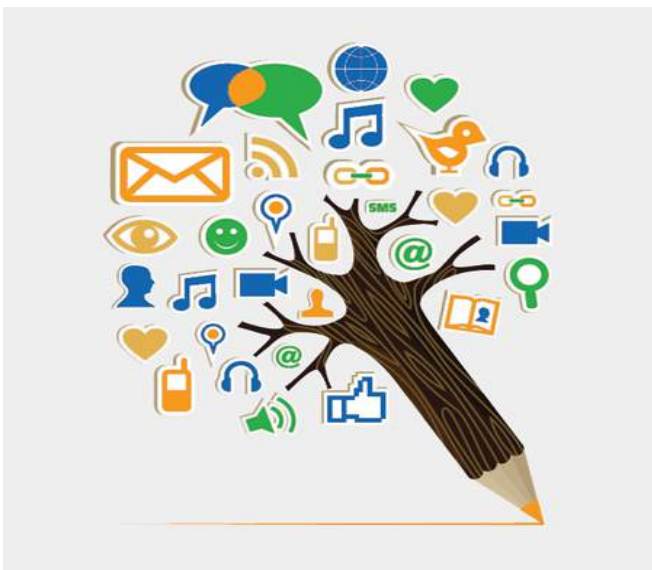**Digital Vidya**

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Content Marketing Tools Guide

"Must Have Content Marketing Tools"
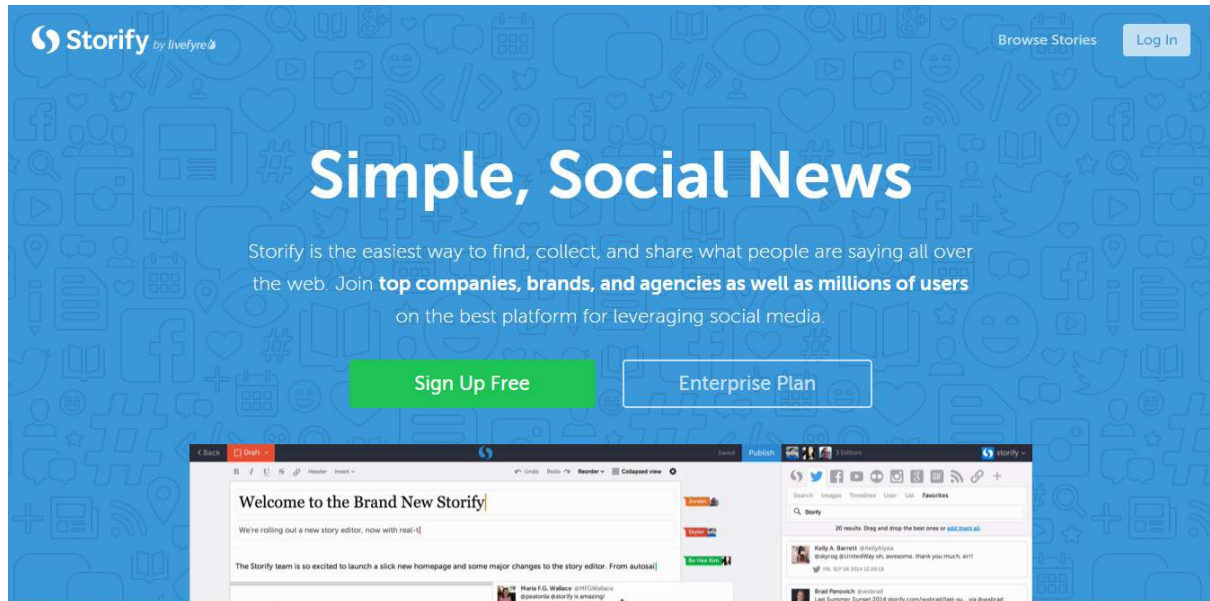

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20 Content Marketing Tools

Content Creation and Design Tools
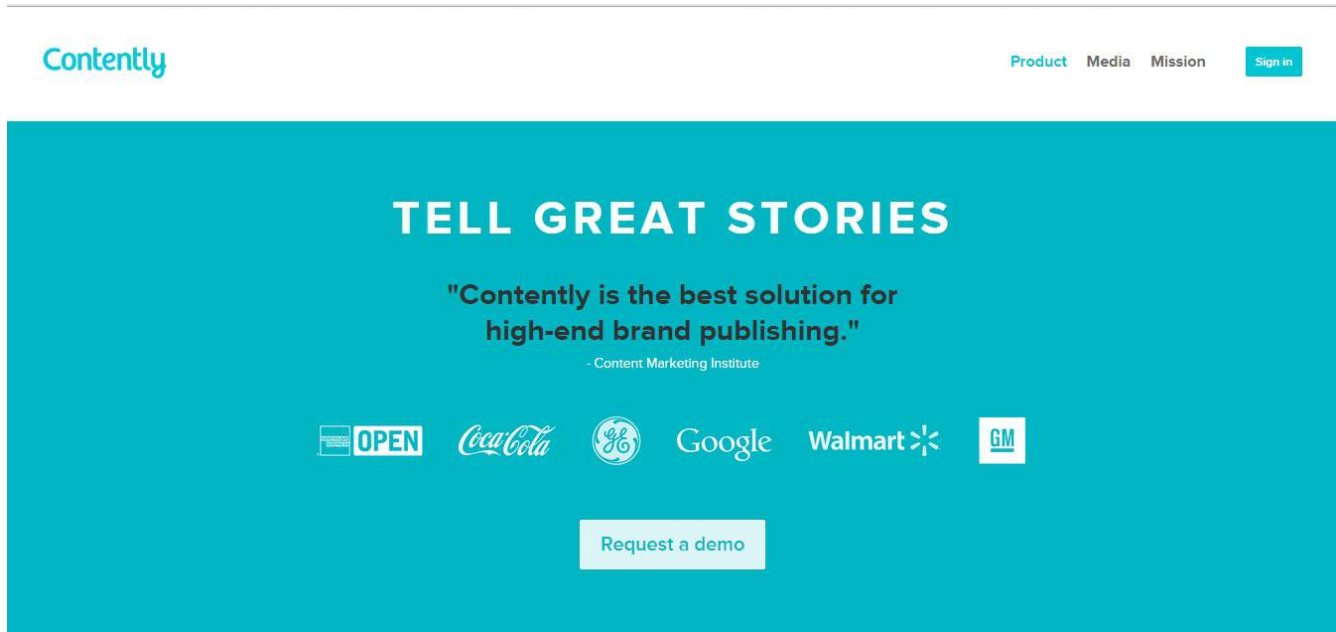
#1 Storify

