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Content Marketing Tools Guide

“Must Have Content Marketing Tools”



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20 Content Marketing Tools

Content Creation and Design Tools

#1 Storify

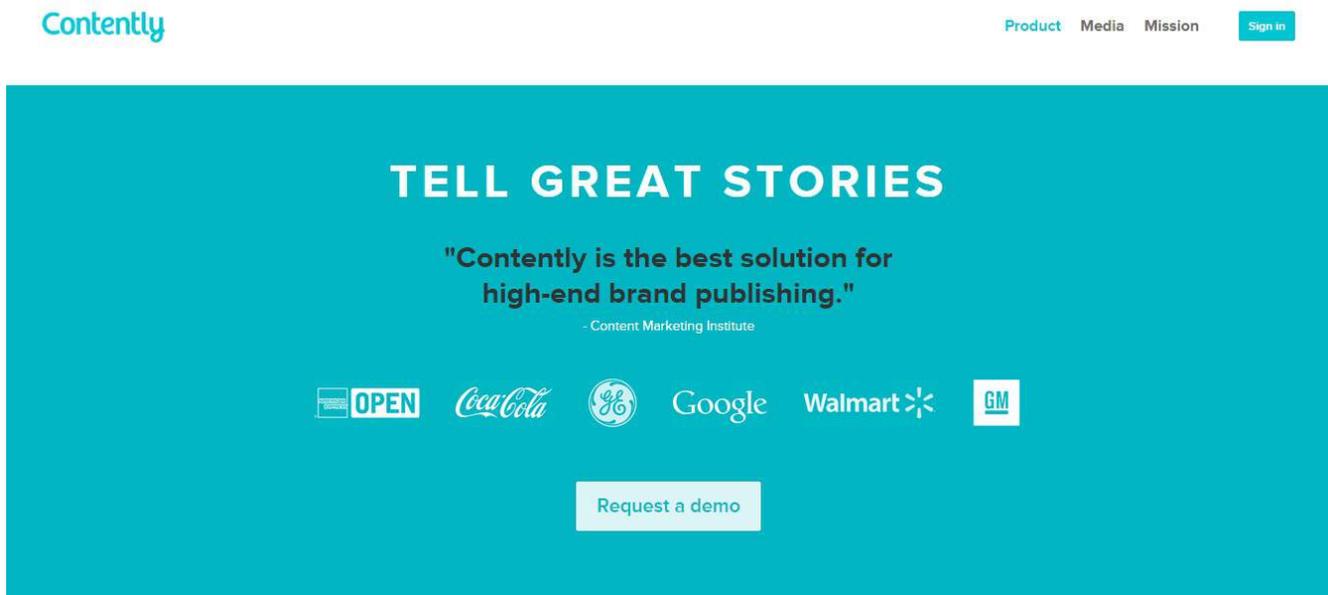
The image shows the Storify website landing page. The background is a vibrant blue with a pattern of white social media icons like Facebook, Twitter, and Instagram. At the top left is the Storify logo with the tagline 'by livefyre'. At the top right are links for 'Browse Stories' and 'Log In'. The main headline reads 'Simple, Social News'. Below this, a paragraph states: 'Storify is the easiest way to find, collect, and share what people are saying all over the web. Join top companies, brands, and agencies as well as millions of users on the best platform for leveraging social media.' Two buttons are present: a green 'Sign Up Free' button and a white 'Enterprise Plan' button with a blue border. At the bottom, there is a screenshot of the Storify interface showing a 'Welcome to the Brand New Storify' message and a search results page with 20 results.

Details at <https://storify.com/>

What is it? Storify is a renowned content curation tool.

What are the common uses? This tool acts a great platform to create socially integrated blog posts based on different stories and articles available on this platform.

#2 Contently

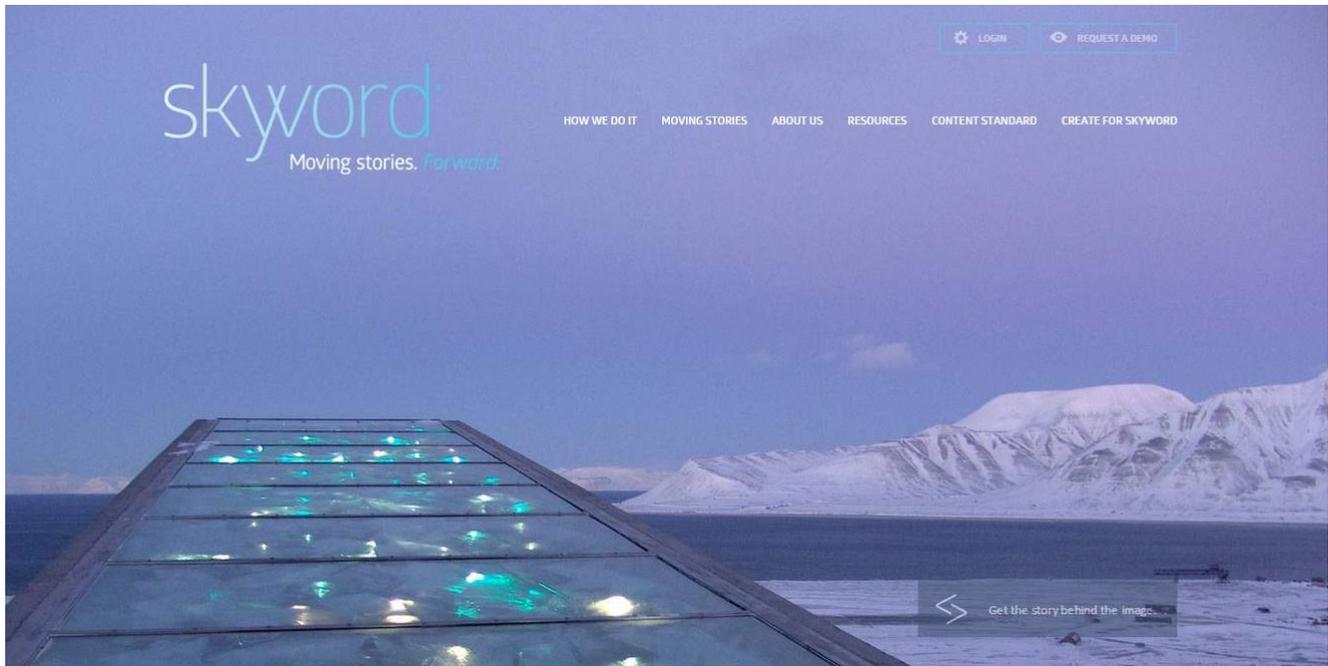


Details at <https://contently.com/>

What is it? It is a web-based platform for connecting publishers.

