



Content Marketing Tools



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Introduction

What was initially a small part of your marketing strategy has now occupied a major portion of it. It is no longer a cliché to say content is what matters. Every business, no matter how big or small, has a story to tell which becomes the voice of your brand. Content is in and it is never too late to learn how to do it right.

Content marketing is all about storytelling- the unique story of your brand. It is a way to connect with your prospective customers and make your relationship stronger with the existing ones. Therefore, it is essential that your story is fascinating enough to reach the right ears.



We have compiled a comprehensive list of some important tools which all content marketers should use to improve their brand's content marketing strategy. We have divided them into 5 categories- content research and ideas, content organization, content creation, content promotion and distribution and content marketing analytics and tracking.

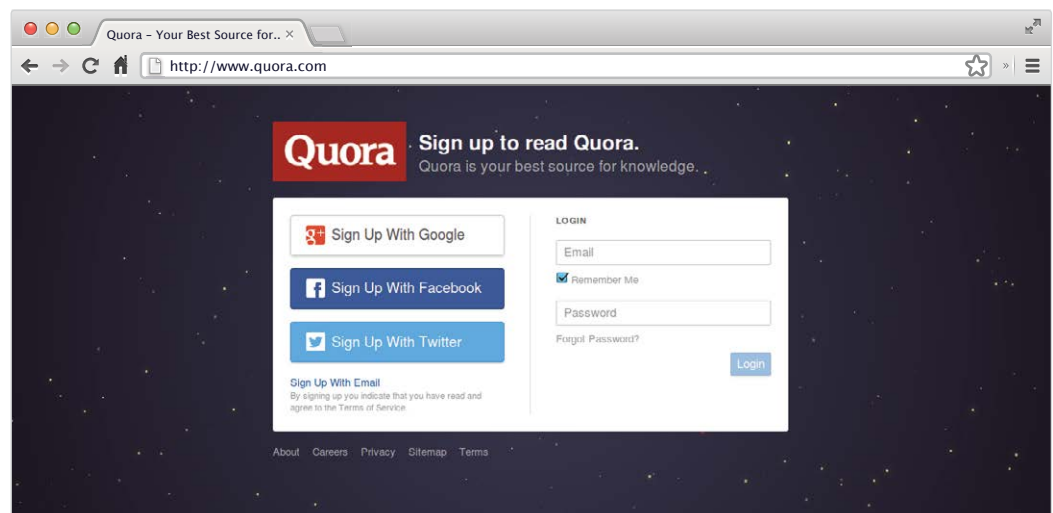
Go through them and find out how these tools can help you create an unbeatable business model.



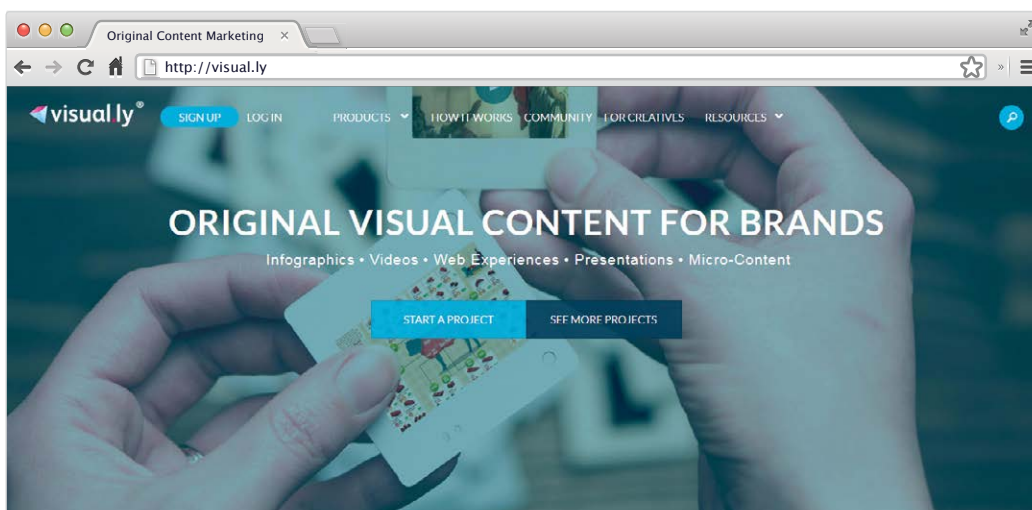
Content Research and Ideas

The first and the most important part of the content marketing strategy is researching for new ideas. You don't need to spend days finding what is hot and trending and what your readers are going to love. Just use these tools to brainstorm and get unique content ideas.

Quora: Quora is your ideal destination to pull new stuff about which no one has written about yet. Designed in the form of a question and answer format, Quora is a collection of what people are researching for on the web and what they are asking other people.

