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# 7 Free Tools That Can Transform Your Content Marketing

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A study by Kapost found that content marketing acquires three times as many leads per dollar spent in comparison to paid search. While the effectiveness of content marketing isn't in question, for a new business, the costs might be.

business, the limited budget I had was stretched pretty thin. The thought of allocating budget to marketing tools, however useful they may be, was not high on my agenda.

Fortunately, there are some great tools that you can use entirely for free to plan, organize and execute your content marketing strategy. Even if you don't have a big budget and you can't hire a team or invest in the best tools, there's still hope.

Here are seven free tools you can begin using immediately to drive results with your content marketing.

## 1. Canva

When it comes to photo editing and graphics, Adobe Photoshop is the industry standard. But if you can't see yourself paying for the software and investing a lot of time into learning it, Canva is a great alternative. Canva is free to use, though certain graphical elements in their library will cost a little bit of money. Fortunately, they have plenty of templates to choose from, and editing them to your liking is a cinch.

## 2. Thinglink

Thinglink allows you to create interactive images, videos and 360 content. You are surely aware of how popular and powerful infographics are. People love to engage with visual content. With Thinglink, you can create new types of content your users will love to engage with. For instance, you could take a map and allow people to roll over different sections and learn about the history of the area. There are plenty of possibilities with Thinglink, and if

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I swear by Trello, a Kanban-style project board that allows me to keep track of my content projects. For example, you could create lists for "planning", "outline", "writing", "editing", and "launch". This way, you would easily be able to see where each content piece you're creating is in the pipeline.

## 4. HubSpot's Blog Topic Generator

Writing great titles is essential to content marketing success. Unfortunately, not every content creator is also an expert copywriter. That's okay because HubSpot's Blog Topic Generator can help you come up with catchy titles that will get your content lots of views. Simply go to the Blog Topic Generator, enter three nouns relevant to your niche and wait for HubSpot to generate catchy headlines.

## 5. Pixabay

Blog posts with images tend to be more engaging than those without. But most of the time, you end up having to pay a lot of money for quality images. Fortunately, there are alternatives. Pixabay is a great site where you can find royalty free images. Use attractive images alongside your content to keep your audience visually stimulated.

## 6. Buffer

We all know the power of social media. Sharing your content on social is an absolute must because it can help drive traffic to your website, grow your social media following and engage your followers. But there are a couple of problems. One is that manually

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comes in, as it enables you to schedule your social media posts for a future time and day. This allows you to get more leverage out of each piece of content you create.

## 7. Infogram

I already made mention of infographics and how powerful they can be in helping you attract visitors and backlinks. The downside is that infographics can be quite difficult and costly to make. That is, of course, until Infogram came along. Infogram is a tool that allows you to create attractive charts, graphics, maps and dashboards in a matter of minutes. So, if you're looking to get more visual with your content, it's worth checking out.

## Final Thoughts

If you want to succeed in your content marketing efforts, you will need to plan well, stay organized and keep executing. Consistency is the absolute key to success. You must publish highly engaging content that's on a schedule to see results. So, take advantage of the above tools to begin generating results with your content marketing.

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