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.
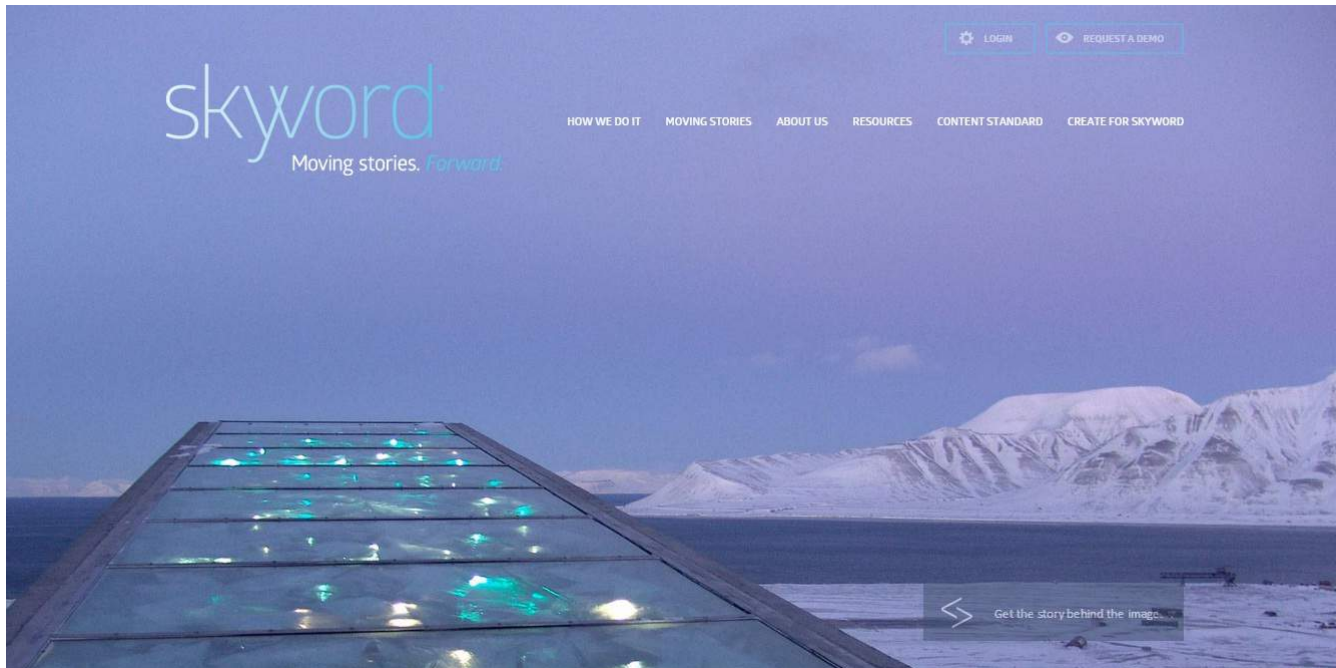
#2 Contently

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.
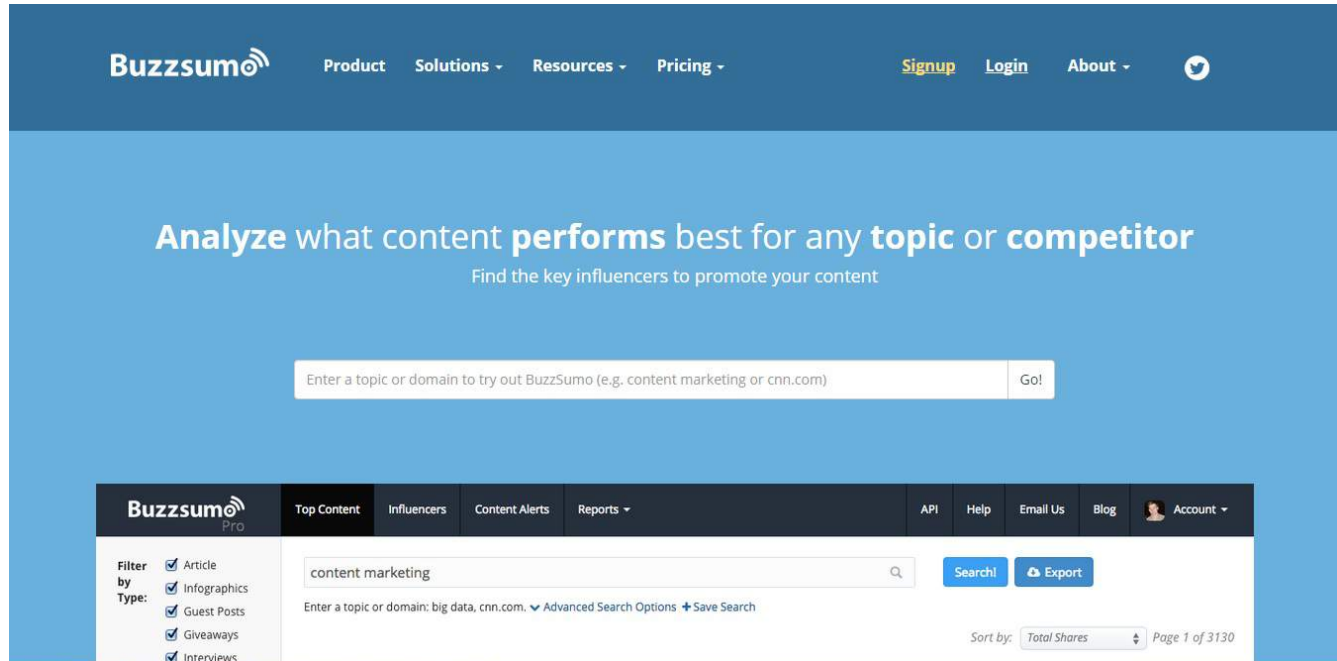
Content Idea Tools