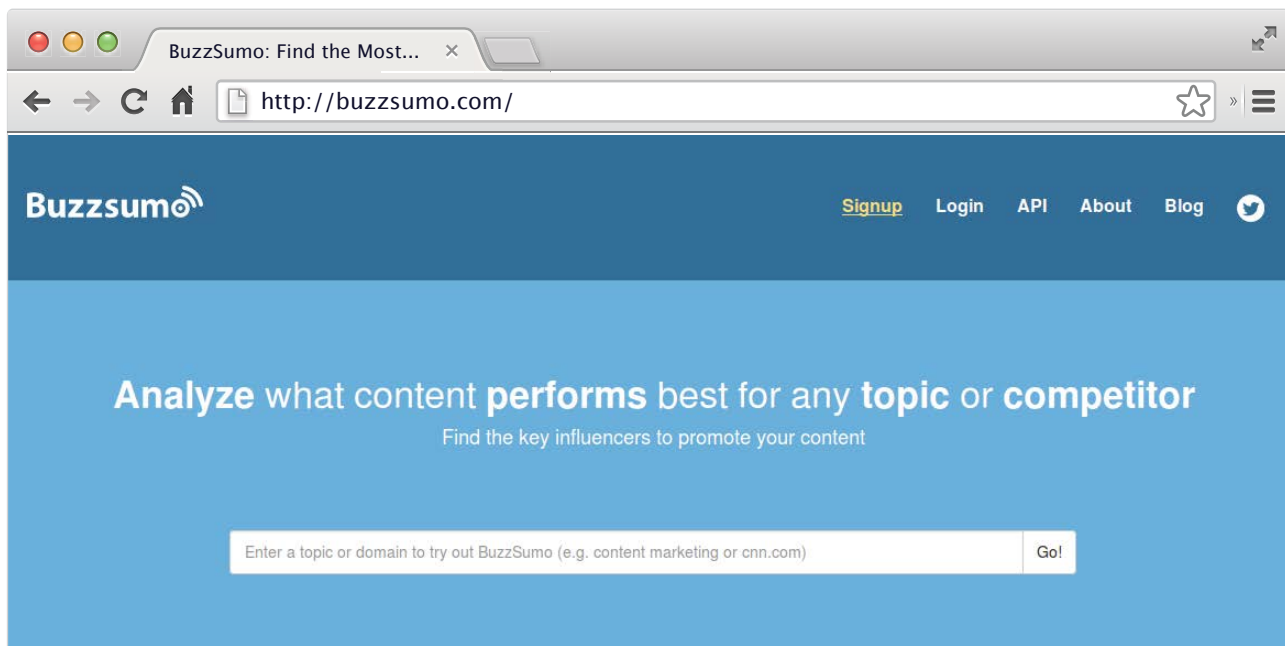


Visual.ly: Want some creative visual inspiration for your new blog post? Log in to Visual.ly and get amazing ideas for infographics, videos, presentations and micro content for social media.

