

Essential Marketing Toolkit

Content Marketing Tools



Introduction

Companies are defined today by their unique story. Anyone can sell a product but why buy that product over another? Creating radio spots and billboard ads are not enough in today's consumer centric marketplace to connect with customers, it's content that helps craft a story about your business, drive home your unique value and inform potential customers why they should buy your product or service over others.

Jumpstarting your content marketing efforts can be an uphill battle if you don't have the right tools in place to get the job done. It's time to think like a journalist and a marketer to offer your audiences content that is both useful and entertaining, similar to the value a publication brings to its readers. Here are some very helpful tools to help bolster your content marketing strategy for the future:

Tools for Content Discovery & Ideas

Feedly

Since Google Reader shut down in July 2013, Feedly has become the best option for RSS having grown to 7 million users in recent months. Add your favourite blogs and websites to start filling up your feed with content.

[LINK TO RESOURCE](#)

Rating 

Spun For iPhone

SPUN is an app for the iPhone with a beautiful interface that curates the best of the web from millions of websites, Tumblrs, YouTube channels, online magazine and blogs.

[LINK TO RESOURCE](#)

Rating 

Pulse

Purchased by LinkedIn not too long ago, Pulse is an app that serves as a RSS feed from other sources allowing users to curate based on their interests and topics of choice.

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Rating 

Quora

The popular social network is a platform for question and answer discussions. Identify trends from consistently asked questions to inform your content creation efforts.

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Trapit

This content discovery app personalizes the content feed based on your passions and interests, designed just for the iPad. The app learns from your feedback, giving you better content each time it's used.

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Inbound

Use Inbound.org to find great content from the world of inbound marketing from other marketers, curated by the community.

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Content Gems

What makes this tool so cool is that it combines content search and sharing in one dashboard. First, ContentGems searches the Web for shareable articles using the keywords you set up when you create an account and delivers the list either via email or in your dashboard on the ContentGems site. Once you find an article to share, click a button right in the dashboard to do any of the following:

Send the material on a read-it-later service like Instapaper or Pocket.

Email it to your blog (a good reason to set up posting via email).

Schedule it to post on your social networks through Buffer or Hootsuite.

Setting up an account and choosing keywords are simple and fast. The keyword matching is pretty accurate. Further, you can filter your results list with additional keywords for faster scanning.

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Alltop

Content is indexed from a variety of top publications, categorised by topics like Work, Health, Culture, Interests, Technical, People, News and Sports.

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Paper.li

Browse curated online newspapers and newsletters from millions of sources across the web. Look thru the Paper.li [newsstand for staff picks](#) of newspapers on a variety of engaging topics.

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Twitter

Search trending topics on Twitter to see what is popular worldwide or in a specific region to gain insights on what content to develop. Also search hash tags that are relevant to your expertise and industry to research what subjects of our interest to your existing audience and potential audiences.

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Reddit

Discover what's trending worldwide on Reddit for content inspiration on a variety of topics from across the web. Observing which headlines are more effective on Reddit can bring insights to the subject of your next article, info graphic, video or other type of content.

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Marketing & Distributing Content

Buffer

Use Buffer to schedule your content across Facebook, LinkedIn and Twitter for posting at the best times optimized for your account or at the times of your choosing. Buffer helps streamline the process of distributing content to each channel quickly and effectively.

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Slideshare

An often overlooked tool for content marketing, create a deck to draw attention to a resource or service on your website.

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Rating 

Yoast

The best search engine optimization plugin for WordPress that helps bolster your website and its content to its full potential with all the major search engines. It simplifies the process making it easier for website owners of all levels keep their web properties in line with SEO best practices.

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Rating 

Mail Chimp

MailChimp is one of the easiest email marketing platforms to use to market your content to your email list. Don't have an email list? The exclusive content your business will create and distribute using this platform will help fuel new subscribers to your email list.

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Facebook Advertising

Facebook advertising can bolster the visibility of your content in the newsfeed far greater than it would reach on its own organically. Pay per post to get your content featured in front of a larger audience on Facebook with your fans and non-fans alike.

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Inbound Writer

This content optimization application lets your business monitor topics of interest, understand your readers and reach your readers by providing insights on what type of content to create that match's the passions of your audience.

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PR Web

Use this syndication platform to send SEO optimised press releases about your most valuable content to 30,000 journalists, 250,000 opt-in news subscribers and to the 3 million monthly visitors on PRWeb.com. The platform is easy to use and allows many effective tools to create your press release, distribute it and monitor its success.

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Followgen

Targeting tool that allows a business to find a meaningful audience on the social web with the goal of getting your content in front of the right audience. It's a strong fusion of a targeting system and social advertising.