#4 Visual.ly
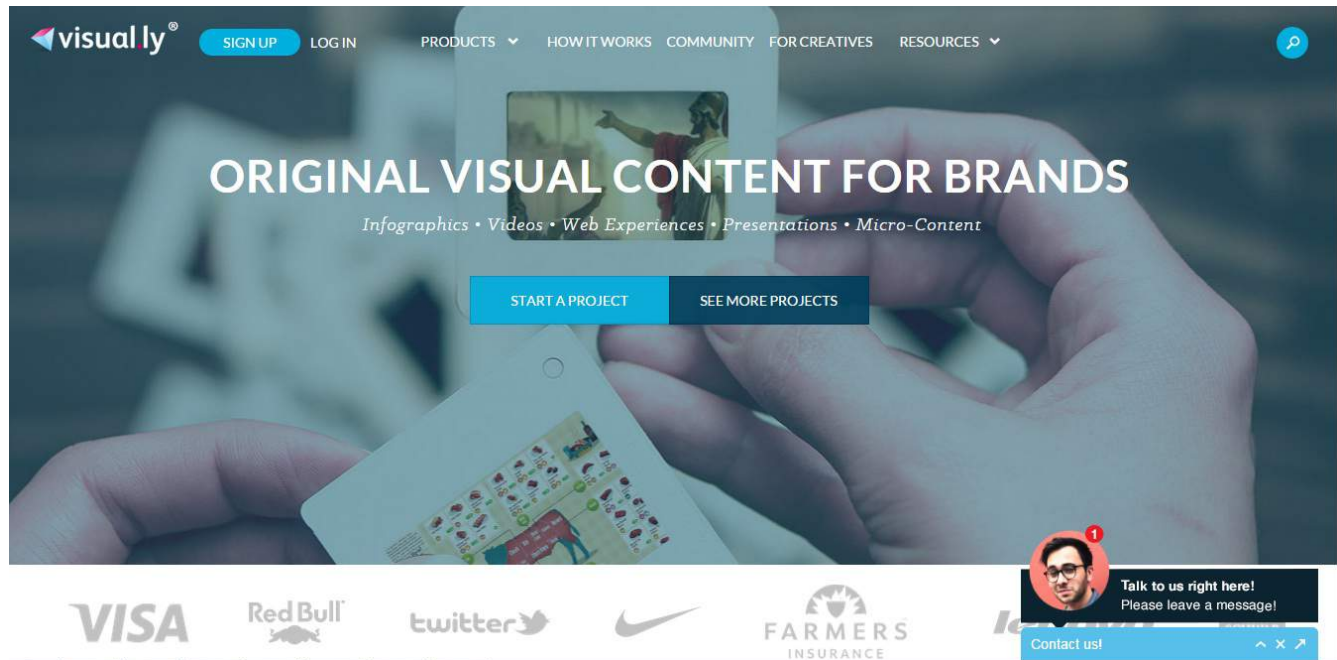
Details at http://visual.ly/

