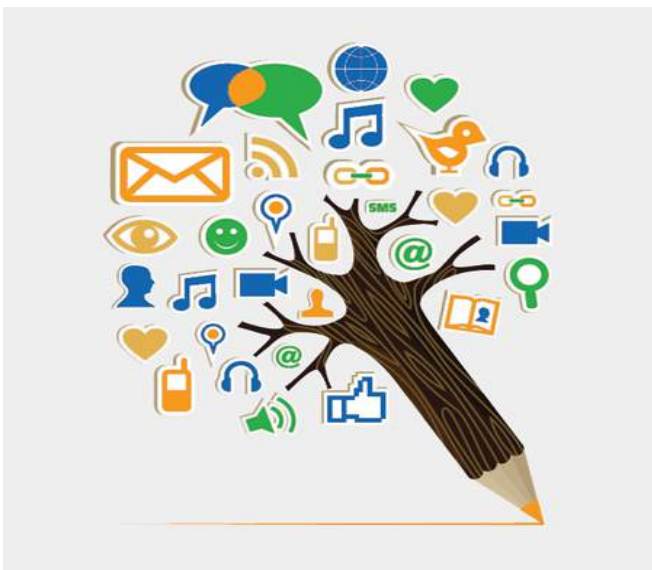




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Content Marketing Tools Guide

"Must Have Content Marketing Tools"



Serious about Content Marketing?

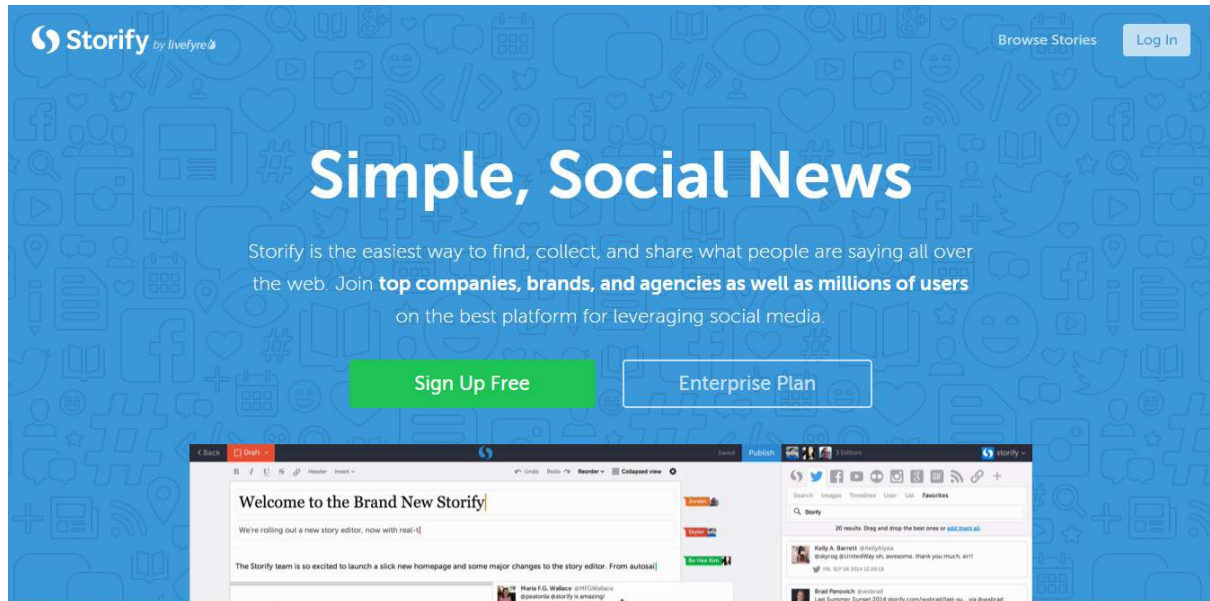
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20 Content Marketing Tools