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Tweroid

Twitter tool that helps determine the best time to tweet your content for your business. The tool gets your content in front of more tweeters and comes in the form of a free simple report that outlines the best times to tweet.

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Bundlr

Create topic pages with photos, videos, tweets, articles and more to distribute with everyone in your network. The "Bundle This" plugin allows users to clip content from their browser as they browse, making it quick and easy to bundle your content with other quality sources of information.

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Organisation Tools

Trello

A completely free tool for organizing everything from media to ideas on neatly organized cards. Streamline your content ideas and collaborate with your other team members by gathering votes on particular cards to have real time feedback on the best content to pursue further.

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Evernote

Evernote is the multi-use organizational platform that's widely known as the way to remember everything from your business to personal life. Use Evernote to keep track of your content ideas and editorial calendar from the computer or your mobile phone on the go.

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Mavenlink

Mavenlink is the clear winner for our team because of its robust feature list, covering everything from managing tasks, to tracking projects (both internally and with clients), sharing and receiving files, and tracking time and expenses.

It is basically an all-inclusive project management tool and it integrates with Google Apps, which is very helpful. One of my favourite features of Mavenlink is that you can assign tasks to others (either clients or those within your organization), assign a deadline and see when they've started and completed said task. It takes a little time to figure out but once you get the hang of it, it's invaluable for the busy digital marketer.

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Wunderlist

Create beautiful and more importantly, powerful lists that outline your content strategy, content ideas from your desktop at work or on mobile while you're on the go.

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Google Calendar

One of Google's many helpful tools, the Google Calendar is an effective way to organize and collaborate on your editorial and production calendar for your company's content.

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IFTTT

Put the Internet to work for you by creating custom recipes that increase the productivity across all of your web applications and platforms by making them work together more effectively.

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Rating

Pocket

Save videos, articles and other helpful resources away to check out later. The Pocket app helps keep your favourite resources organised from apps like Twitter, Flipboard, Pulse, Zite and more.

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Pinterest

Use Pinterest to organize your resources, the content from others and your favourite websites for content marketing inspiration. Utilize the secret board function if there's anything your team doesn't wish to curate to the public.

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Mindnode

Map out your brainstorm sessions and ideas to better understand what's on track and what's not working for your content strategy using the MindNode app. Think about your content as ideas that merely need to be flesh out, connect the dots with this visual experience for the iPhone, iPad or Mac.

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Harvest

The time tracking tool can help keep your content marketing efforts on schedule with accurate and effective software to help make smarter decisions for your business. Understanding where your time is spent and on what tasks will help strengthen your content creation efforts.

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Remember The Milk

Manage all your tasks with this app that seamlessly integrates with Gmail, Outlook, Twitter, Evernote, Google Calendar and more. Think of this app as the to-do list reinvented.

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Content Creation Ideas

Keyword Planner Tool

Using the Google keyword planner tool you will be able to search for the right pairings of keywords to use in the headlines and body of your articles that are more often searched in Google. Don't take this data as the final say on your headline, but use this info as an approximation of the search traffic certain keywords are currently receiving.

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Visualy

Create stunning info graphics and data visualizations using Visual.ly from their marketplace of info graphic experts and designers. Explore the 30,000+ info graphics already created on the website for inspiration for your content marketing.

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Rating 

Meme Generator

If you need to add a comical spin to your content, then look to add a meme from this easy to use web resource. For inspiration, check out which memes generated by the service are gaining traction on the web.

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Gimp

Create visuals for your content using GIMP, which is a free, simplified Photoshop like software. Including images in your posts is very crucial since 40% of people will respond better to visual information than plain text.

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Resize It

An online image resizing tool to bring the images you've created or curated to the right dimensions for publishing. Resize.it is a helpful resource for non-technical users to fix their images for use in their articles, e-books and PDF's.

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Thing Link

Tag images to make them more engaging with links to music, video, text, images, Twitter, Facebook, shops and more using Thinglink. This tool allows readers to comment on images and follow image channels of creative users. ThingLink images are also shareable, and embeddable, with a click to Facebook, Twitter, Tumblr and email.

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Issuu

A visually striking tool for creating online magazines and lookbooks with both free and paid versions depending on your content needs and budget.

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Embedded Tweets

Add live tweets to your online content to add credibility to a topic and interactive aspect to your article or website. Tweets display with expanded media like photos, videos, and article summaries, and also include real-time retweet and favourite counts. When embedded, Tweets are interactive and enable your readers to follow the Tweet author, and reply, retweet, favourite all directly from the page.

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Pow Toon

Create animated videos and presentations with PowToon to add a commercial quality experience to your original content.

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Uber Flip

Optimize your PDF's to add social widgets, audio and video elements to make the content both interactive and measurable.

