marrsipan (Twitter), and Megan Marrs (LinkedIn), along with a "Connect M..." option for profiles, pages, and other services. The main content area is titled "Thursday 5th June" and displays a tweet. The tweet is a retweet of a post from @WordStream, with the text: "Oh man, LOVE this webinar title RT @WordStream: Honey, I Shrank My Wasted Spend: NEW Webinar, June 11 Register Now! http://buff.ly/1jVgEr6 ...". It was posted at 2:40 PM via an extension. Below the tweet text are statistics: 0 Retweets, 1 Favorite, 0 Mentions, 0 Clicks, and 246 Potential.

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

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

Mail Chimp: One of the most popular platforms for email marketing management, Mail Chimp lets you organize contacts, send emails, and track results.

DivvyHQ: An editorial calendar management system to help keep you stay organized and on task while collaborating with team members. [Paid. Free Alternative: Google Drive]

TrackMaven: Track all your content pieces across organic, paid, and social mediums, and easily compare your results to competitors. Plus, their logo is a really, really adorable corgi. [Paid]



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

Tools to measure and analyze content marketing performance

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

Buzzsumo: Lets users analyze content performance across social mediums. Just search a keyword or topic and see which articles on the web are getting it right. Observe the successful posts and replicate for your own benefit.

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
<p>Potato Salad by Zack Danger Brown</p> <p>kickstarter.com - More from this domain</p> <p>By Zack Danger</p> <p>Article</p>	338,790	895	24,462	32	3,168	367,347
<p>COOLEST COOLER: 21st Century Cooler that's Actually Cooler by Ryan Grepper</p> <p>kickstarter.com - More from this domain</p> <p>By Ryan Grepper</p> <p>Article</p>	165,747	394	2,984	1,406	735	171,266
<p>'Reading Rainbow' Kickstarter Campaign Just Broke A HUGE Record</p> <p>huffingtonpost.com - More from this domain</p> <p>By Jessica Toomer</p> <p>Article</p>	83,772	34	279	10	139	84,234

Other Content Marketing Tools

Ubbersuggest: A free keyword suggestion tool that gives you a very healthy assortment of keyword suggestions based on your input.

Advocate: Measure and track your own employees and how they share your content. Lets you prioritize content you want employees to focus on sharing, and see which of your employees is having the biggest impact on customers. [Paid]

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 purposes.

The image shows the Creative Commons Search interface. At the top, there's a green navigation bar with the Creative Commons logo and links for About, Licenses, Public Domain, Support CC, Projects, and News. A search bar is on the right. Below the navigation bar is a large green search button with the CC logo and the text "Search" and "Find content you can share, use and remix". To the right of the search button is a text input field with the placeholder "Enter your search query". Below the input field are two checkboxes: "I want something that I can..." with "use for commercial purposes;" and "modify, adapt, or build upon." checked. Below this is a "Search using:" section with four buttons: "Europeana Media", "Flickr Image", "Fotopedia Image", and "Google Web".

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 with your audience. [Paid]



MEET THE AUTHOR
Megan Marris

Megan Marris is a veteran content marketer who harbors a love for writing, watercolors, oxford commas, and dogs of all shapes and sizes. When she's not typing out blog posts or crafting killer social media campaigns, you can find her lounging in a hammock with an epic fantasy novel.

See other posts by [Megan Marris](#)

The image is a promotional graphic with a blue background. On the left, there's a table titled "Keywords for bikes" with columns for Search Volume, CPC, and Competition. A magnifying glass is focused on the "kids bikes" row. On the right, there's a large white text area with the headline "It All Starts with Keywords" and a white button with the text "Get My Free Keywords".

Keywords for bikes	Search Volume	CPC	Competition
bike race	135,000	\$0.56	Low
kids bikes	90,500	\$0.92	Low
bike store	60,500	\$1.25	High
girls bike	49,500	\$0.90	Low
bicycles for kids	27,100	\$2.58	High
adult tricycle			
children bike			

More Articles Like This



26 Types of Marketing Collateral Every Business Needs



352 Copywriting Power Words to Use for Content That Pops



12 Super Cool AI Content Generators You Have to Try

Comments

Please read our [Comment Policy](#) before commenting.



Join the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS [esolutioncenter](#) • a year ago

Thanks for this great list of tools here! so useful

^ | ▾ • Reply • Share ›

[WordStream](#) Mod → [esolutioncenter](#) • a year ago

No problem! Hopefully you've found some favorites to start using!

^ | ▾ • Reply • Share ›

[Fianna Fouzia](#) • a year ago

Worth reading.

^ | ▾ • Reply • Share ›

[WordStream](#) Mod → [Fianna Fouzia](#) • a year ago

glad you found it helpful, Fianna!

^ | ▾ • Reply • Share ›

[Ramkumar Singaram](#) • 2 years ago

Bookmarked!! Thank you. :)

^ | ▾ • Reply • Share ›

[WordStream](#) Mod → [Ramkumar Singaram](#) • 2 years ago

Thank YOU for letting us know this post was helpful!