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.
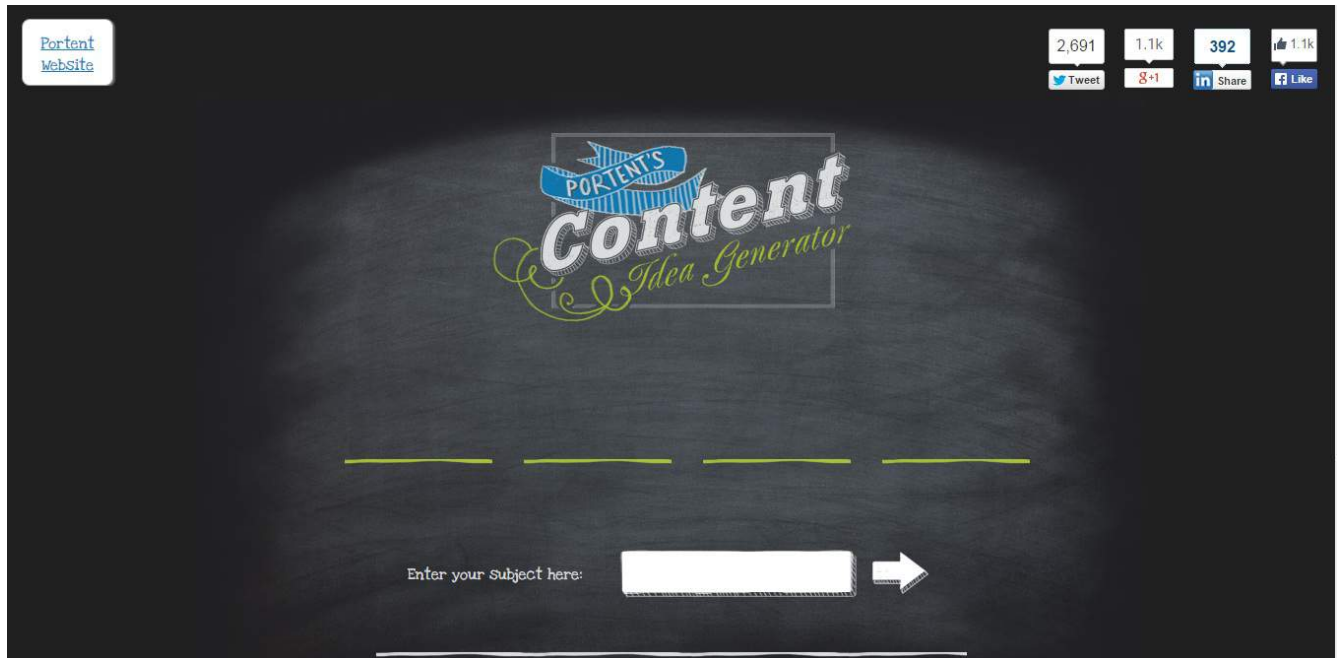
#5 Buzzsumo

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.

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Content Organization Tools

#7 Trello

Details at https://trello.com/

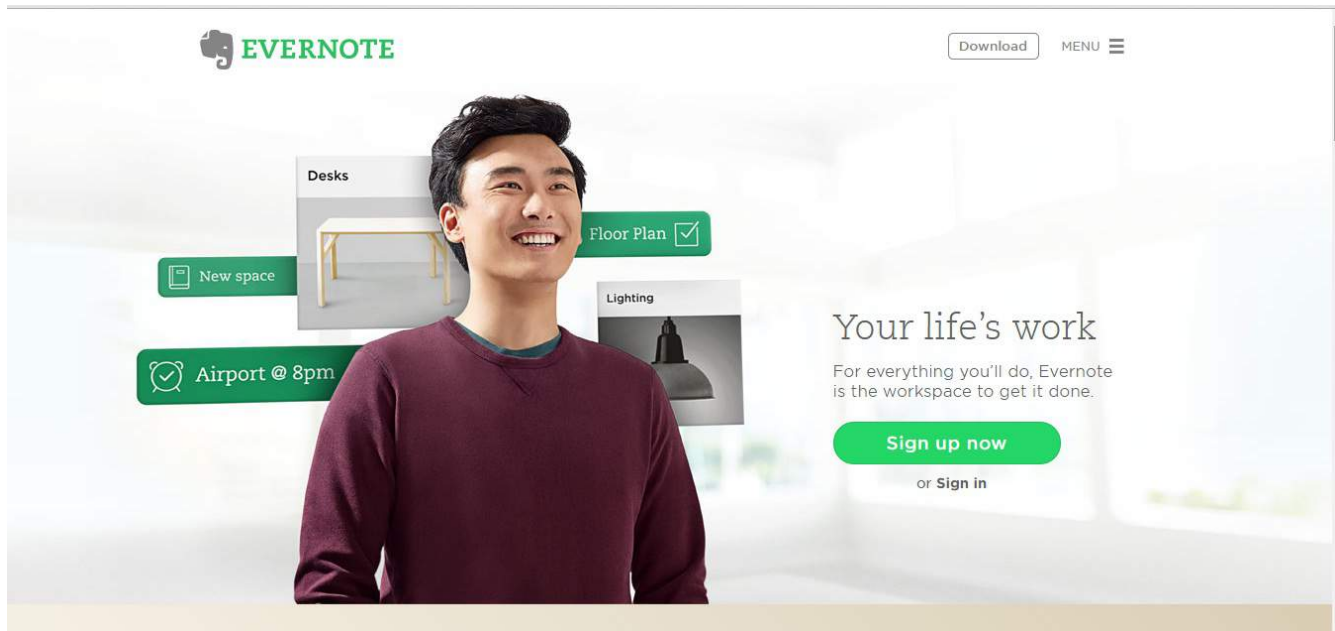**What is it?** Trello is a great project management tool that allows the user to see everything related to that project at a single glance.