What are the common uses? Contently allows to create and optimize engaging content.

#3 Skyword



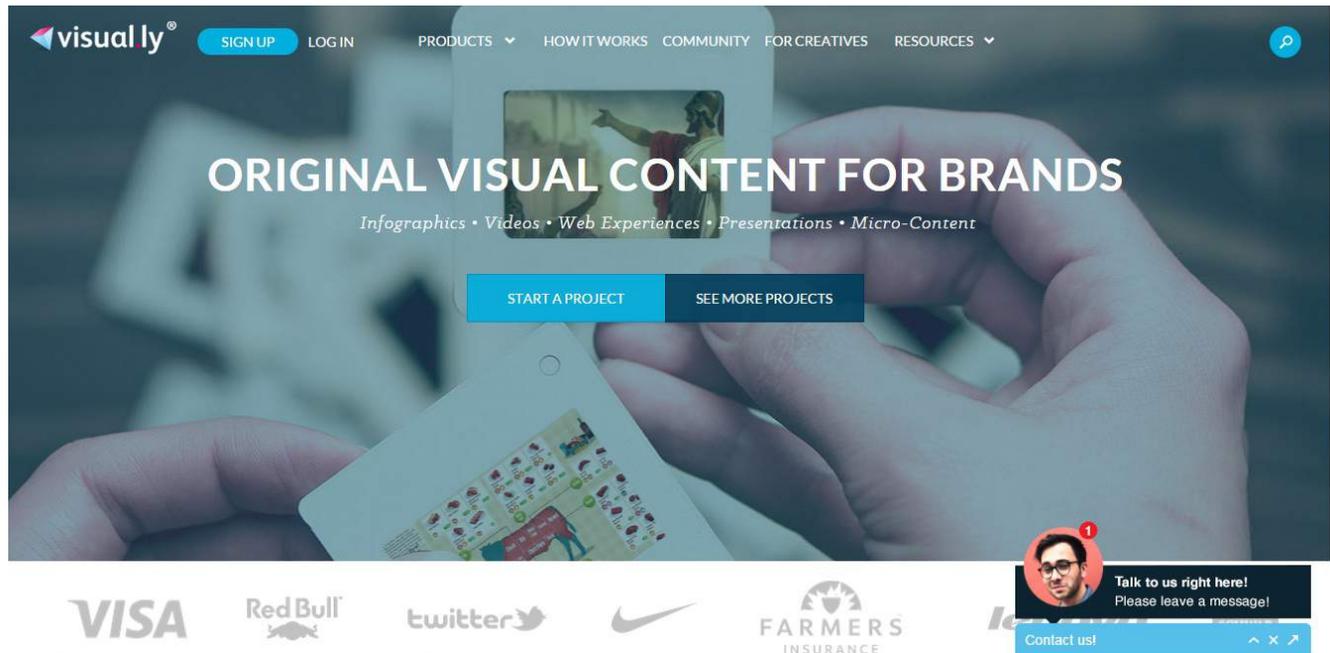
Details at <http://www.skyword.com/>

What is it? Skyword is that content marketing tool that enables you to create such engaging content that helps to get conversions.

What are the common uses? This tool is helpful not only for agencies but also for brands, media and retails.

Content Idea Tools

#4 Visual.ly

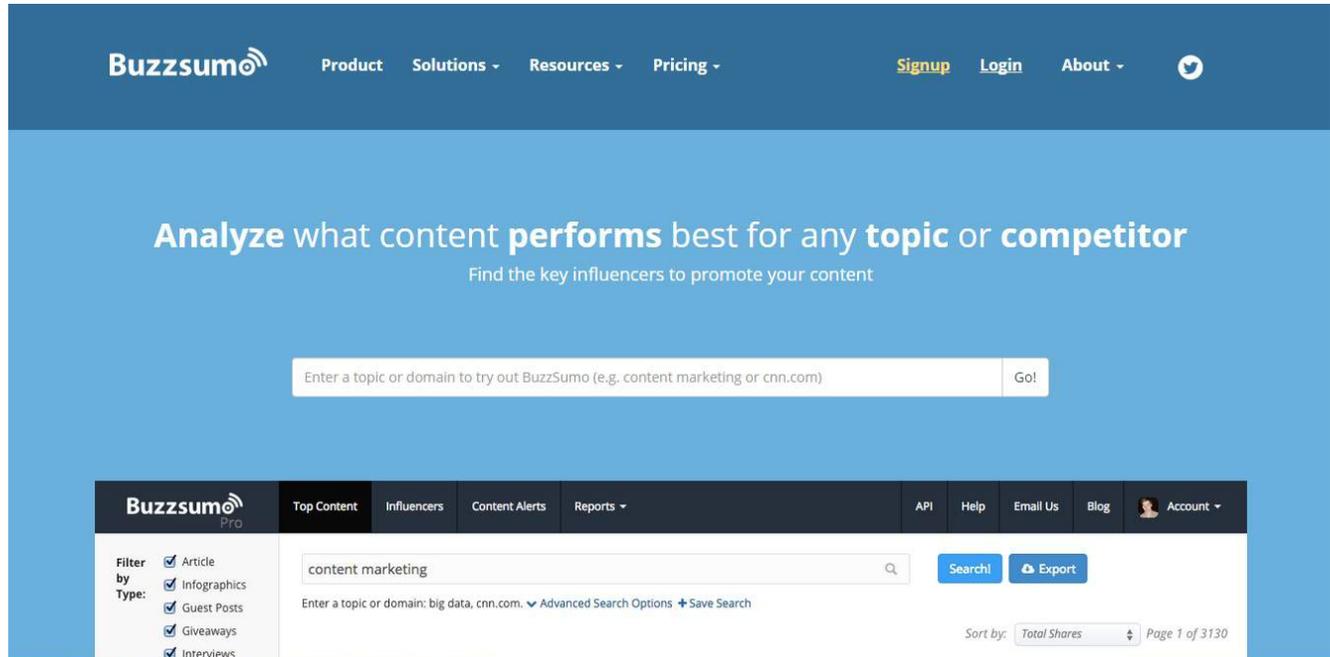


Details at <http://visual.ly/>

What is it? Visual.ly as the name suggest is a content designing tool.