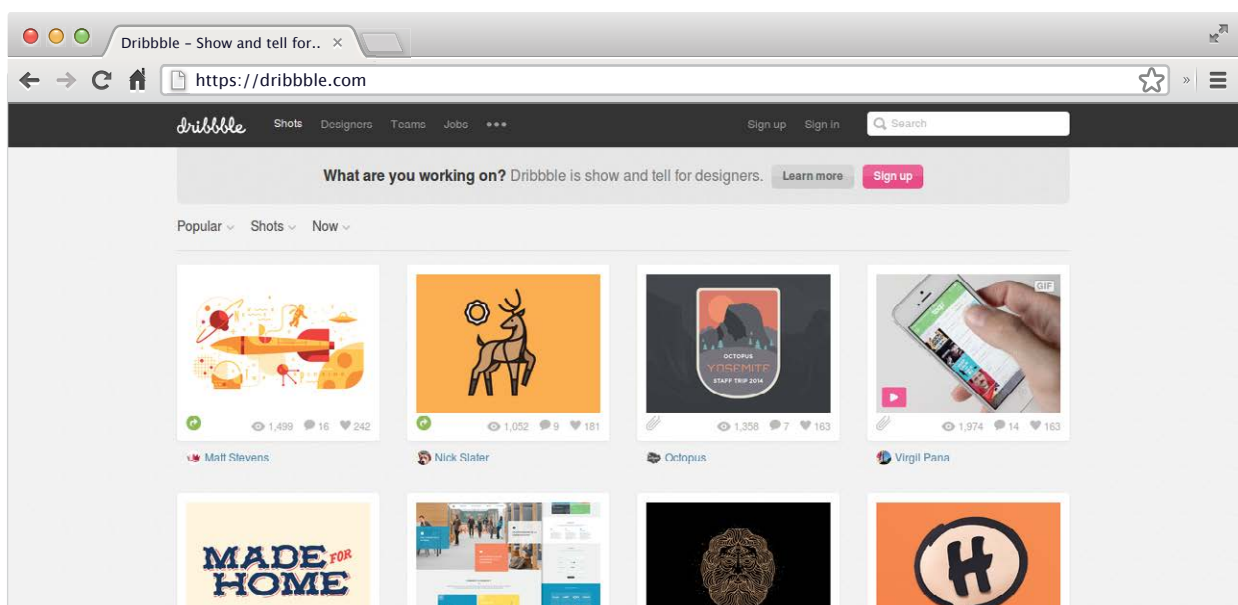




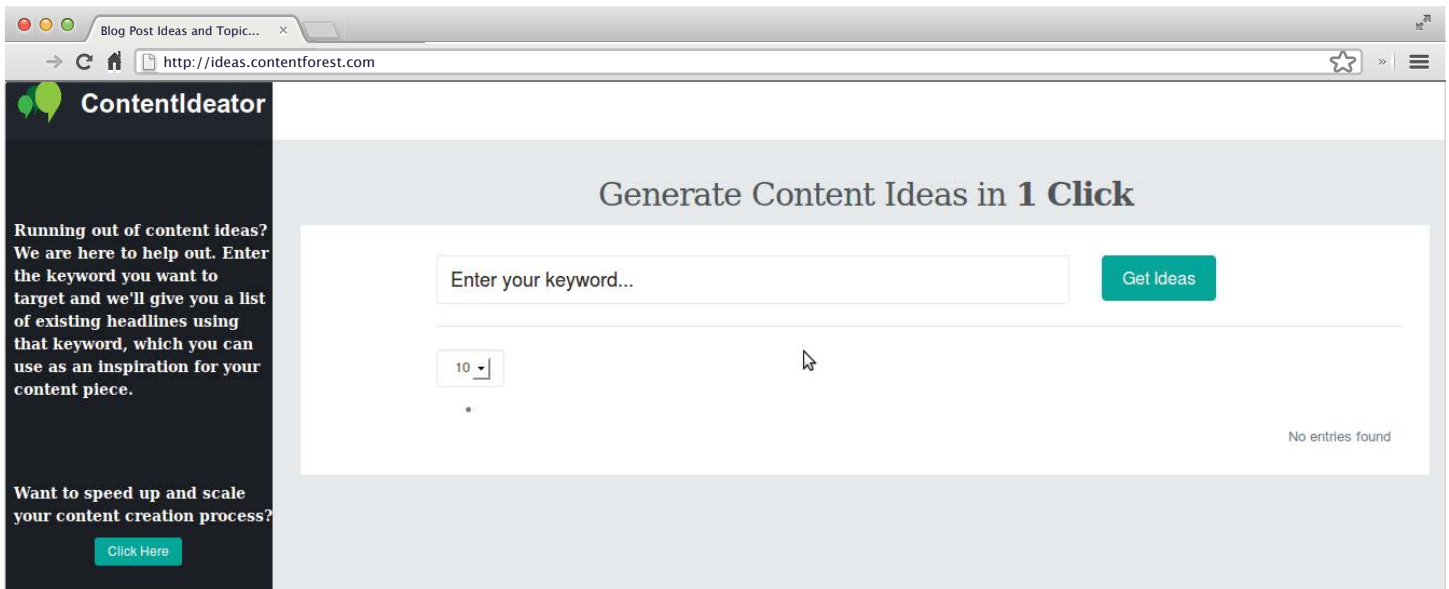
BuzzSumo: Discover what people are sharing the most on the web. Use the website to get content ideas for your new article and the main ingredients required to prepare a recipe of largely sharable content. It is easy to use. Just type in a particular topic or domain and find out what content performs best for it.



Dribbble: Show, promote, discover and explore. Get inspirations and ideas from others works. If you want to connect with designers from all over the world, see the screenshots of their works. Dribbble is cool and funky. You are going to love it.