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.
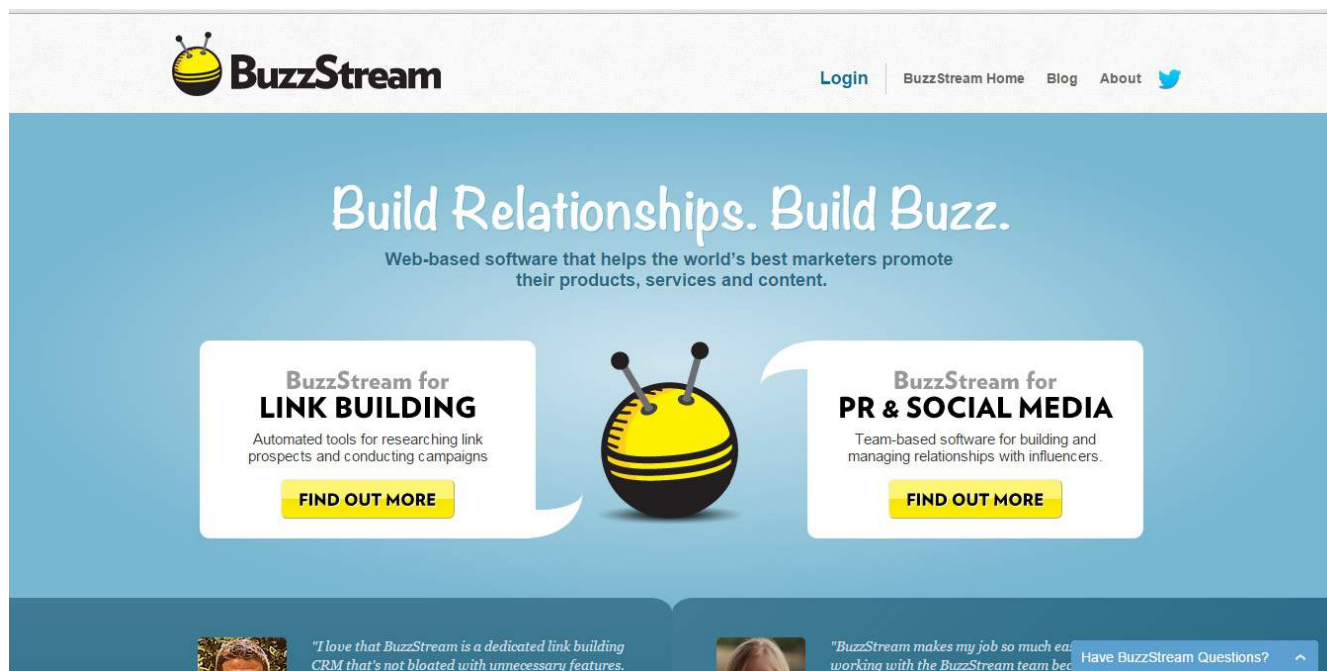
#9 Curata

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
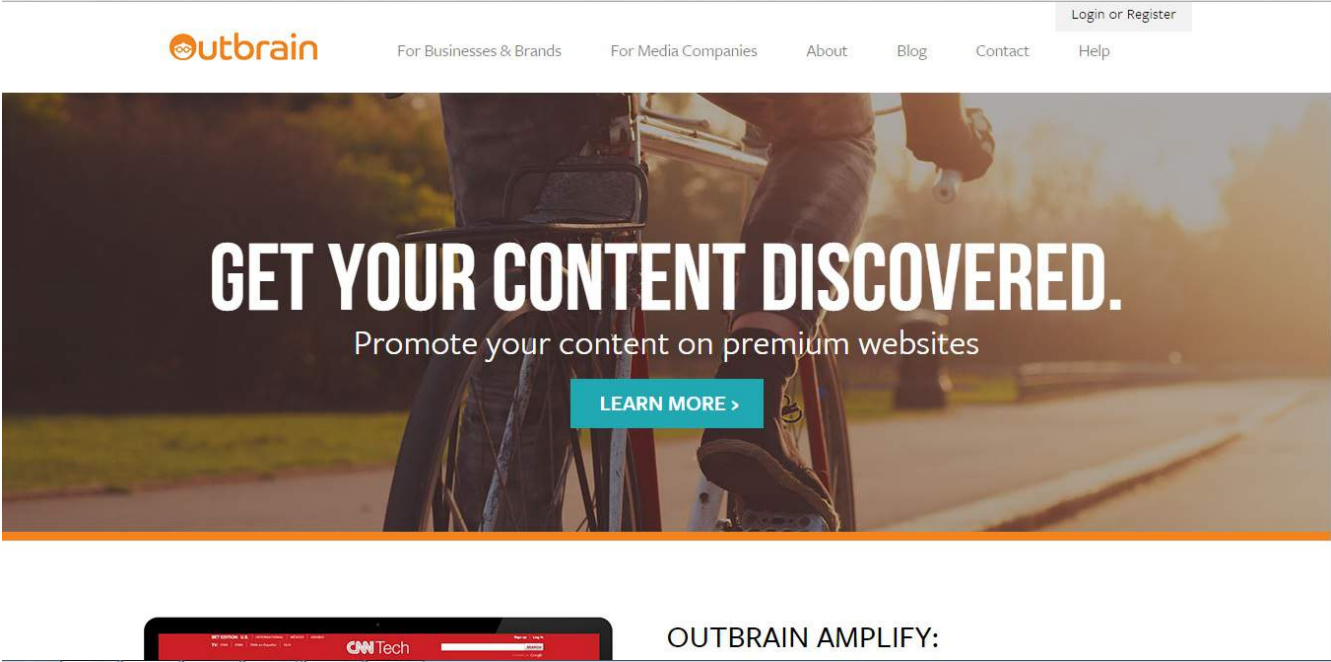*#10 BuzzStream*