Content Creation and Design Tools

#1 Storify

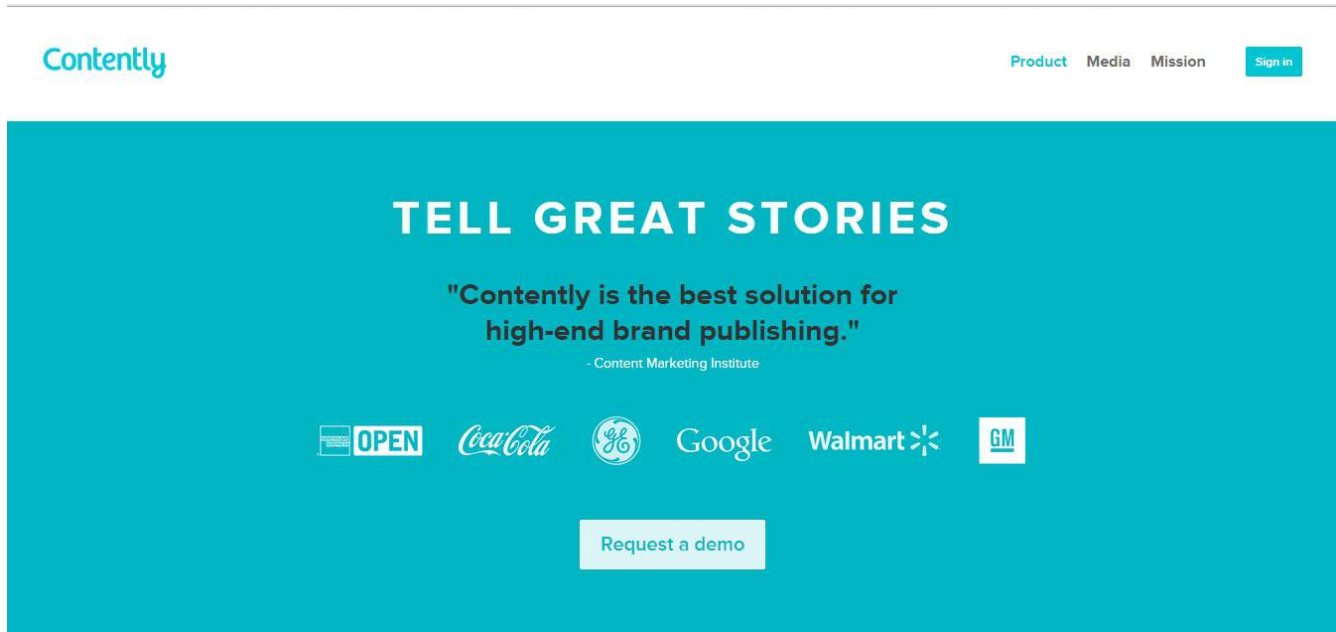


Details at <https://storify.com/>

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

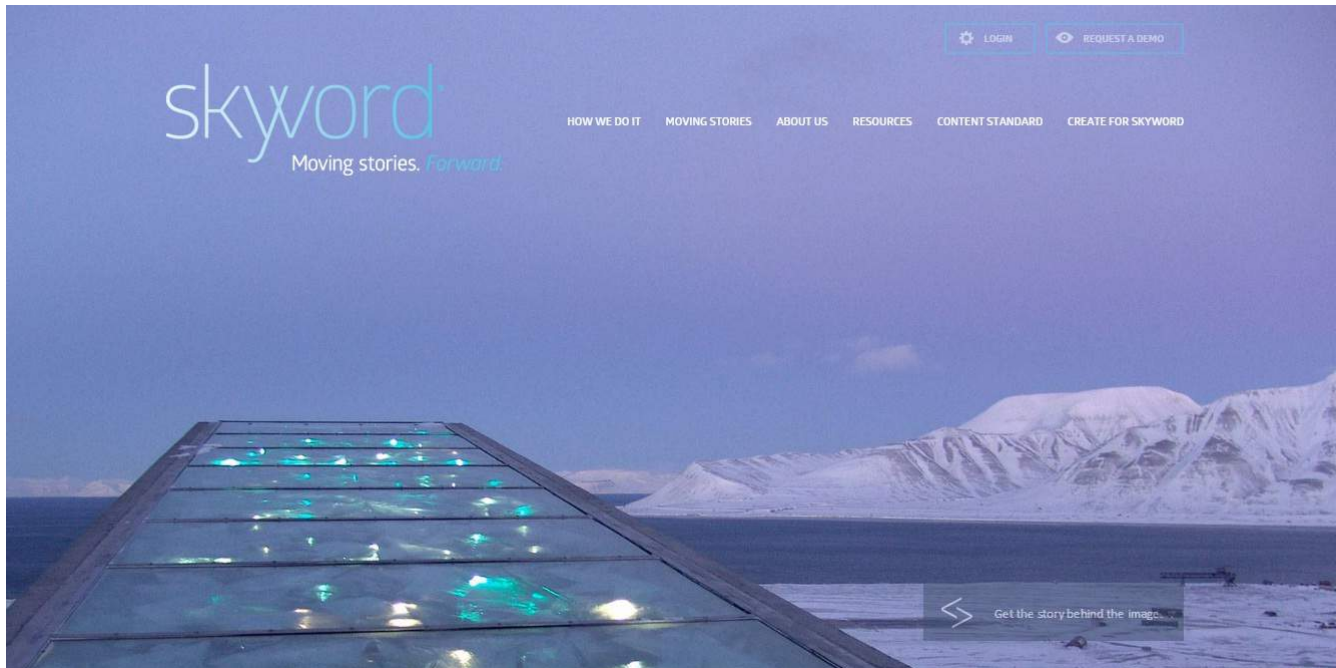


Details at <https://contently.com/>

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



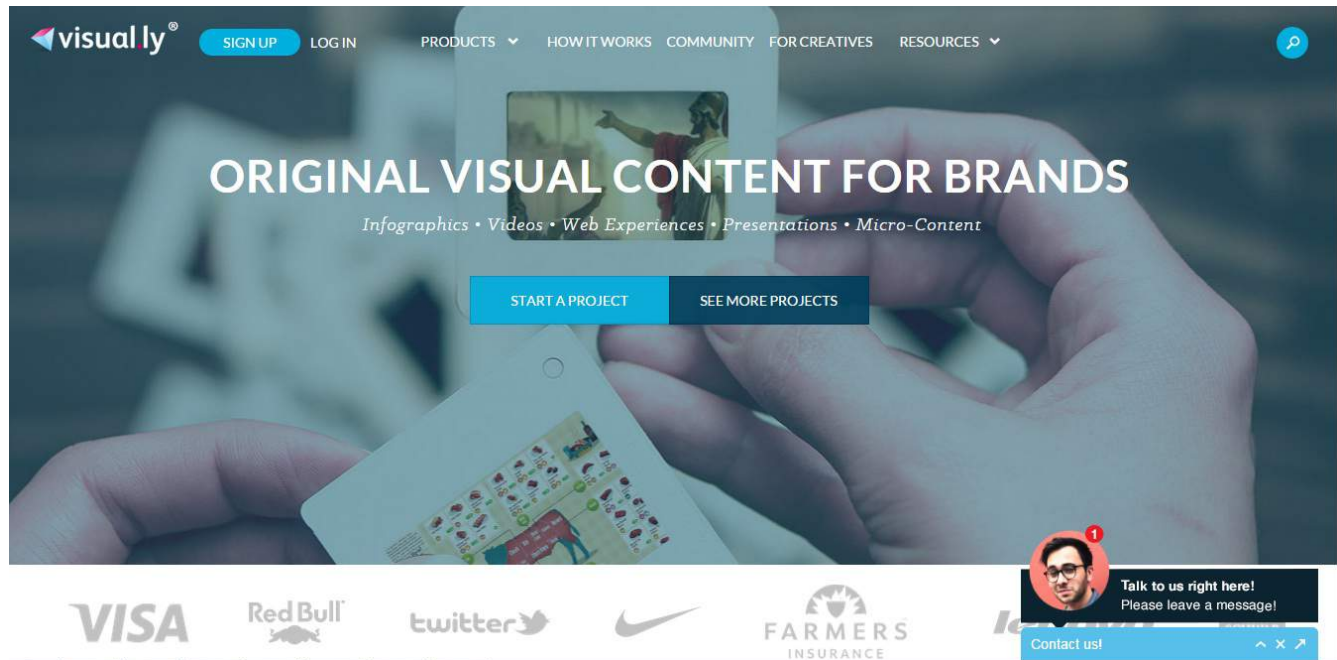