^ | ▾ • Reply • Share ›

[Kumpenny Solutions](#) • 2 years ago

Thanks for the wonderful article. It will really help us.

Thank You.

^ | ▾ • Reply • Share ›

[Shailesh](#) • 4 years ago

Hi,

I want to thank Megan for this awesome article. I have trying some content & Social media marketing and Management tool.

Thanks

^ | ▾ • Reply • Share ›

[Aira](#) • 5 years ago

GotoMeeting did wonders for me and my team. I love that it has a free trial so that you can test the waters before you buy it. I love this list because most of them are free. There are some things here that I want to include in my content marketing tools list back at [BoostBlogger.com](#). Can I include them?

^ | ▾ • Reply • Share ›

[homepageusa](#) • 6 years ago

Having all 32 free tools for content marketing and just for free, are just great. Most of these tools are reliable, effective and flexible. It reduces its operations costs thereby maximizing profits in the process.

^ | ▾ • Reply • Share ›

[Elia](#) • 7 years ago

Hi Megan, thanks for the nice article. Among the tools you presented we are intensively using Buffer. Also I would like to bring to your attention a new content curation platform:

Segmento makes content marketing easy, it searches news on the web for you, it will rank them based on their social impact and allows you to share them easily on your social channels.

^ | ▾ • Reply • Share ›

[Maria](#) • 7 years ago

Hi Megan, thanks for the nice list! Also there is a new content curation and social media publishing platform LikeHack ([likehack.com](#)), which

allows to work with any type of content source in any language. It's very useful! Cheers! :)

^ | v · Reply · Share ›



catalina · 7 years ago

Hi Megan,

I want to thank you for this article. I appreciate the structure and the examples. There are incredible numerous content marketing tools and I found to be pretty hard to choose what is the most suitable, not to mention affordable.

^ | v · Reply · Share ›



D. Freeman · 7 years ago

Thanks Megan. It's a beautiful piece. I have tried some of these tools and they are pretty cool. .

I also use sg.serpstat.com which helps me generate relevant content keywords. have you tried it out?

<div> </div>

^ | v · Reply · Share ›



janis newton · 7 years ago

Thanks for sharing good stuff!

This post is definitely going to my bookmarks)))

I would also put my five cents and suggest the other keyword tool [sg.serpstat](http://sg.serpstat.com), which I like for its question_only mode.

Quite useful for title suggestion.

^ | v · Reply · Share ›



ceo email database · 7 years ago

Hi,

Thanks for your post.it is very nice post. I am interesting of this post and I think every body like this post.

^ | v · Reply · Share ›



Richa Varma (SEO Copywriter) · 8 years ago

Hey Megan,

This is an *absolutely* awesome and comprehensive collection of tools that you've compiled here.

As a relatively new player in the freelance SEO Copywriting market, I fully confess to having turned like a kid in a candy store with this list. :-)

Thanks a ton for sharing.

^ | v · Reply · Share ›



Megan Marrs → [Richa Varma \(SEO Copywriter\)](#) · 8 years ago

Happy to help Richa! Have fun, there are some pretty great goodies in here!

^ | v · Reply · Share ›



Elli · 8 years ago

Hey Megan!

A special thank you for Content promotion and management tools - I found something new for me.

Regarding content marketing tools - I would probably also add [Styla \(styla.com\)](http://styla.com), it looks quite sophisticated and I think it's really something for companies that want to create extra awareness for their e-commerce projects by creating a unique content.

But all in all, thanks for the list, there are definitely things worth using.

Cheers! :)

^ | v · Reply · Share ›



sandybrown → [Elli](#) · 7 years ago

content marketing is good way to improve your site traffic.

^ | v · Reply · Share ›



Megan Marrs → [Elli](#) · 8 years ago

Thanks Elli - I'll check out [Styla](http://Styla.com). At first glance it seems pretty similar to Paper.li, but maybe there is something more there.

^ | v · Reply · Share ›



Elina · 8 years ago



I these are such nice tools for content marketing, although Evernote is one of my favorite tools and with addition of Skitch it becomes more effective.

^ | v · Reply · Share ›



Artem · 8 years ago

Good list Megan!

Lot's of very useful tools.

However I'd put keywordtool.io instead of Ubersuggest. It gives more keyword suggestions, and has way better UI. Have you used it yet?

^ | v · Reply · Share ›



Megan Marris → Artem · 8 years ago

Hey Artem - thanks, I definitely like the look and feel of keywordtool.io over Ubersuggest, and it seems very comparable in terms of keyword results.

^ | v · Reply · Share ›



Emmanuel · 8 years ago

Hello Megan,

When it comes to content curation, Feedly of course seem to be favourite among many including myself.

You have shared with us really great tools and to be honest with you, I am hearing some of those tools above for the first time and it is of course worth trying them as well.

Thanks!