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.
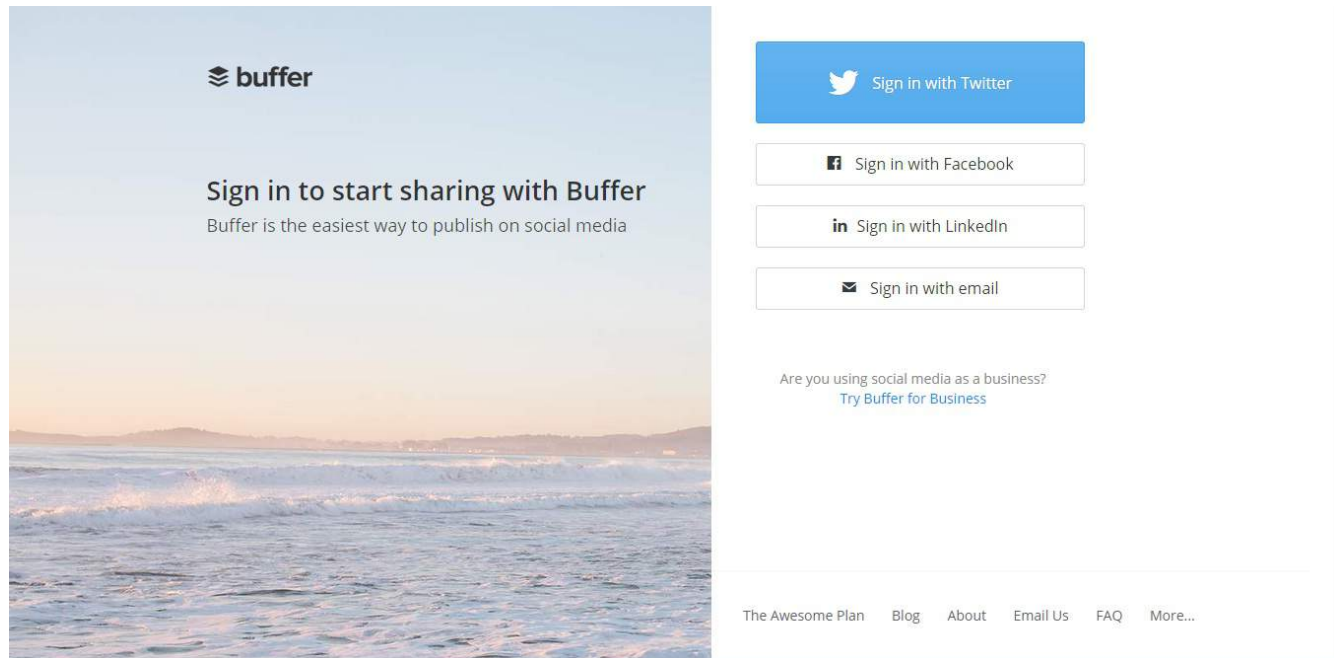
#11 Outbrain

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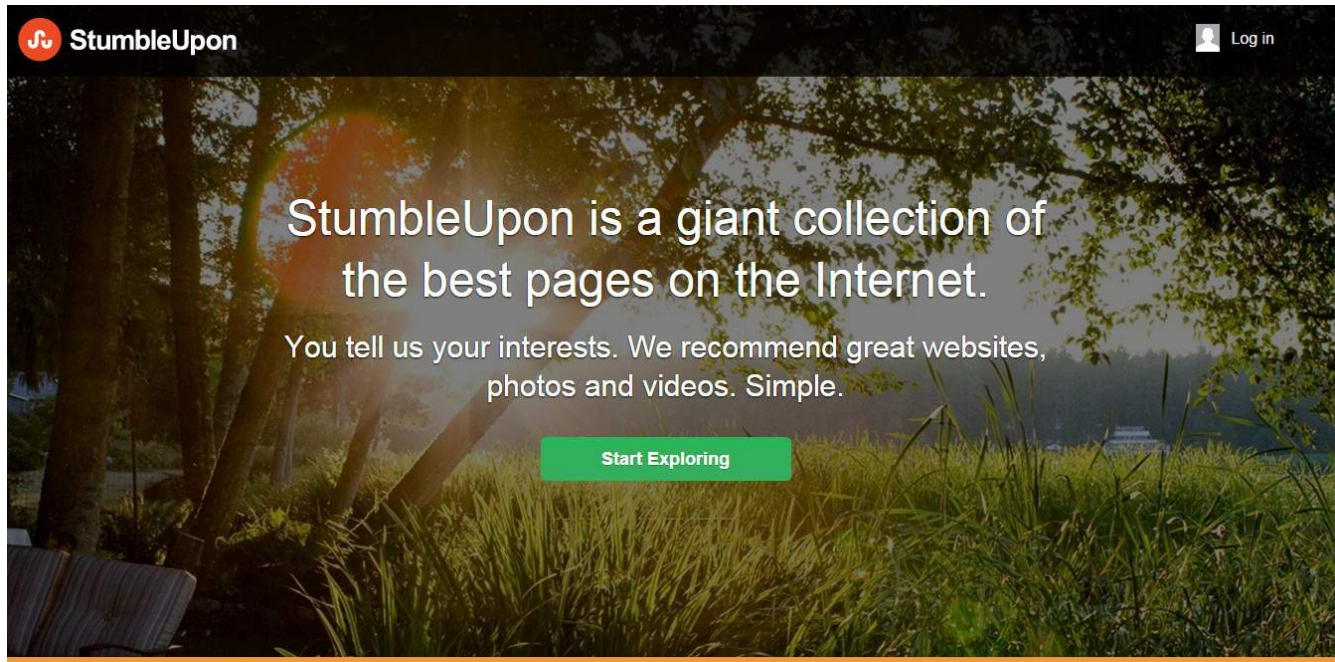
What is it? As the name suggests, StumbleUpon is one such promotional application wherein the users surf the best of the web 'stumbling' upon the websites so as to match their attentions.