What are the common uses? It is a great platform for data visualization, infographics, presentations, videos and micro content for social media.

#5 Buzzsumo

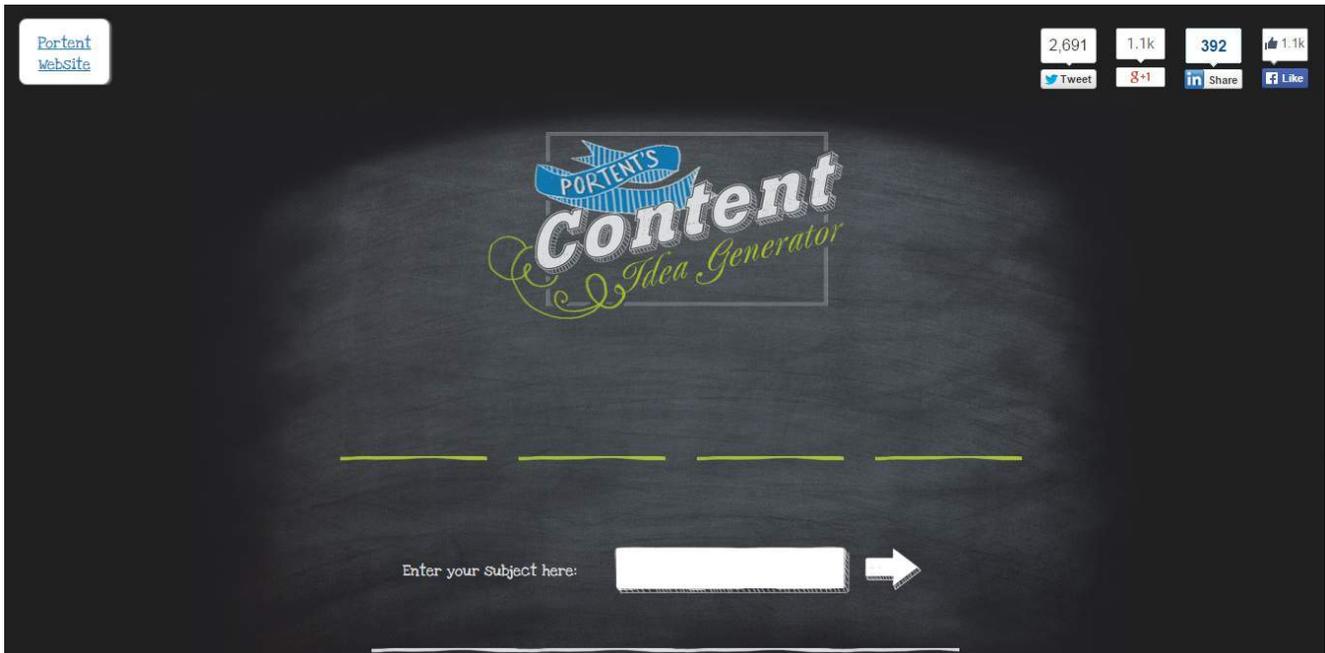


Details at <http://buzzsumo.com/>

What is it? Buzzsumo is a content idea generation tool.

What are the common uses? This tool presents detailed social media statistical information in the form of a dashboard.

#6 Portent's Content Idea Generator



Details at <http://www.portent.com/tools/title-maker>

What is it? As the name of the tool itself suggests, Portent's Content Generator tool allows the user to type in the favourite subject for blog post ideas.

What are the common uses? This tool is useful for best search results, however, it must be ensured that the keywords are grammatically correct.

Content Organization Tools

#7 Trello



Trello is the free, flexible, and visual way to organize anything with anyone.

Drop the lengthy email threads, out-of-date spreadsheets, no-longer-so-sticky notes, and clunky software for managing your projects. Trello lets you see everything about your project in a single glance.

[Sign Up – It's Free.](#)

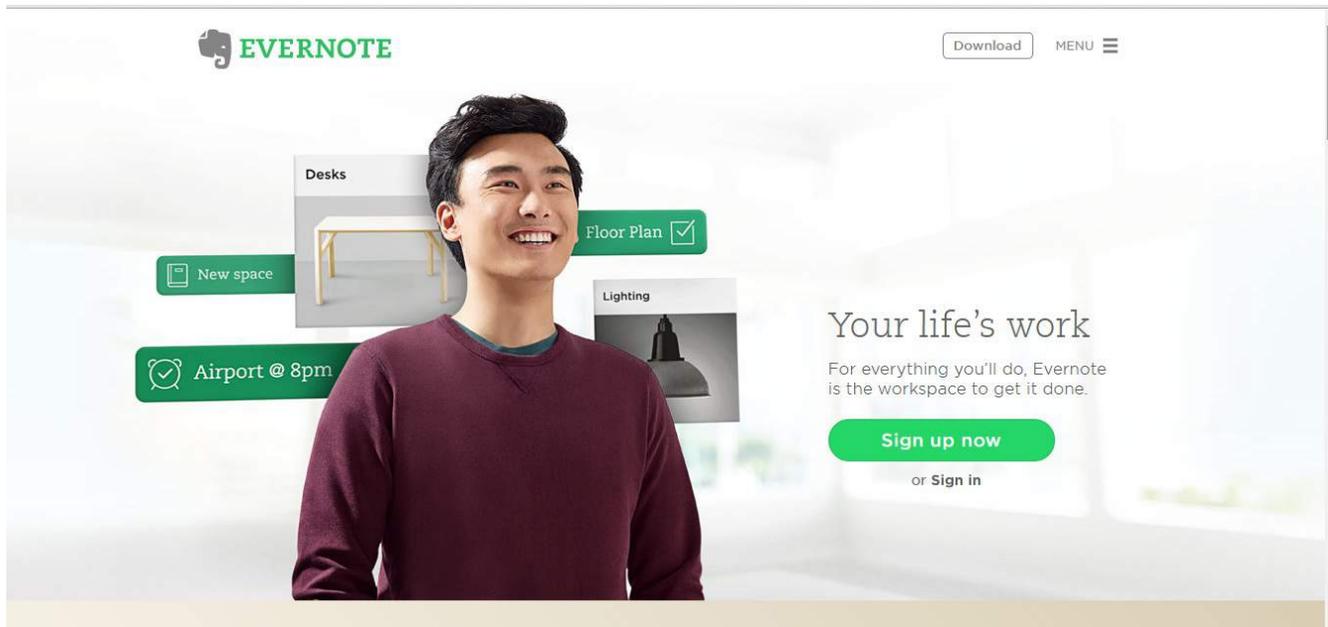
[Or log in](#)