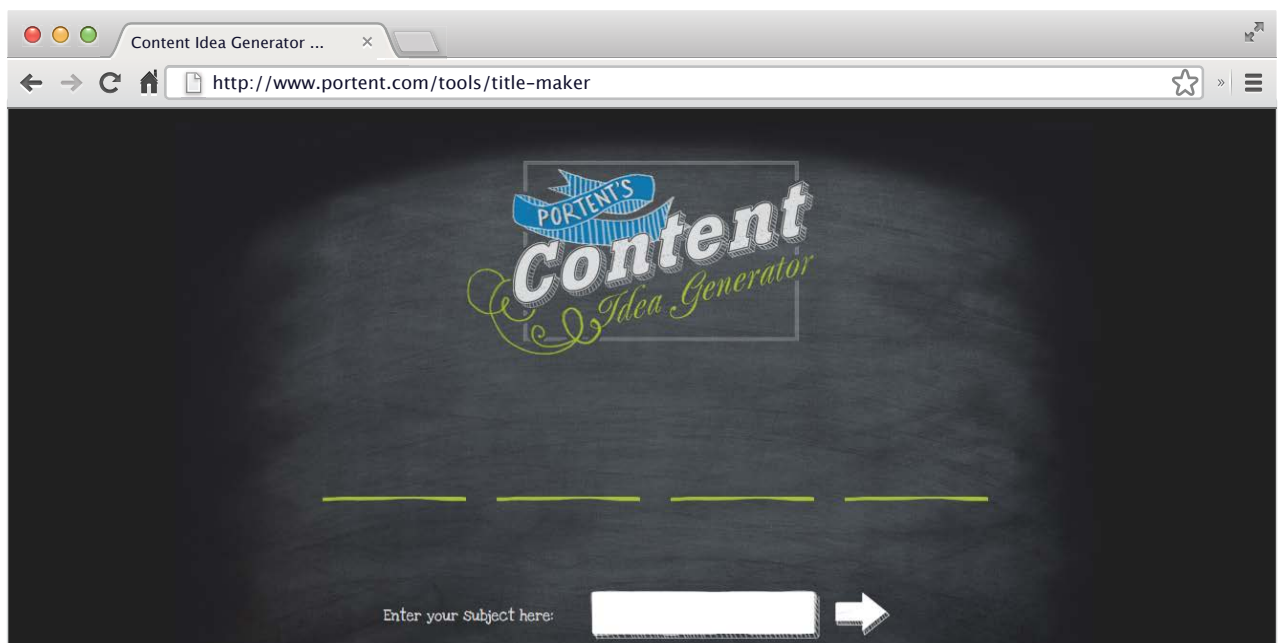


ContentForest: Just a single click and get multiple ideas on a topic. Get existing headlines on a particular keyword and use it as an inspiration for your content.



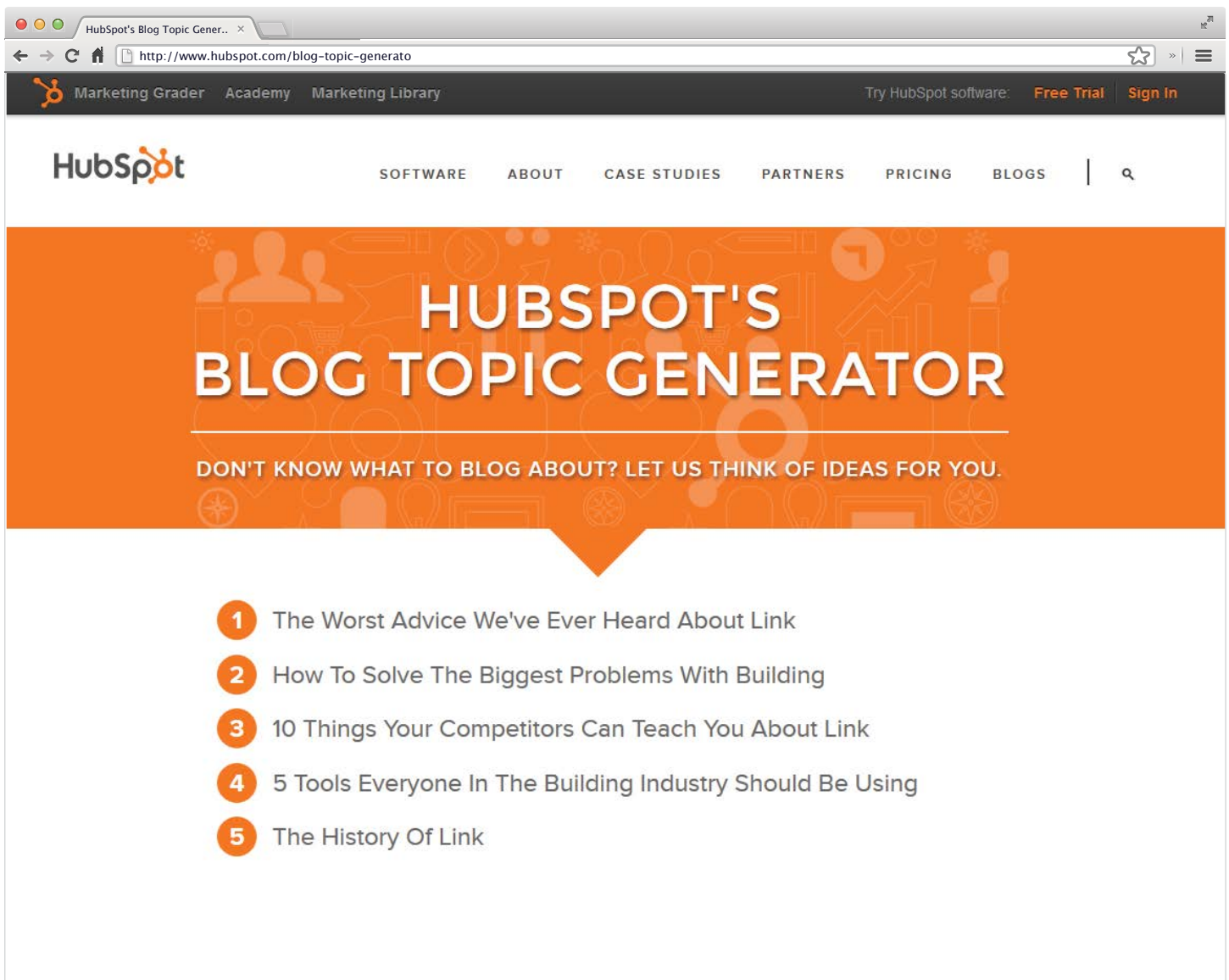
The screenshot shows a web browser window with the URL <http://ideas.contentforest.com>. The page has a dark sidebar on the left with the text "ContentIdeator" and a description: "Running out of content ideas? We are here to help out. Enter the keyword you want to target and we'll give you a list of existing headlines using that keyword, which you can use as an inspiration for your content piece." Below this is a link "Click Here". The main content area is titled "Generate Content Ideas in 1 Click" and features a search form with the placeholder "Enter your keyword...", a "Get Ideas" button, and a dropdown menu set to "10". A message "No entries found" is visible at the bottom right of the form area.