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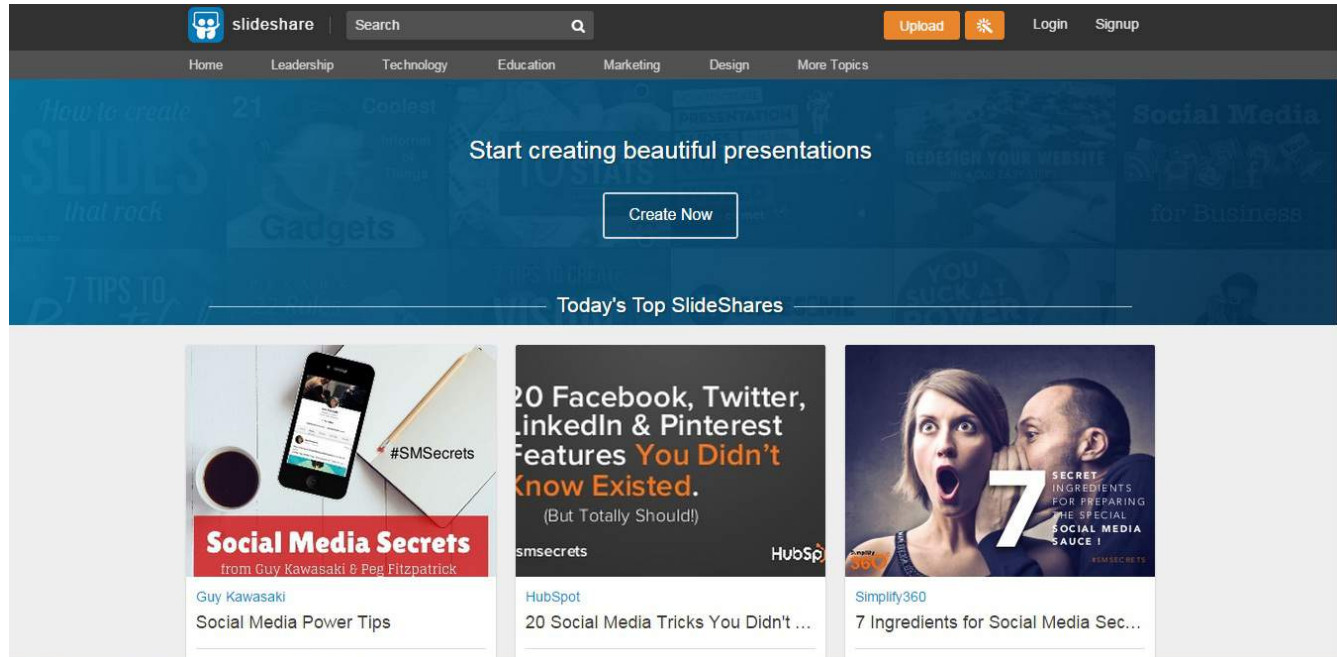
Details at http://www.slideshare.net/

What is it? SlideShare is a free tool that helps to ad 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.
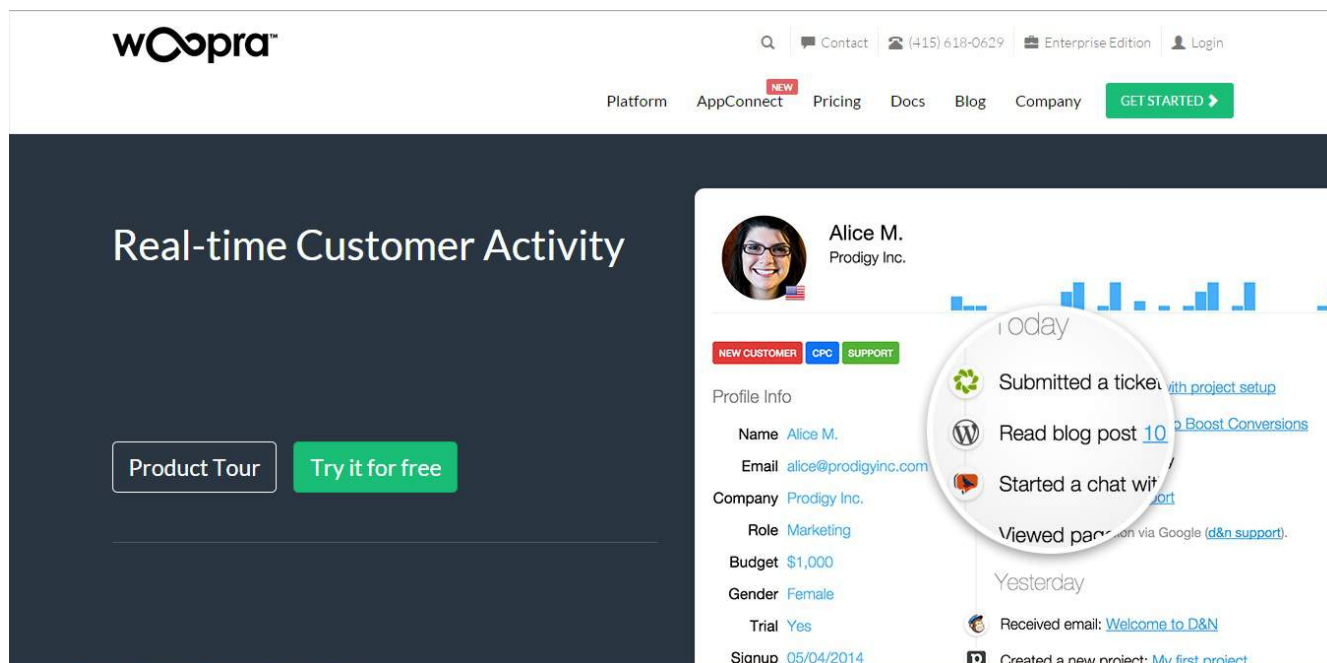
#15 OneLoad

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

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.