Details at <https://trello.com/>

What is it? Trello is a great project management tool that allows the user to see everything related to that project at a single glance.

What are the common uses? This tool helps to perform functions like organizing content ideas, creating editorial calendar and tracking the performance.

#8 Evernote



Details at <https://evernote.com/>

What is it? Going by its name, Evernote does not allow any information to get missed out.

What are the common uses? This tool helps the user to create notes, track new content by keeping the things in an organized manner.

#9 Curata



Details at <http://www.curata.com/>

What is it? Curata is a content creation software that enable content creation to meet content curation.

What are the common uses? This is a useful tool that allows the user to find, organize and share content on particular topics, thus saving the time to manage content flow.

Content Promotion and Distribution Tools

#10 BuzzStream

BuzzStream Login | BuzzStream Home | Blog | About |

Build Relationships. Build Buzz.

Web-based software that helps the world's best marketers promote their products, services and content.

BuzzStream for LINK BUILDING
Automated tools for researching link prospects and conducting campaigns
[FIND OUT MORE](#)

BuzzStream for PR & SOCIAL MEDIA
Team-based software for building and managing relationships with influencers.
[FIND OUT MORE](#)

"I love that BuzzStream is a dedicated link building CRM that's not bloated with unnecessary features."

"BuzzStream makes my job so much easier working with the BuzzStream team because..."

[Have BuzzStream Questions?](#) ^

Details at <http://www.buzzstream.com/>

What is it? BuzzStream is one of the most profoundly used blogger outreach platforms.

What are the common uses? This tool helps to create email templates, set reminders, schedule mails, build links just like word of mouth marketing by creating a buzz, thus increasing website's traffic.

#11 Outbrain



outbrain

For Businesses & Brands For Media Companies About Blog Contact Help

Login or Register

GET YOUR CONTENT DISCOVERED.
Promote your content on premium websites

LEARN MORE >

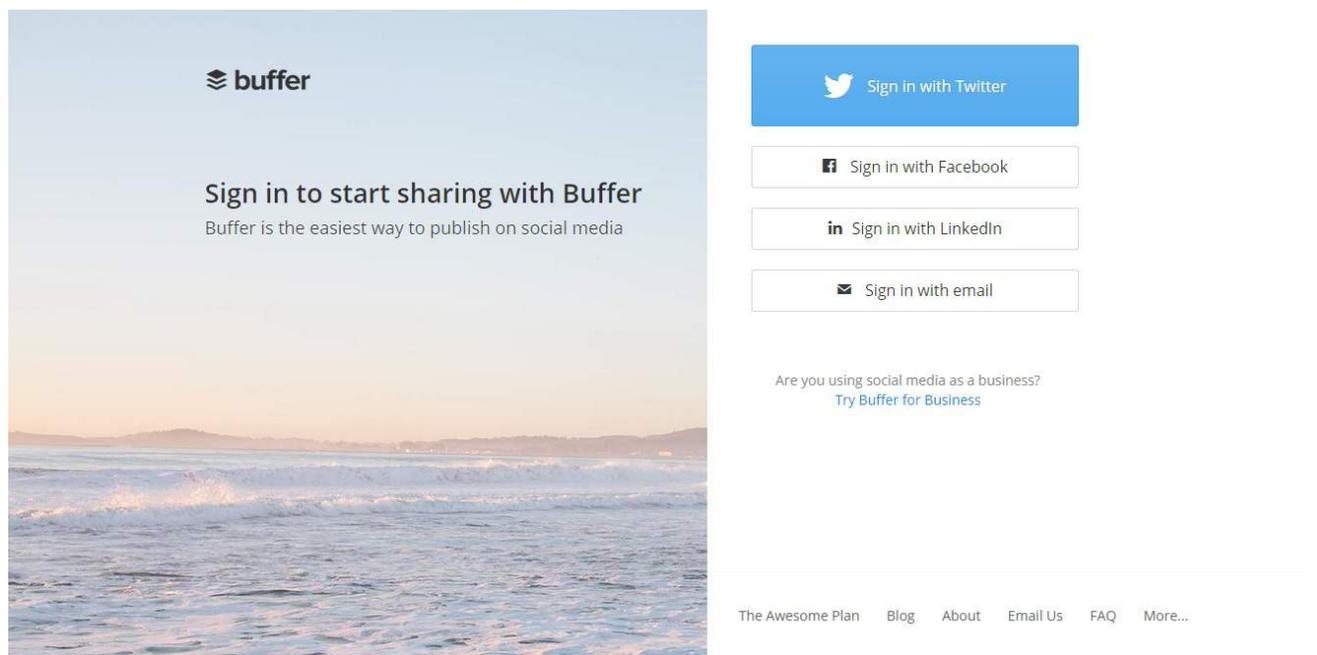
OUTBRAIN AMPLIFY:

Details at <http://www.outbrain.com/>

What is it? Outbrain is a content discovery platform.