Details at <http://www.skyword.com/>

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

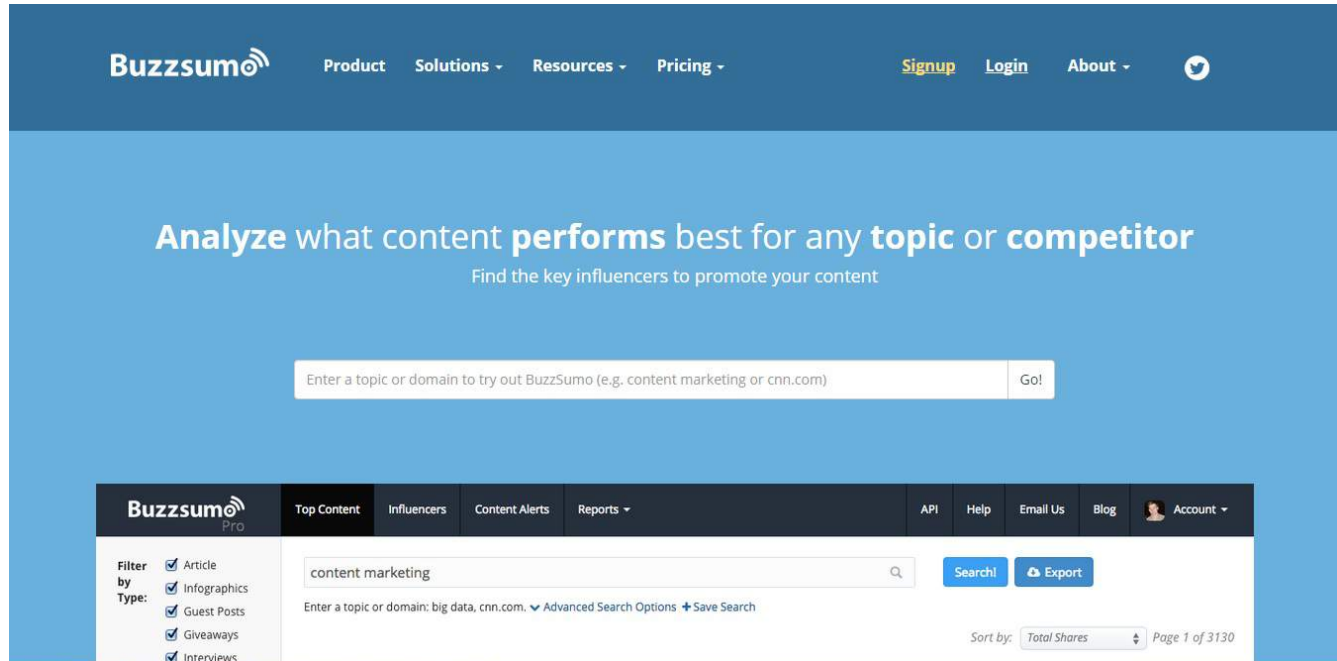


Details at <http://visual.ly/>

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

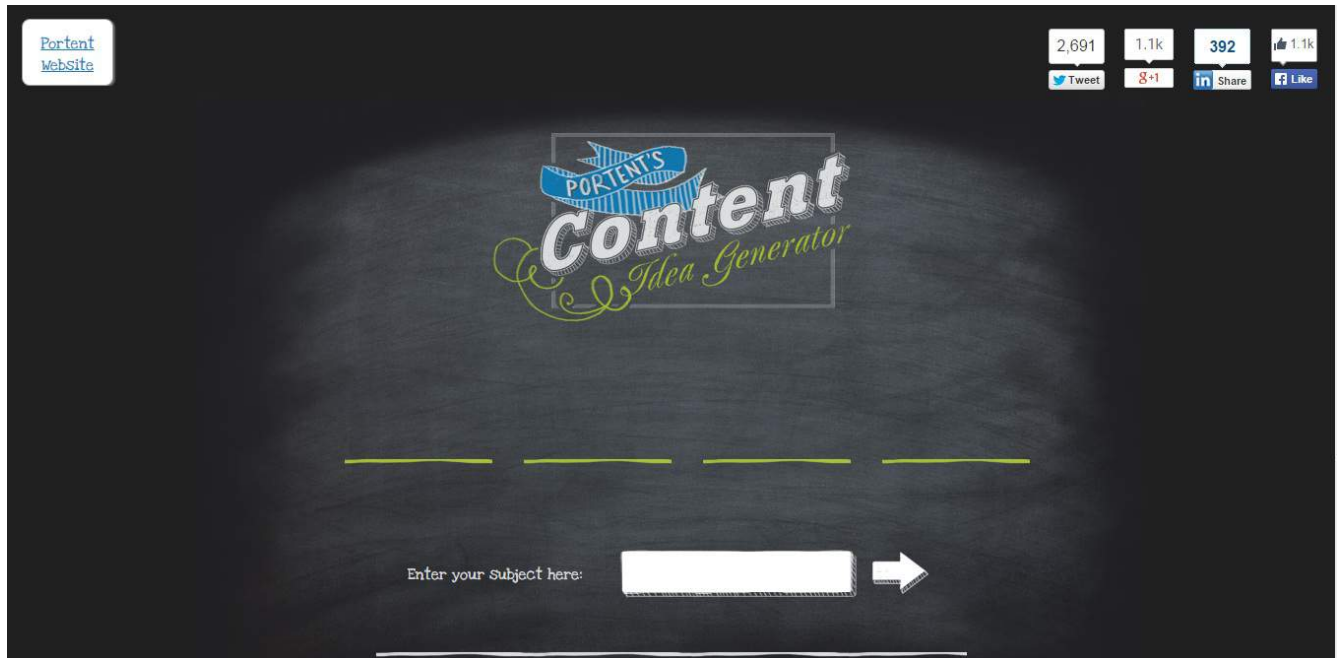


Details at <http://buzzsumo.com/>

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.