Portent's Content Idea Generator: As the name suggests, Portent's content idea generator tool lets you type in your favorite subject and gives you ideas for your next blog post. Just make sure you are grammatically correct.



The screenshot shows a web browser window with the URL <http://www.portent.com/tools/title-maker>. The page has a dark background with a stylized logo that reads "PORTENT'S Content Idea Generator". Below the logo is a horizontal line and a text input field with the placeholder "Enter your subject here:" and a right-pointing arrow button.

Hubspot's Blog Topic Generator: Let Hubspot's Blog Topic Generator do the thinking for you and come up with great ideas for your next blog post. Enter three keywords and get at least 5 ideas. This means just 3 words and get ideas for a whole week for your blog. To add, apart from great ideas it will help you come up with great titles for your post.



The screenshot shows a web browser window with the URL <http://www.hubspot.com/blog-topic-generator>. The page features the HubSpot logo and navigation links: SOFTWARE, ABOUT, CASE STUDIES, PARTNERS, PRICING, and BLOGS. A large orange banner contains the text "HUBSPOT'S BLOG TOPIC GENERATOR" and "DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU." Below the banner, a list of five blog topics is displayed, each preceded by a numbered orange circle.

HUBSPOT'S BLOG TOPIC GENERATOR

DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU.

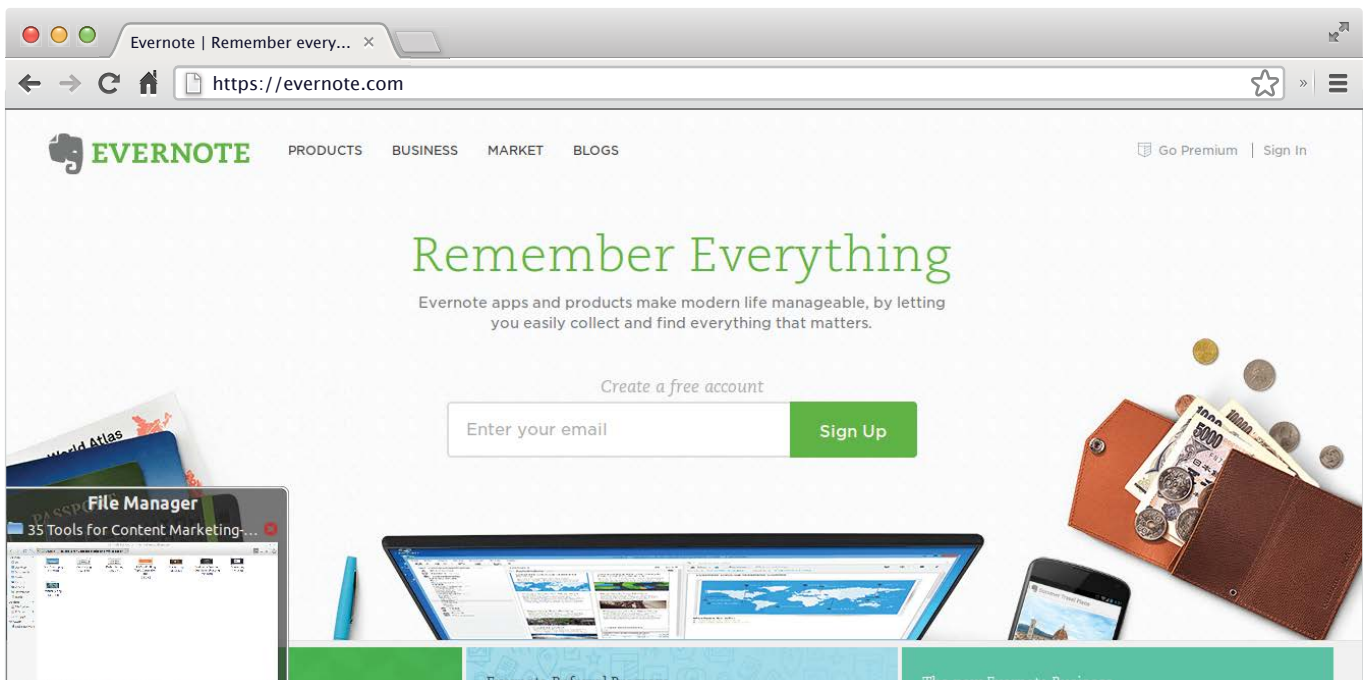
- 1 The Worst Advice We've Ever Heard About Link
- 2 How To Solve The Biggest Problems With Building
- 3 10 Things Your Competitors Can Teach You About Link
- 4 5 Tools Everyone In The Building Industry Should Be Using
- 5 The History Of Link