What are the common uses? This tool helps to promote articles, videos, slide shows, infographics, or even earned media that offers informational or entertainment value to the audience.

#12 Buffer

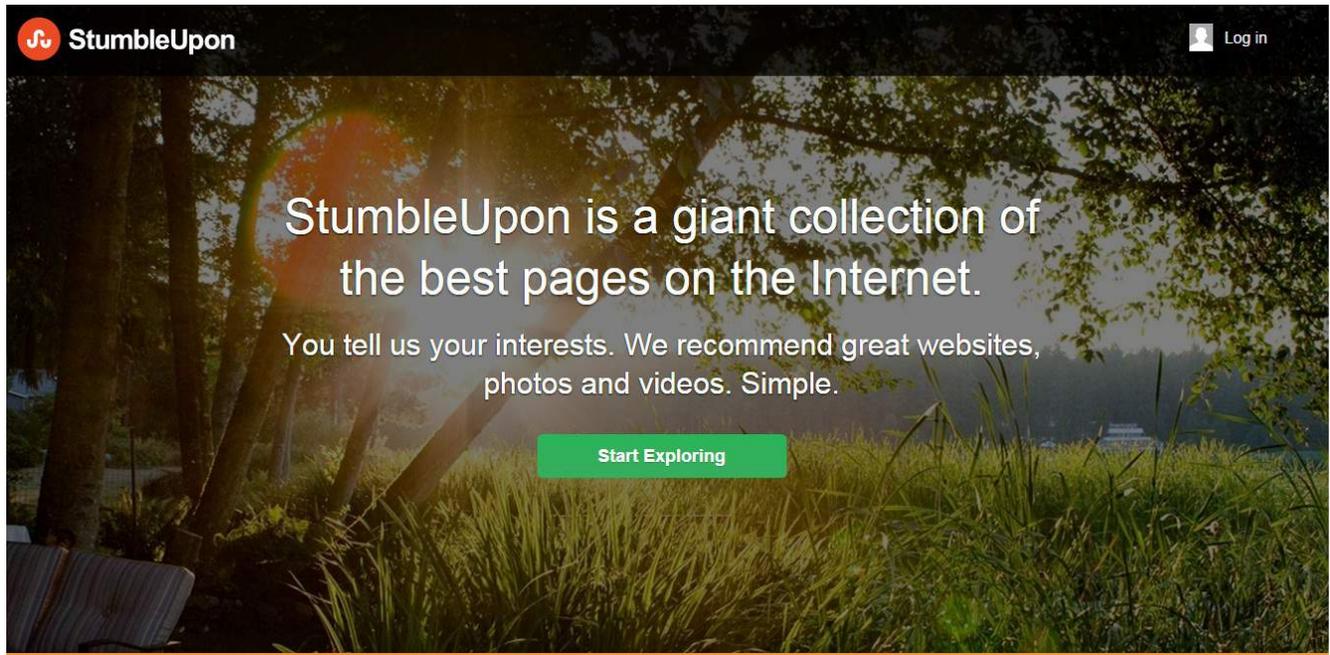


Details at <https://bufferapp.com/>

What is it? This tool helps the user to engage with the targeted set of audience at the right time thus driving more clicks on the post which ultimately leads to higher traffic on the website.

What are the common uses? Buffer allows the users to schedule the content in a short span of time on social media platforms with a view to increase the fan base and engagement level.

#13 StumbleUpon

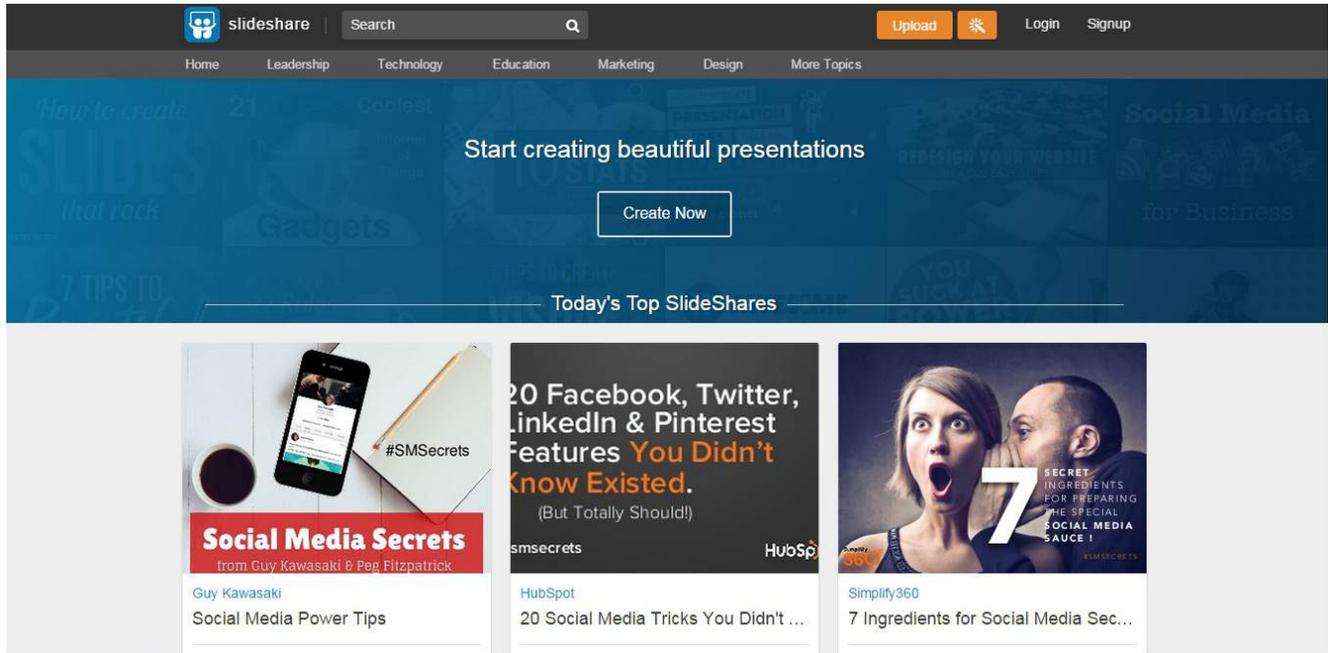


Details at <https://www.stumbleupon.com/>

What is it? As the name suggests, StumbleUpon is one such promotional application wherein the users surf the best of the web 'stumbling' upon the websites so as to match their attentions.