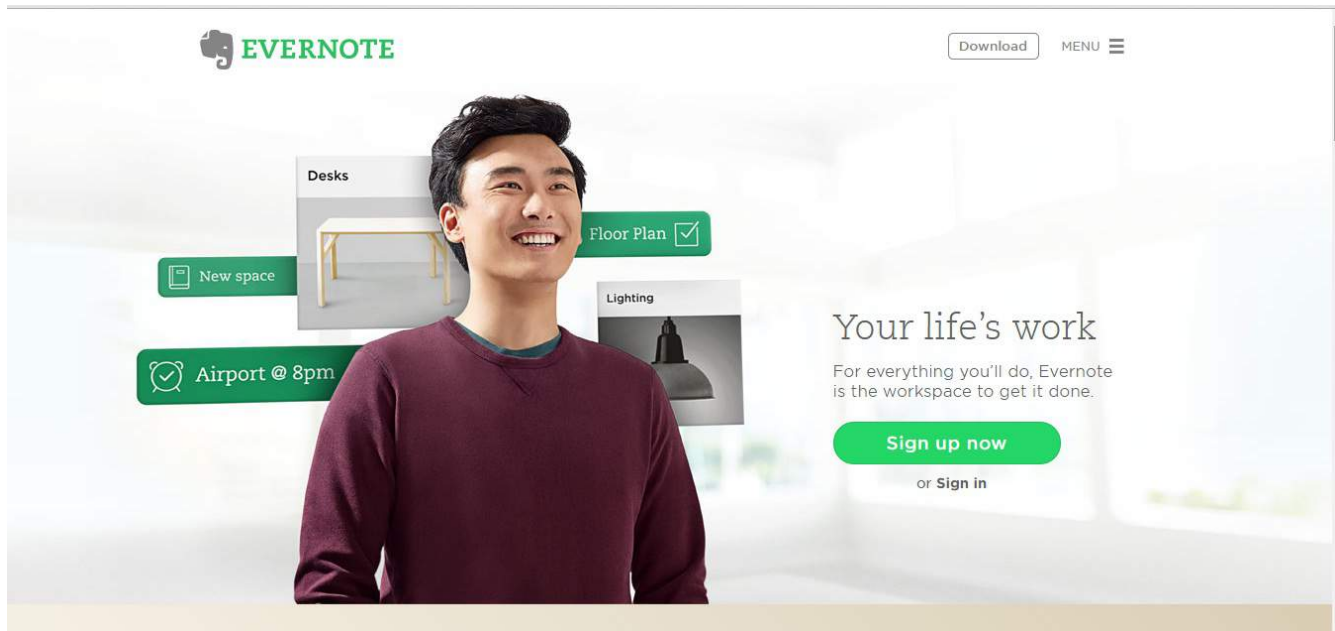
[Or log in](#)

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 allows 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