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Creative Writing Tools

Sky Word

This tool offers businesses different levels of content creation services with their access to 20,000 writers, as well as an exclusive partnership with Thomson Reuters for business intelligence and Bigstock Imagery for stock images.

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Contently

A platform that allows businesses to work with high-quality freelance writers that also handles the payment and management of the editorial process.

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Compendium

The Compendium platform empowers publishers with the tools necessary to plan, produce, publish, promote and measure their content marketing all from one dashboard.

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Text Broker

Textbroker is a content creation service offering a quick turnaround on articles, press releases, written snippets for websites and more from a database of authors.

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Shareist

Shareist is editorial platform for small to medium size businesses that helps with the entire content marketing life cycle. The tool helps your business capture content from around the web, easily incorporating text, links, videos, images and more. Export this content for use anywhere, such as email newsletters, and eBooks.

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Rating 

Lingospot

The Lingospot software offers automated content marketing for your website, automatically updating the content throughout your web properties. With flexible control of the level of automation to use on each of your pages, businesses can create thousands of dynamically refreshing topic pages.

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Rating 

Brafton

The Brafton platform offers content marketing, as well as search engine optimization, social media marketing and content analytics services to ensure the content created on your company's behalf will perform well on the social web and with the right audience.

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XYDO

Create and curate editorial content to meet your online and email marketing needs with XYDO. Integrates smoothly with MailChimp and Constant Contact to amplify your messaging with trending and relevant content.

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Rating 

News Cred

An enterprise content development platform that offers businesses 2,500 sources, millions of full text articles, images and video to help bolster their content strategy. The platform also streamlines the legal and billing process of using the content owned by other publications, companies and individuals.

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Social Media & Content Marketing Tools

Social Media and Content Marketing go hand in hand. You are best served by knowing what content is passed along as well as which Social Media platform performs most effectively for you. Below are 4 tools that will help you get a handle on what is working and what isn't. After using these tools below, you'll know better what themes to expand on and exploit and which ones to abandon in favour of other tactics.

Link Tally

Bookmark the website for this service when you want a fast look at where your URLs are being shared socially without having to comb through a spread sheet full of data.

This complimentary service, provided by HubSpot, will track your URL, whether it's a native URL, tracking link or shortened version, on four major social networks: Google+, Facebook, LinkedIn and Twitter.

Simply type or paste your URL in the indicated field. In a few seconds, LinkTally will report your results on each network, plus the grand total.

That is all LinkTally does, but sometimes all you really need is a tool that does one small thing well. Its simplicity and inclusion of Google+ and LinkedIn make it useful for businesses doing content marketing.

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Rating 

Rocket Post

This is a great little Facebook posting and scheduling tool because it is easy to use and solves the "Share" problem that plagues third-party posting services, like Twitter.

If you cross-post to your Facebook fan page from a third-party app, Facebook doesn't add the "Share" link that fans can use to repost your content on their walls. This is crucial for increasing your reach and growing your fan base. But PostRocket adds your content to your Facebook page first. So, the "Share" button is activated on those posts.

PostRocket also has some other handy benefits:

The scheduler function lets you write posts in advance, with the option either to post immediately or to let the app auto-schedule at optimum times.



PostRocket automatically reviews fan engagement and suggests whether you need to add more status updates, photos or links to build up your reach, or whether your post is too long. The PostRocket bookmarklet on your Chrome or Firefox browser lets you share links easily from your blog, website or other sites you come across.

[LINK TO RESOURCE](#)

Rating

Markerly

Content sharing is popular, but is anybody actually reading all that content?

This highlighting/sharing tool can raise your content visibility by letting your readers share the most pertinent snippet of your blog post or web copy, along with the article title and URL, with their friends.

This tool is good because readers will be more likely to check out the shared content if they see why their friend shared the link, instead of having to read the entire article.

Markerly takes a little time to set up because you have to insert a line of code into your web page's HTML coding set-up and customise the Markerly sharing widget to match your page.

To use Markerly, just run your cursor over the page copy you want to share and click the Markerly widget on the page. This opens a new window with the content and a link back to the article. One click sends the link to a friend or posts it on the networks you specify.

A set of basic analytics also shows you how many times your content gets shared and on which networks.

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Social Mention

Less is more with this Social Media monitoring service, which sends you real-time alerts whenever your keywords show up in Twitter or Facebook and houses your "mentions" in a convenient dashboard for follow-up. Keywords can be your brand, key people in your company, your competition or your paid search terms, et al.

Mention is a free service (free up to 3 alerts and 500 mentions per month, with paid service beginning at \$19.99 monthly at time of writing). You'll also need to upgrade to a paid service if you want analytics on your mentions.

This tool fits nicely in the middle ground between a full-service monitor, which can take a lot of time to work with, and a simple email notification service. Also, Mention's dashboard makes it easy to delegate posts to other team members for response.

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