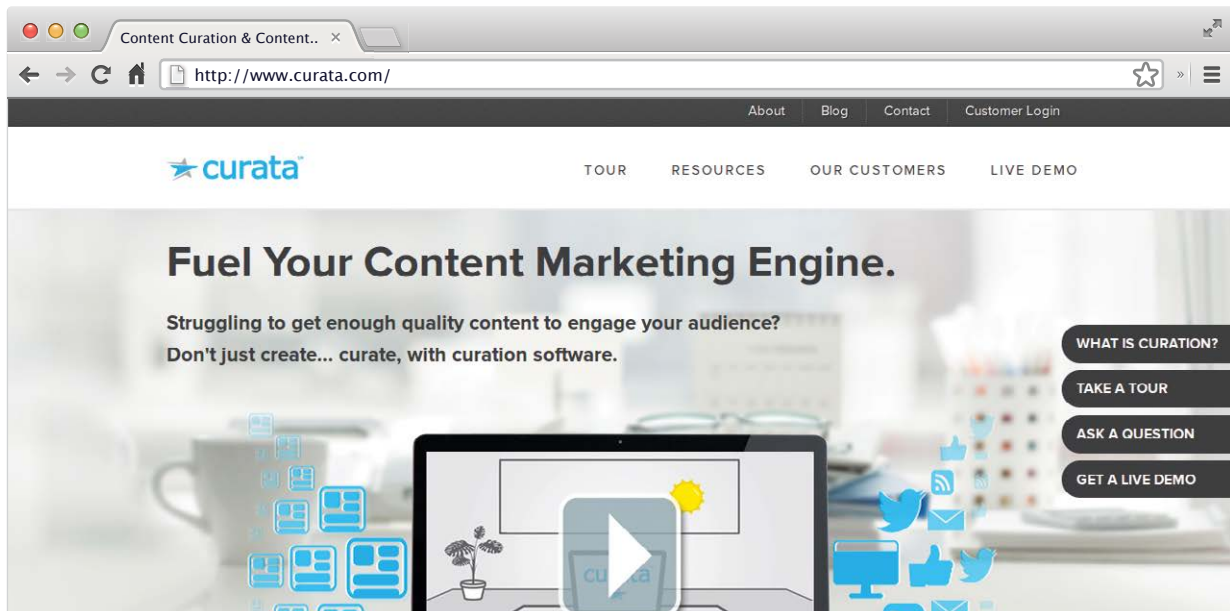
Content Organization

The next step is organization. These tools will help you assemble all your stuff in place ensuring you do not miss on something important. While researching for new content ideas, you might come across things which you would like to view later. These tools will let you save and use them later during the content creation process.