![Digital Vidya logo]

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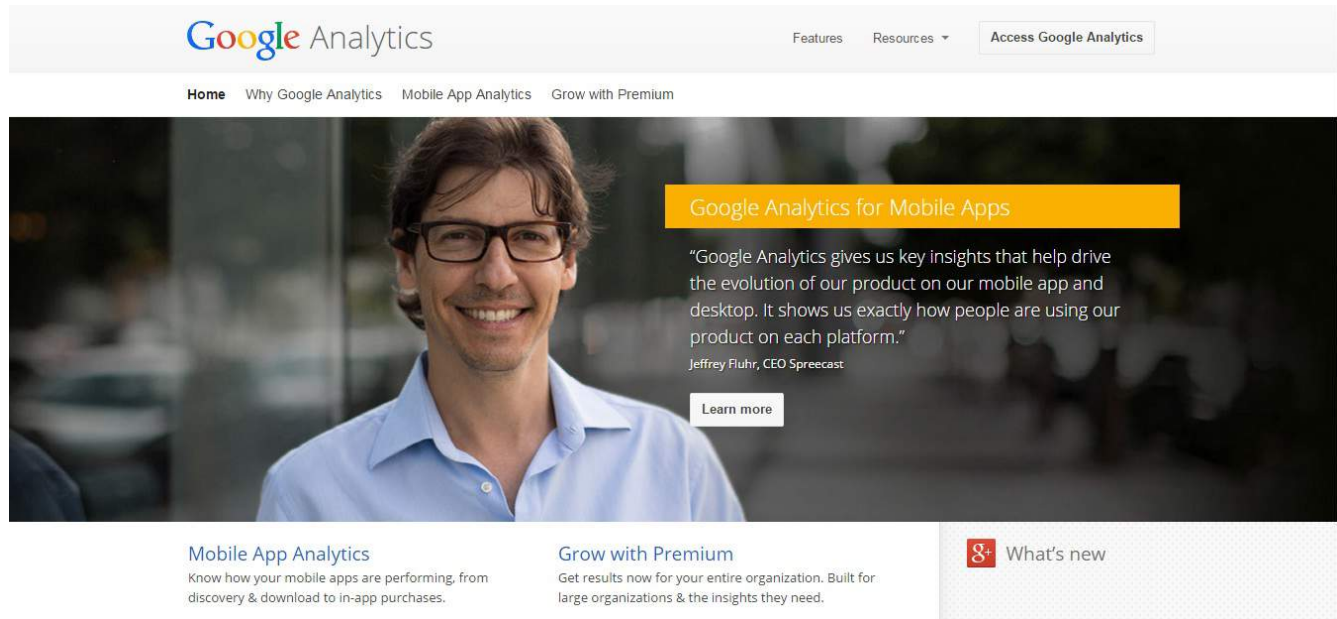
What is it? This content marketing analytics tool presents full picture across ads, websites, videos and social media networks.

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

*#19 SharedCount*

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

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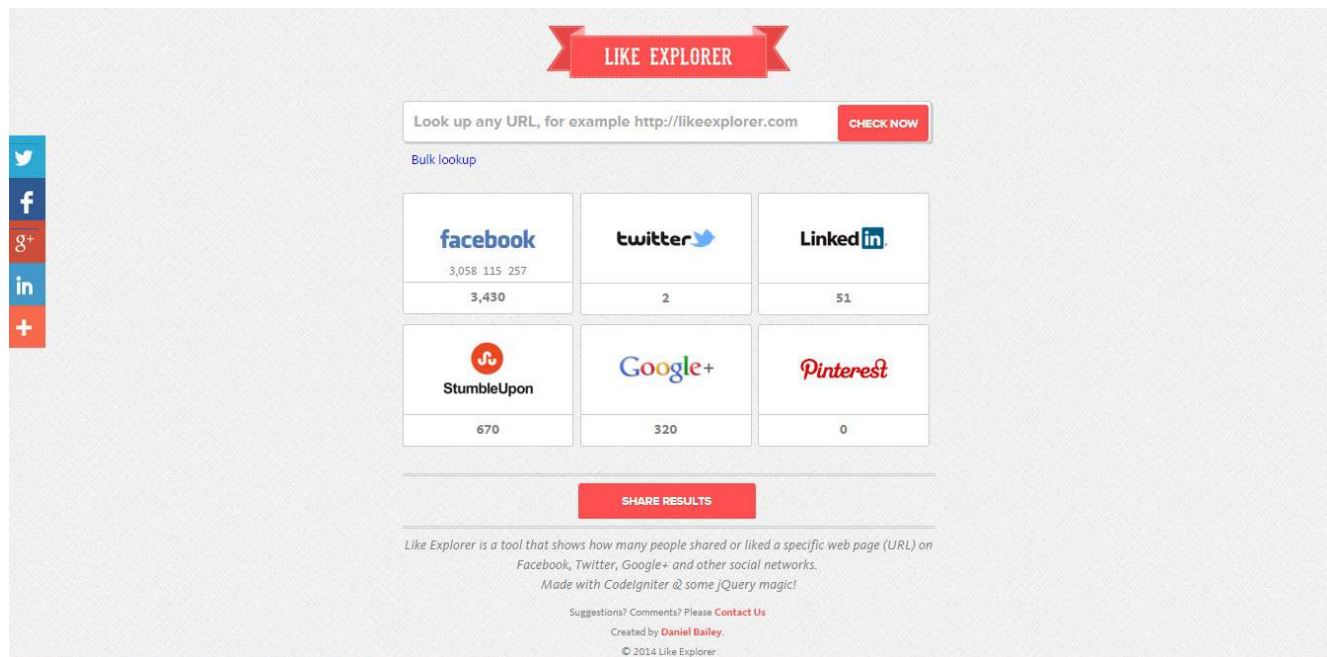
What is it? Like Explorer is one such content marketing tracking tool that helps the user to find out how many people liked your content on social media channels.

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

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