What are the common uses? The user can explore websites, content, photos, videos etc. and choose from amongst the available 500 interest categories.

#14 SlideShare

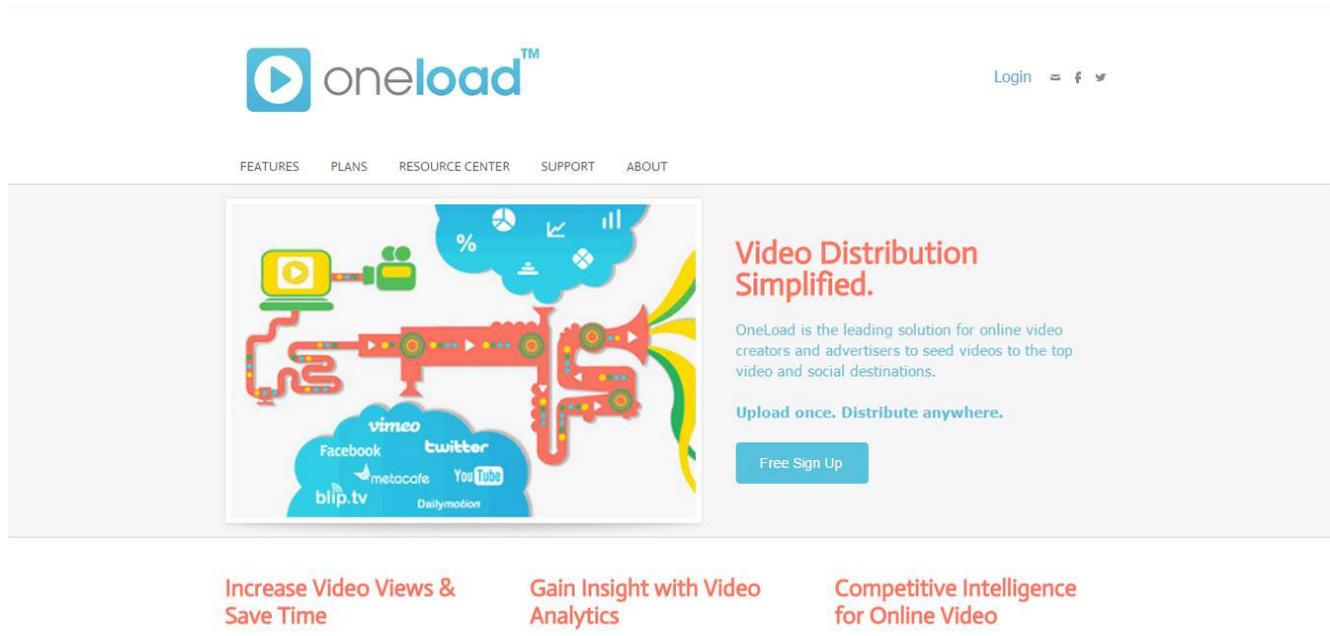


Details at <http://www.slideshare.net/>

What is it? SlideShare is a free tool that helps to add value to the blog posts, thus increasing its promotional value.

What are the common uses? This tool allows to upload and share presentations, documents, infographics, PDF's, videos etc. to be embedded into the blog post.

#15 OneLoad



oneload™

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FEATURES PLANS RESOURCE CENTER SUPPORT ABOUT

Video Distribution Simplified.

OneLoad is the leading solution for online video creators and advertisers to seed videos to the top video and social destinations.

Upload once. Distribute anywhere.