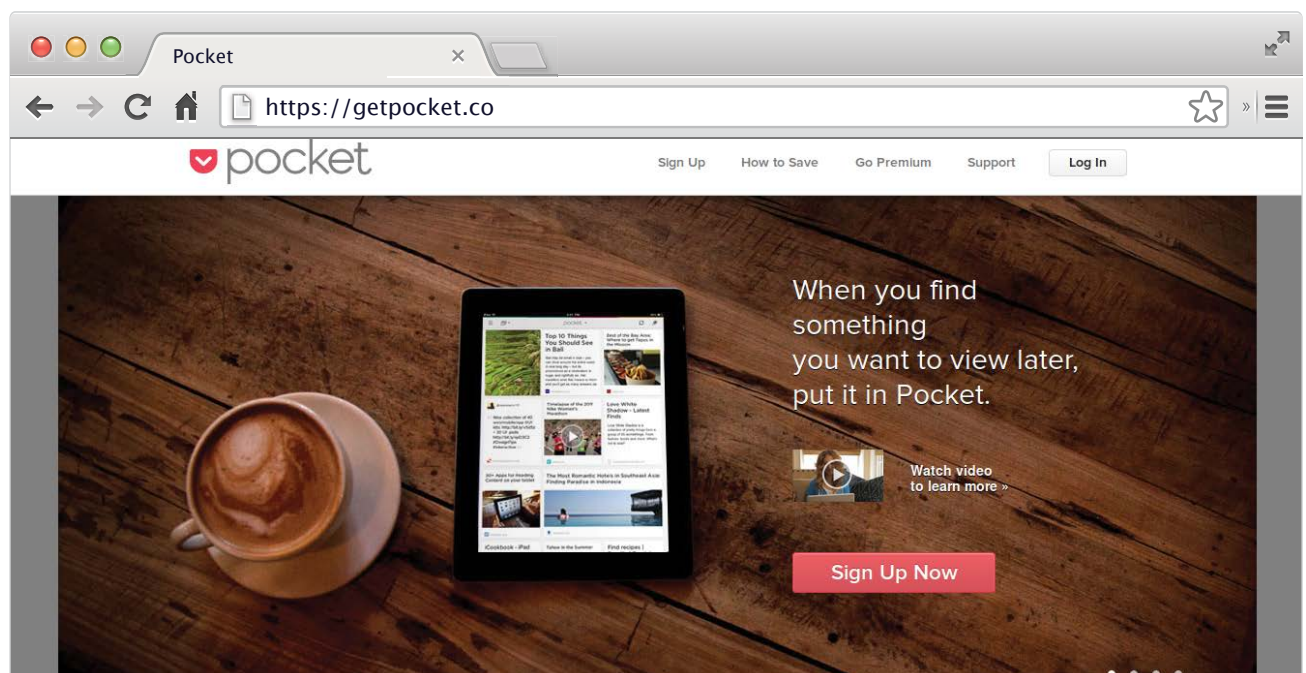
Evernote: Evernote does not allow you to forget anything. Gather and assemble all your stuff- photos, documents, task lists, business cards- all at one dashboard. Create notes, share with colleagues, and keep track of new content and ideas. Stay organized at home, work or while on the go.



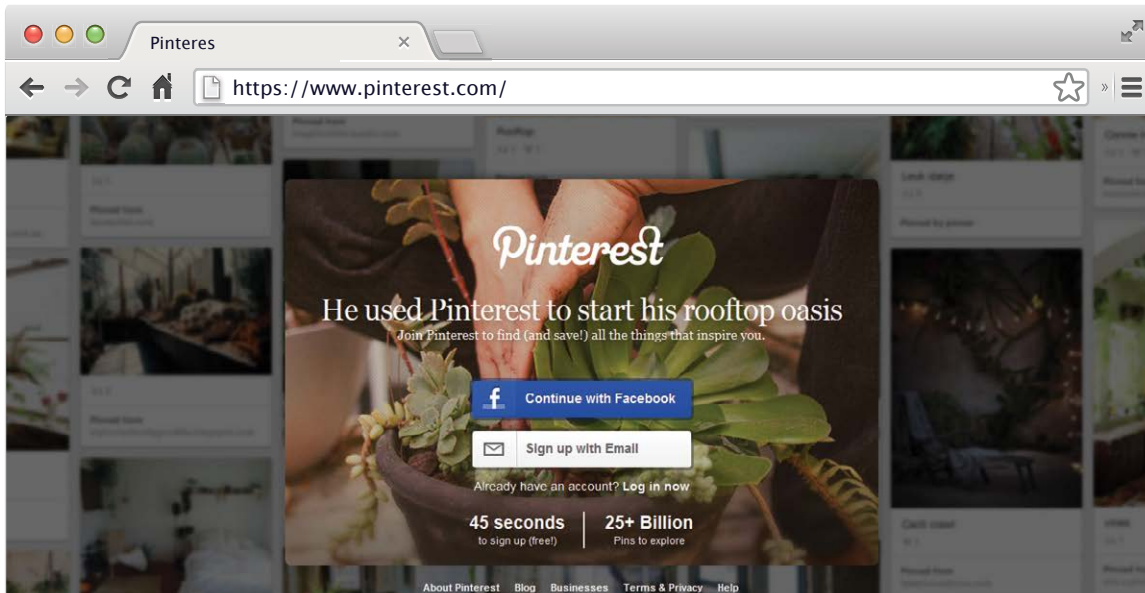
Curata: Finding difficulty in organizing your content? Get Curata. Curata lets you find, share and organize the most relevant content. It's at Curata where creation meets curation.