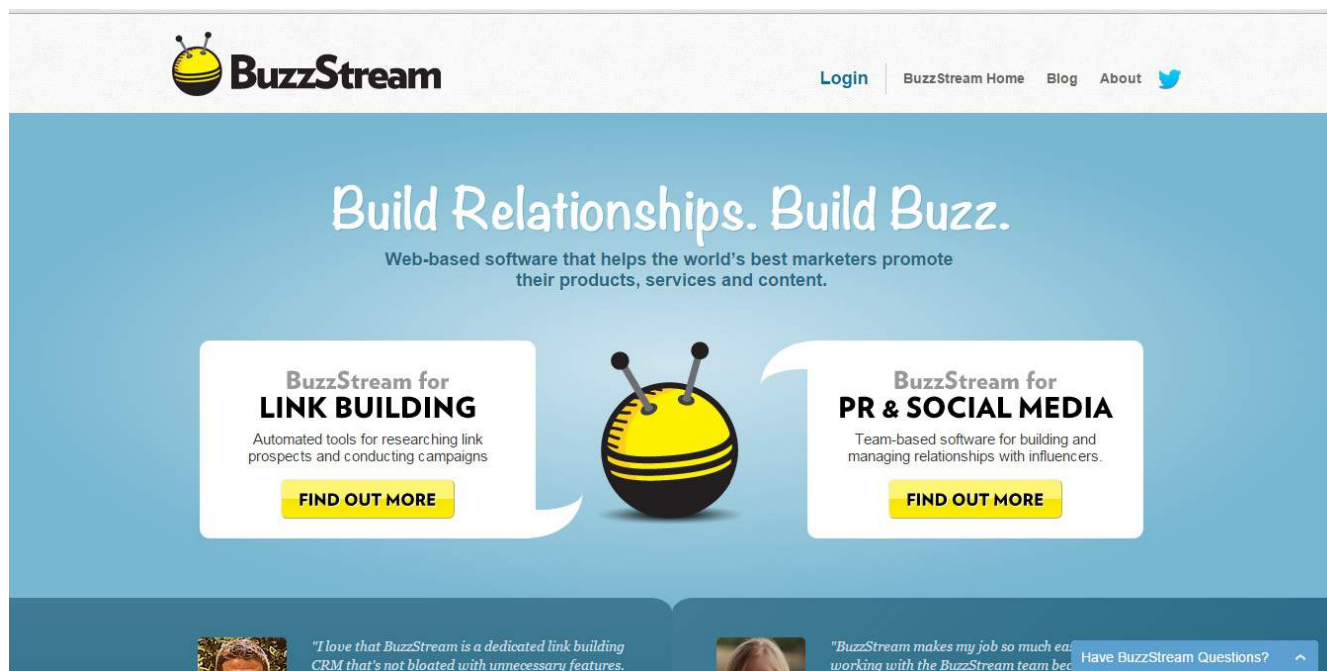
Details at <http://www.curata.com/>

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

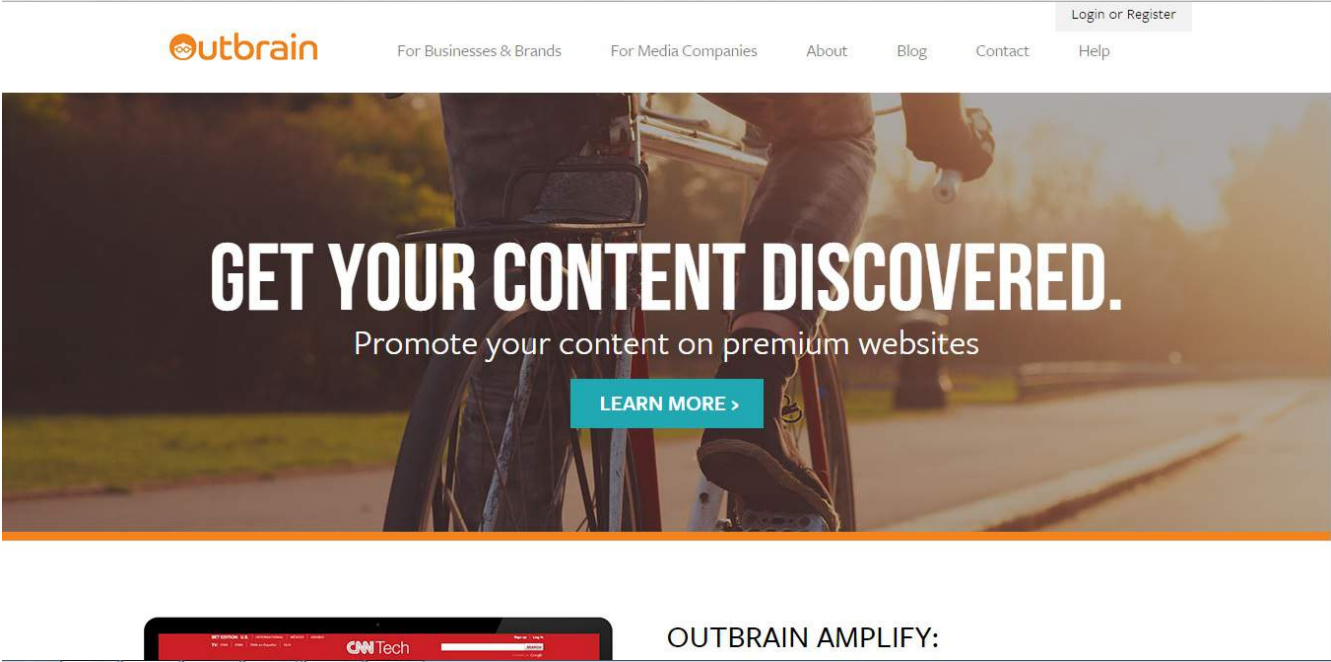


Details at <http://www.buzzstream.com/>

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

The image shows a screenshot of the Outbrain website. At the top, there is a navigation bar with the Outbrain logo on the left and links for 'For Businesses & Brands', 'For Media Companies', 'About', 'Blog', 'Contact', and 'Help' on the right. A 'Login or Register' button is also present. Below the navigation bar is a large hero section with a background image of a person riding a bicycle. Overlaid on this image is the text 'GET YOUR CONTENT DISCOVERED.' in large, bold, white capital letters. Below this, in smaller white text, is 'Promote your content on premium websites'. A teal button with the text 'LEARN MORE >' is positioned in the lower right of the hero section. At the bottom of the hero section, there is a small image of a smartphone displaying a news article from CNN Tech. To the right of the smartphone, the text 'OUTBRAIN AMPLIFY:' is displayed. Below the smartphone image, the text 'Details at <http://www.outbrain.com/>' is shown.

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 >

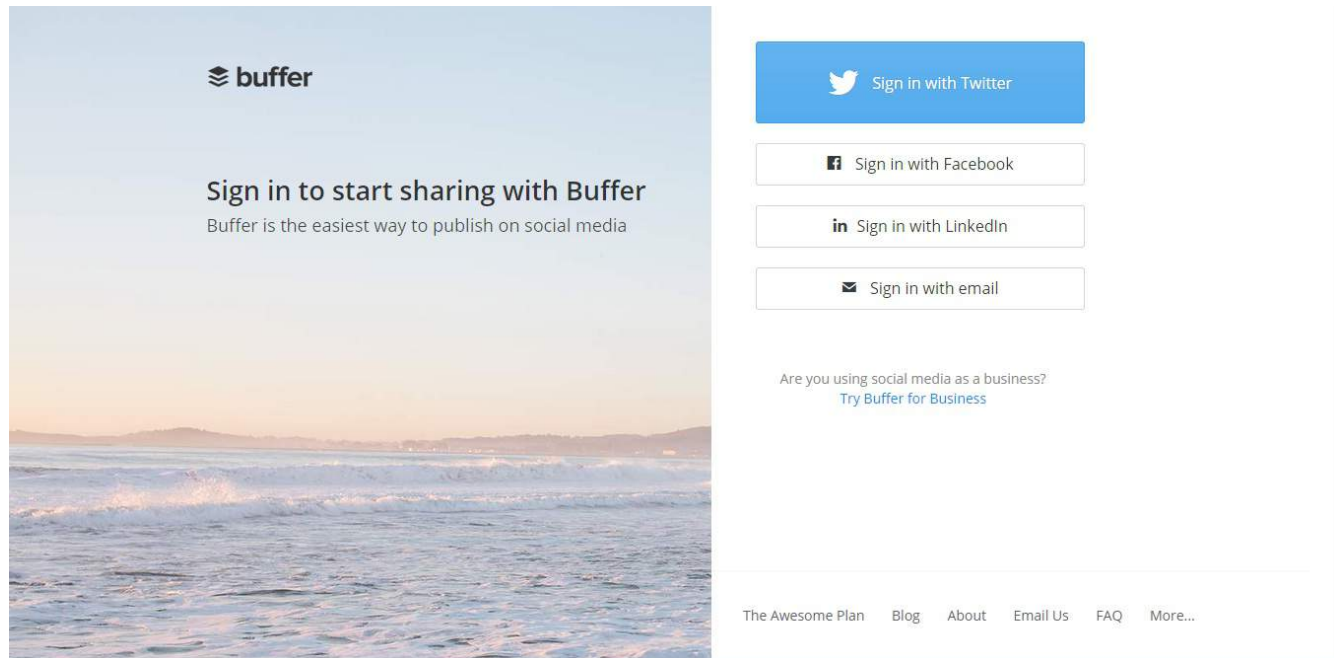
OUTBRAIN AMPLIFY:

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

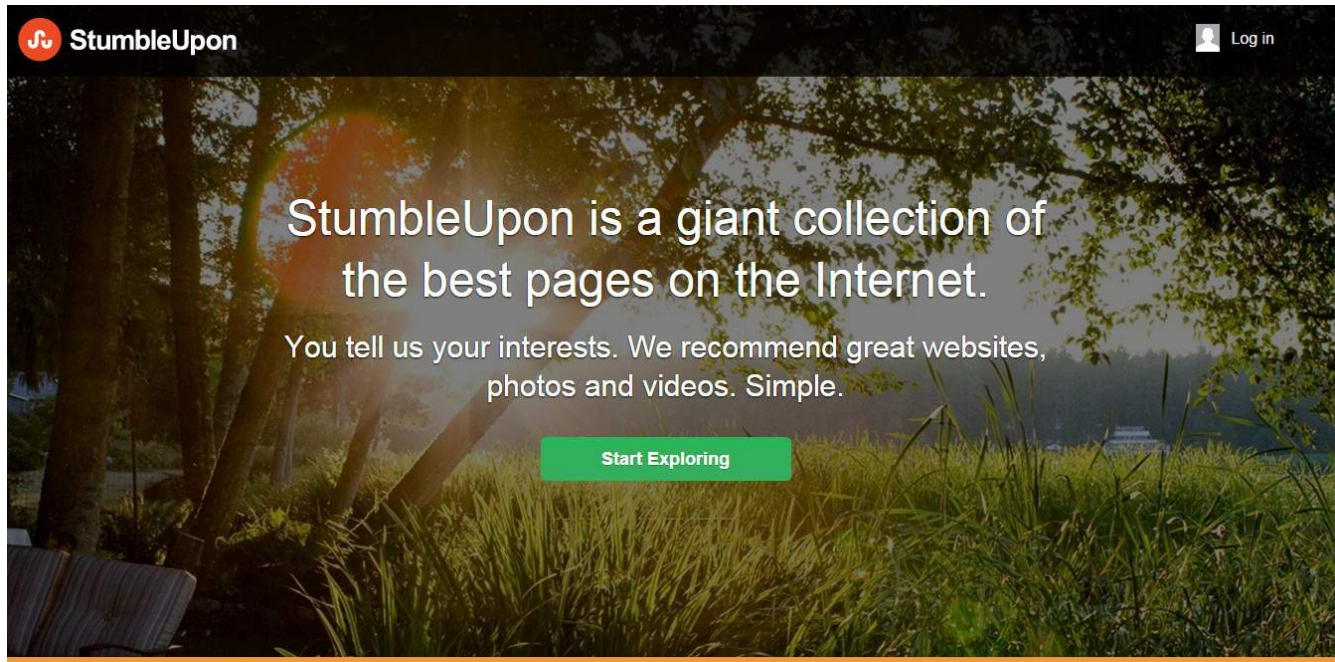


Details at <https://bufferapp.com/>

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

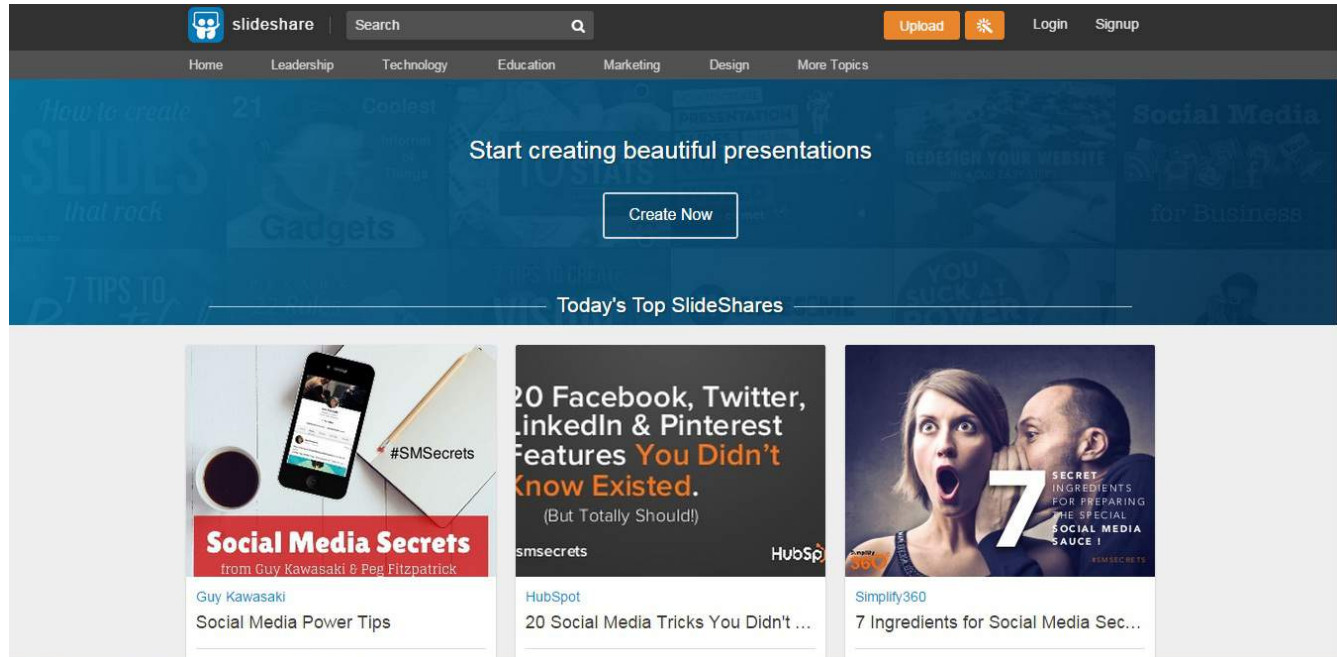


Details at <https://www.stumbleupon.com/>

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



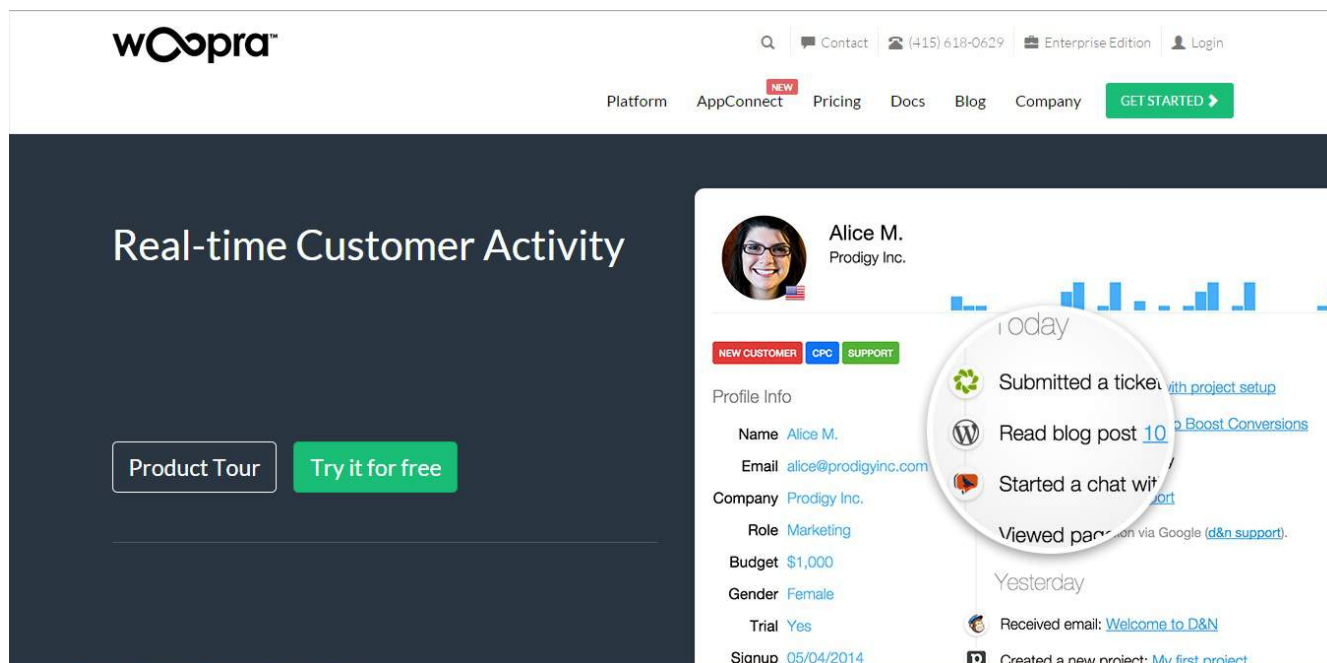
The image is a screenshot of the OneLoad website. At the top, there is a navigation bar with the OneLoad logo on the left and a 'Login' link with social media icons on the right. Below the navigation bar is a horizontal menu with links for 'FEATURES', 'PLANS', 'RESOURCE CENTER', 'SUPPORT', and 'ABOUT'. The main content area features a large graphic on the left showing a video player icon connected by a red line to various social media and video platform icons (vimeo, Facebook, twitter, metacafe, YouTube, blip.tv, Dailymotion). To the right of this graphic, the text reads 'Video Distribution Simplified.' followed by a description: 'OneLoad is the leading solution for online video creators and advertisers to seed videos to the top video and social destinations.' Below this is the tagline 'Upload once. Distribute anywhere.' and a 'Free Sign Up' button. At the bottom of the main content area, there are three columns of text: 'Increase Video Views & Save Time', 'Gain Insight with Video Analytics', and 'Competitive Intelligence for Online Video'. Below these columns, a link is provided: '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. The top navigation bar includes the Woopra logo, a search icon, and links for Contact, Phone (+15) 618-0629, Enterprise Edition, and Login. Below this, a secondary navigation bar lists Platform, AppConnect (marked as NEW), Pricing, Docs, Blog, and Company, with a prominent green GET STARTED button. The main content area is split into two sections. The left section, titled 'Real-time Customer Activity', features a dark background with 'Product Tour' and 'Try it for free' buttons. The right section shows a user profile for Alice M. from Prodigy Inc., with a circular timeline of activities. A magnifying glass highlights the 'Today' section of the timeline, which includes: 'Submitted a ticket with project setup', 'Read blog post 10 Boost Conversions', and 'Started a chat with support'. The '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