Free Sign Up

Increase Video Views & Save Time

Gain Insight with Video Analytics

Competitive Intelligence for Online Video

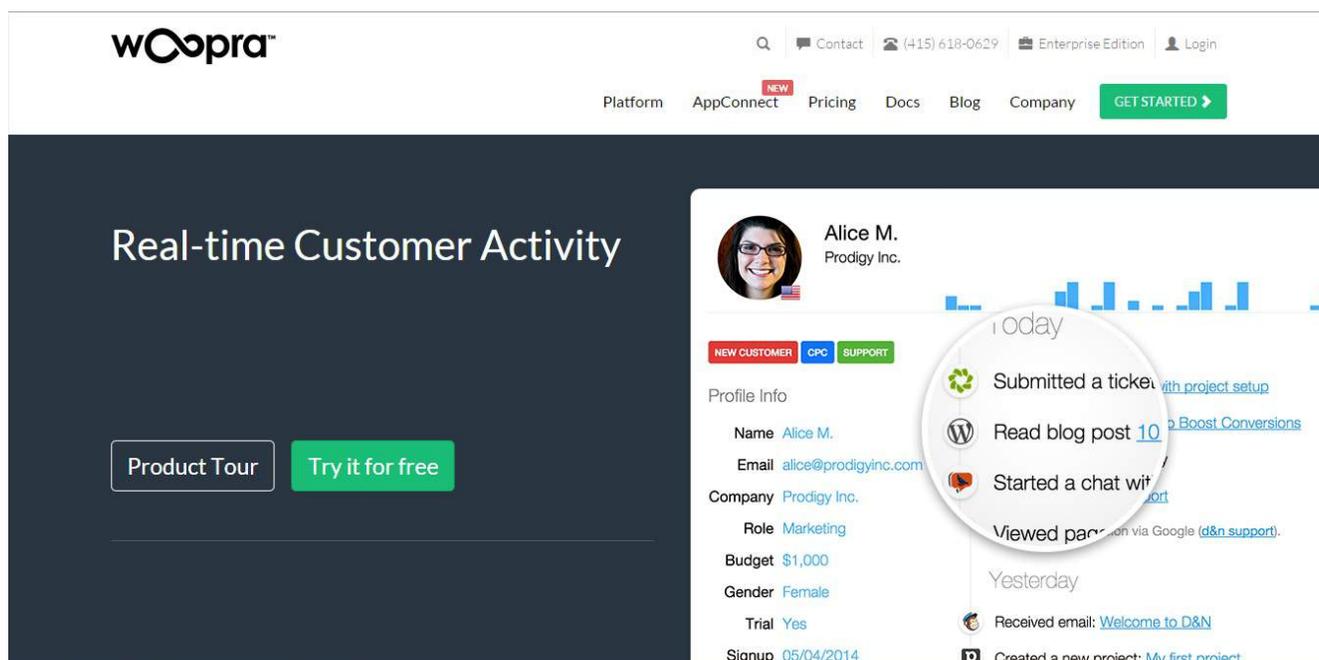
Details at <http://www.oneload.com/>

What is it? OneLoad is a video distribution tool.

What are the common uses? This tool helps to promote videos by distributing them to multiple websites by giving a boost to the video SEO and manage meta data.

Content Analytics Tools

#16 Woopra



The screenshot displays the Woopra website interface. At the top, the Woopra logo is on the left, and navigation links for Platform, AppConnect (marked as NEW), Pricing, Docs, Blog, and Company are on the right. A 'GET STARTED' button is also present. The main content area features a dark blue header with the text 'Real-time Customer Activity' and two buttons: 'Product Tour' and 'Try it for free'. Below this, a user profile for Alice M. from Prodigy Inc. is shown. The profile includes a photo, name, email (alice@prodigyinc.com), company, role (Marketing), budget (\$1,000), gender (Female), trial status (Yes), and signup date (05/04/2014). A circular callout highlights a list of activities for 'Today': Submitted a ticket with project setup, Read blog post 10 Boost Conversions, Started a chat with support, and Viewed page on via Google (d&n support). A 'Yesterday' section shows 'Received email: Welcome to D&N' and 'Created a new project: My first project'.

Details at <https://www.woopra.com/>

What is it? Woopra provides real-time data analysis of how the target audience is engaging with the available content.

What are the common uses? This tool turns out to be of great help as it displays user behaviour, thus giving the scope to identify the loop-holes and correcting them for better results.

#17 SocialBakers



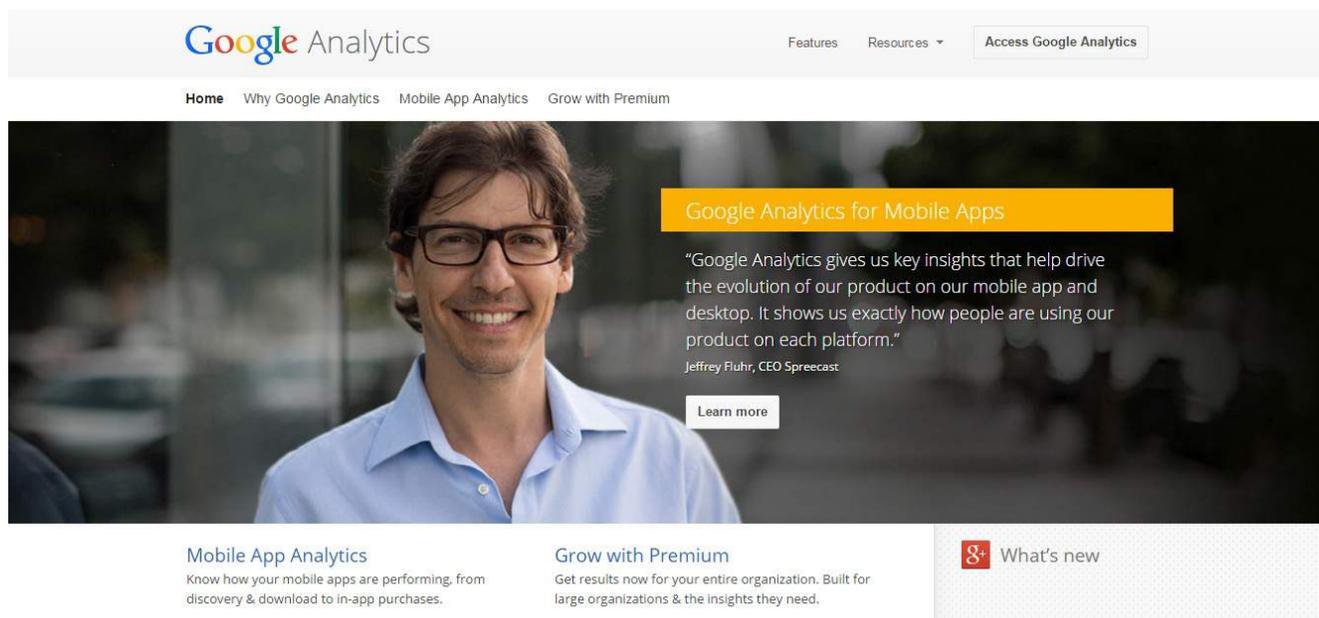
Latest Social Media News >

Details at <http://www.socialbakers.com/>

What is it? SocialBakers is a content marketing analytics and tracking tool.

What are the common uses? This tool helps the user to measure, compare and contrast the performance of the content, thus enabling to know which of the website's content is providing the best performance socially.