PS: I found this post of yours shared on kingged.com

^ | v · Reply · Share ›



Megan Marris → Emmanuel · 8 years ago

Feedly is a favorite of mine as well Emmanuel. Glad I could introduce you to a few new ones. :)

^ | v · Reply · Share ›



Promotional Products Canada · 8 years ago

Very useful. But most of these are generic links and direct links are more helpful.

^ | v · Reply · Share ›



Shrikrishnap · 8 years ago

I made a video using tool mentioned in above post & it is really cool. I did it with Powtoon.

Thanks for these super cute free tools.

^ | v · Reply · Share ›



Megan Marris → Shrikrishnap · 8 years ago

:D That's great to hear! You're welcome.

^ | v · Reply · Share ›



Elokenz · 8 years ago

Hi Megan,

Thanks for the list, I discovered Trackmaven with your article. I did not catch if it was free or paid (I guess the second is more likely). At elokenz we focus on bloggers and track down social mentions of their articles. Could be worth trying for blogger who are using the authorship tag.

^ | v · Reply · Share ›



Megan Marris → Elokenz · 8 years ago

Awesome! Let me know how you like it. Definitely smart to keep track of your blog mentions.

^ | v · Reply · Share ›



Dave Schneider · 8 years ago

<style type="text/css">


/*--*/


</style>Hey Megan,


A great list of tools here. I am developing a content marketing tool myself, though it is not free, but I hope you will find a place for it sometime in the future :)


Thanks again


Dave at NinjaOutreach
^ | v · Reply · Share ›

 **Megan Marris** → Dave Schneider · 8 years ago
Good luck Dave! Create a great tool and the love will come. :)
^ | v · Reply · Share ›

 **Andrew Solomon** · 8 years ago
Thanks for all of those awesome tools! I definitely bookmarked a few of those to see if they'll fit into my workflow. I'm particularly excited about Storify and Powtoon. Thanks again!
^ | v · Reply · Share ›

 **Nicole Kohler** · 8 years ago
I have never seen Placelt before and it is amazing! Been looking for something just like that. :) Thanks so much for sharing this list, Megan!
If I can offer a suggestion of my own: Hemingway is an excellent tool for the composing side of content marketing. It checks your grammar as you type and highlights things like passive voice, run-on sentences, etc. I am in love with it!
^ | v · Reply · Share ›

 **Megan Marris** → Nicole Kohler · 8 years ago
Hey Nicole - Isn't Placelt great? I wish I had found it sooner - so so handy, I can think of many times when I could have used it earlier. Wow, Hemingway looks really cool - I'm gonna check it out and report back. Thanks for sharing it!
^ | v · Reply · Share ›

 **pratul** · 5 years ago
Hi, can you tell me any website for copyright free images or videos, articles for social media contents ? Thanks!
^ | v 1 · Reply · Share ›


 [Subscribe](#)  [Add Disqus to your site](#) [Add Disqus](#)  [Do Not Sell My Data](#)

Sign up for our weekly newsletter!

Email Address:

[Sign Up](#)

Related Articles



26 Types of Marketing Collateral Every Business Needs



352 Copywriting Power Words to Use for Content That Pops



12 Super Cool AI Content Generators You Have to Try



How to Write a Case Study (+10 Examples & Free Template!)

82%

Fundamentals

Without the right foundation, you won't be able to unlock the power of Facebook & Instagram advertising to drive your business goals. You failed **1 out of 5 areas** that are necessary to your success. Let's take a look.

- FAILED**
Number of Ads per Ad Set
You should have at least 2 ads for each of your ad sets for optimal performance.
- PASSED**
Use of Location Targeting
All of your ad sets have some level of location targeting.
- Ad Frequency**
Your ad frequency is below 6, which means people are likely not overexposed to your ads.
- Facebook Unified Pixel**
Great job! You've installed the Facebook Unified Pixel on your website and are tracking conversions.
- Actionable Organic Posts**
You create a good amount of actionable posts that drive users to an action.

Free Google Ads Performance Grader

Find out if you're making mistakes with Google Ads.

Get My Free Report



Learn

[Blog](#)

[Top Blog Posts](#)

[Guides](#)

[PPC University](#)

[Marketing 101](#)

[Infographics](#)

Free Tools

[Google Ads Grader](#)

[Facebook Ads Grader](#)

[Free Keyword Tool](#)

[Website Grader](#)

Marketing Tips

[Persuasive Ad Examples](#)

[Facebook Ad Examples](#)

[Real Estate Marketing Tips](#)

[Increase Traffic to My Website](#)

[30 Ways to Promote Your Business](#)

[Restaurant Marketing Strategies](#)

Company

[About WordStream](#)

[About LOCALiQ](#)

[Solutions](#)

[Careers](#)

Contact Us

855.967.3787

+1.866.971.0933



© WordStream. All Rights Reserved. | [Privacy Policy](#) | [Trademarks](#) | [Legal](#)