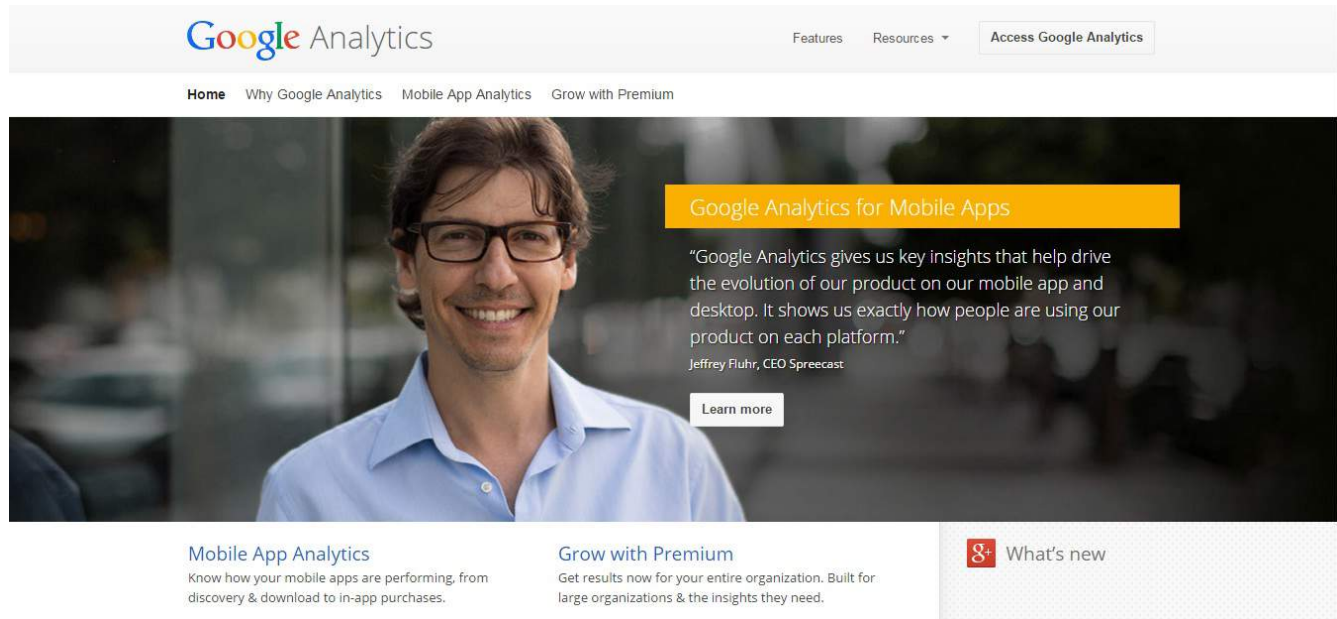


Details at <http://www.socialbakers.com/>

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

 SharedCount Home URL Dashboard FAQ API Docs Pricing Contact Login Sign Up


Track URL shares, likes, tweets, and more.

Follow @sharedcount

SharedCount, Inc.
[Privacy Policy](#) | [Terms of Service](#)

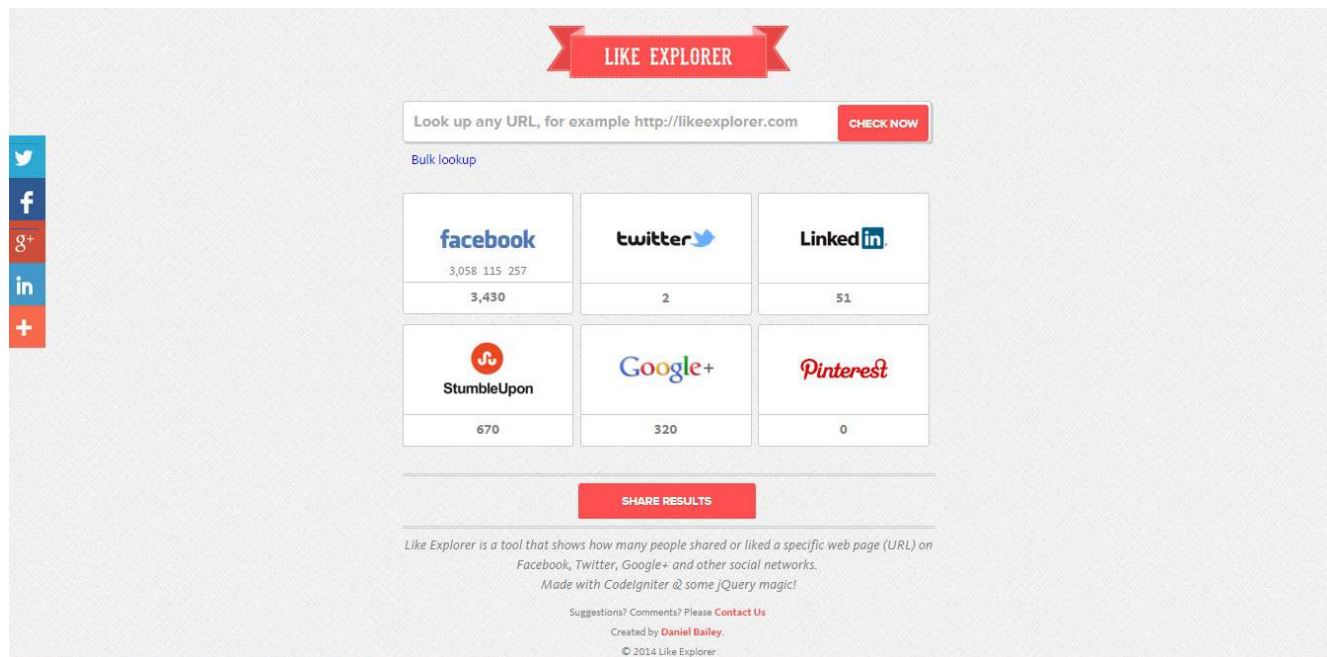


Details at <http://www.sharedcount.com/>

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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