#18 Google Analytics

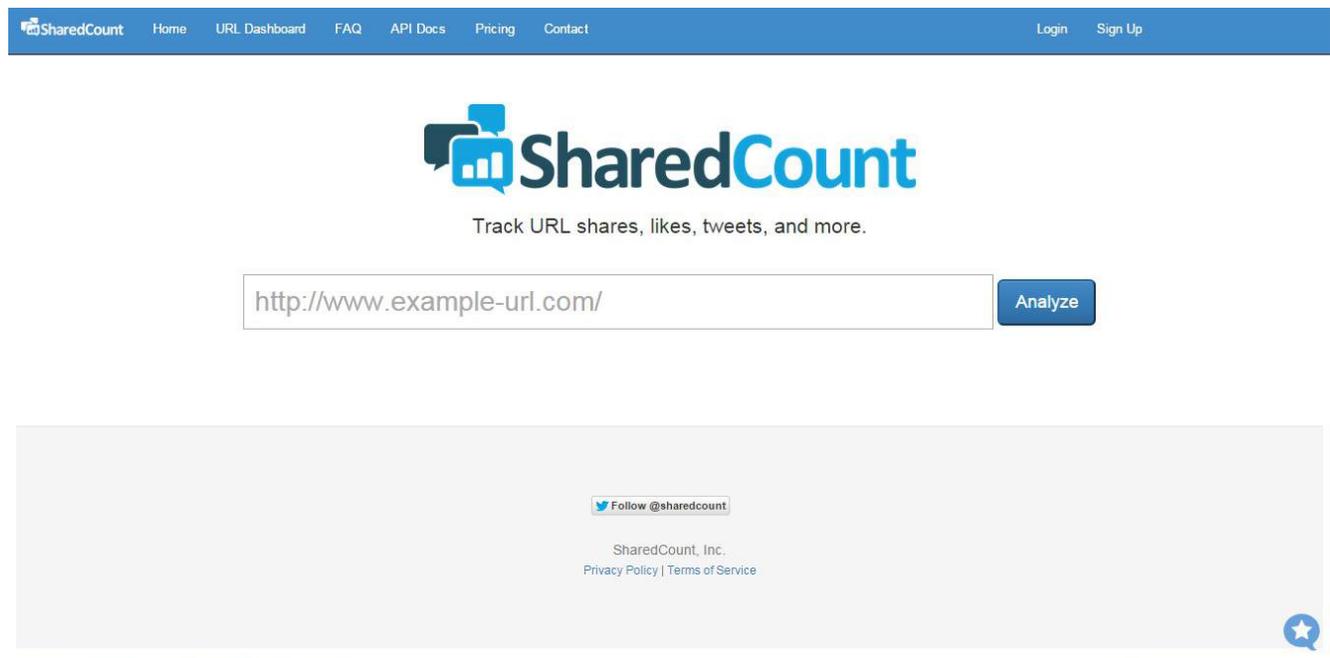


Details at <http://www.google.co.in/analytics/>

What is it? This content marketing analytics tool presents full picture across ads, websites, videos and social media networks.

What are the common uses? By using Google Analytics the user gets insights into how your customers are engaging with your content.

#19 SharedCount

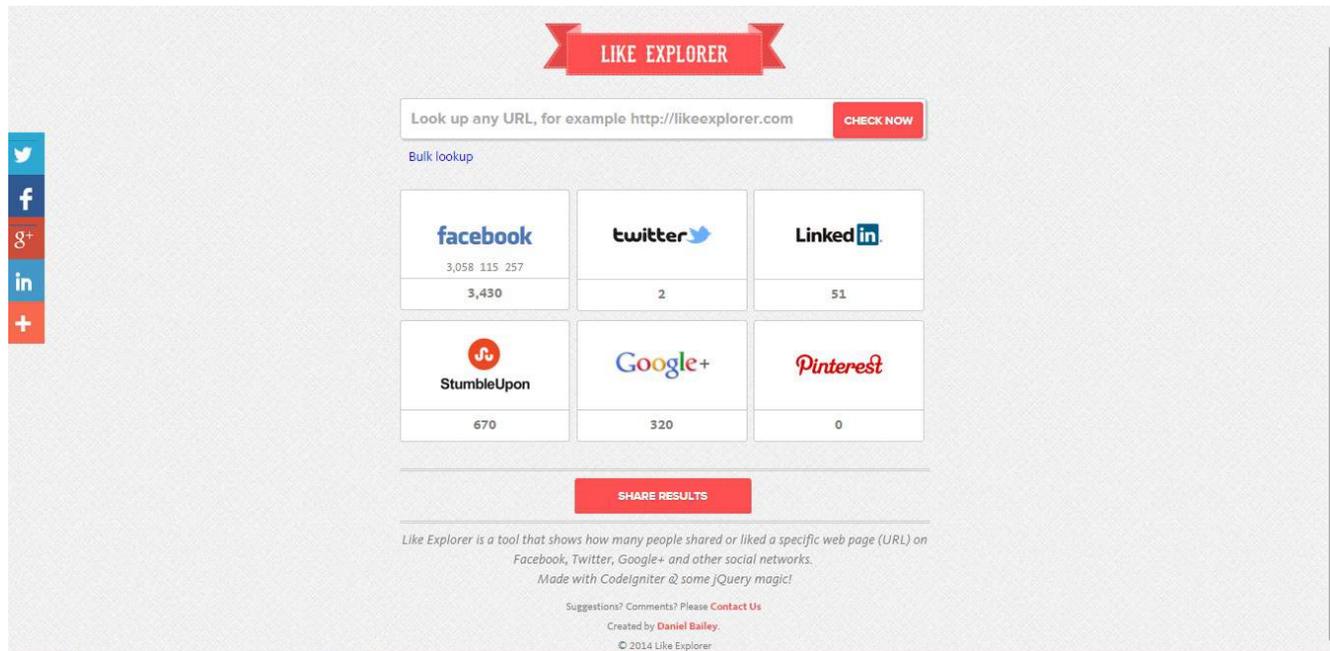


Details at <http://www.sharedcount.com/>

What is it? SharedCount is a simple tool that gives information about the number of shares for a particular url on several social media platforms.

What are the common uses? SharedCount allows to keep a track of the total number of Facebook likes, shares, and comments, re-tweets, Google Plus +'s, pins etc.

#20 Like Explorer



Details at <http://www.likeexplorer.com/>

What is it? Like Explorer is one such content marketing tracking tool that helps the user to find out how many people liked your content on social media channels.

What are the common uses? This tool precisely helps to track how many people liked your content on Facebook, Twitter, Google+ or other social network platforms.



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