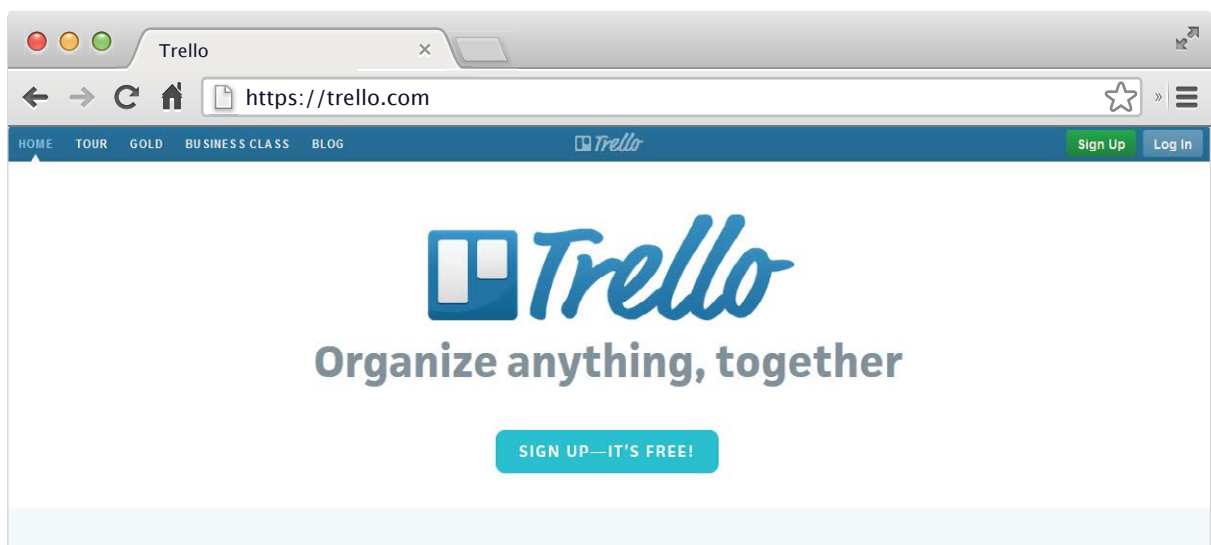
Pocket: Pocket allows you to save videos, photos, articles and other resources so that you can view them later while writing a piece of content. Pocket is a darling because it lets you organize your resources from more than 300 apps.



Pinterest: Find and save all things that inspire you. Find the most popular pins on Pinterest to know what's trending and where you should direct your efforts.



Trello: And we cannot skip Trello. This project management tool lets you do everything from organizing your content ideas, creating an editorial calendar to tracking the performance.



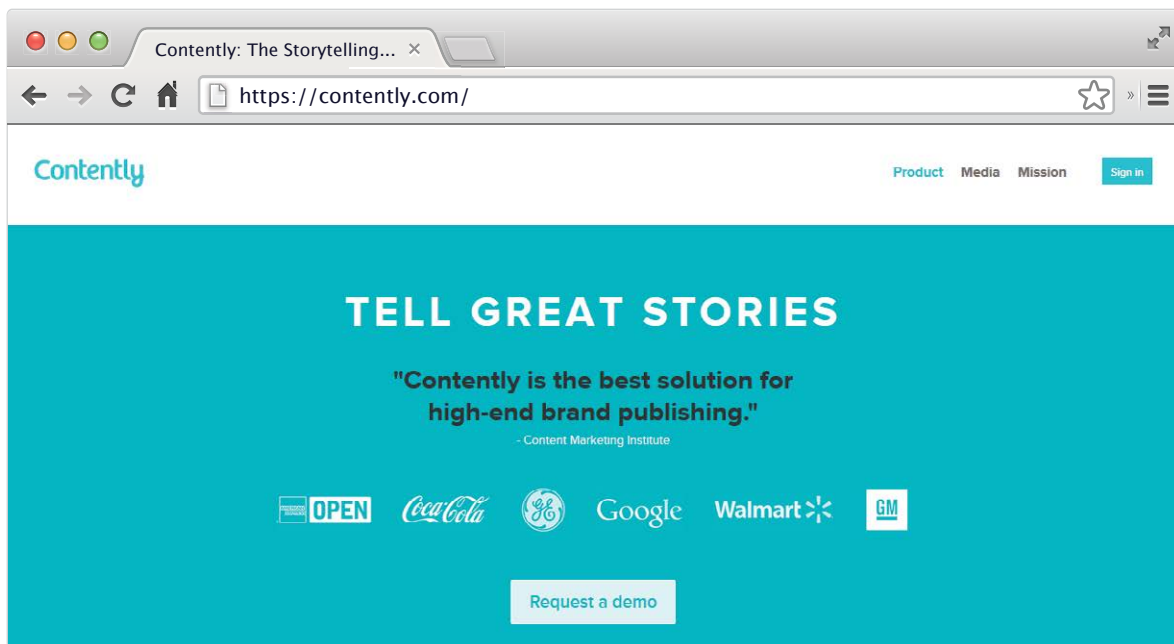


Content Creation and Design

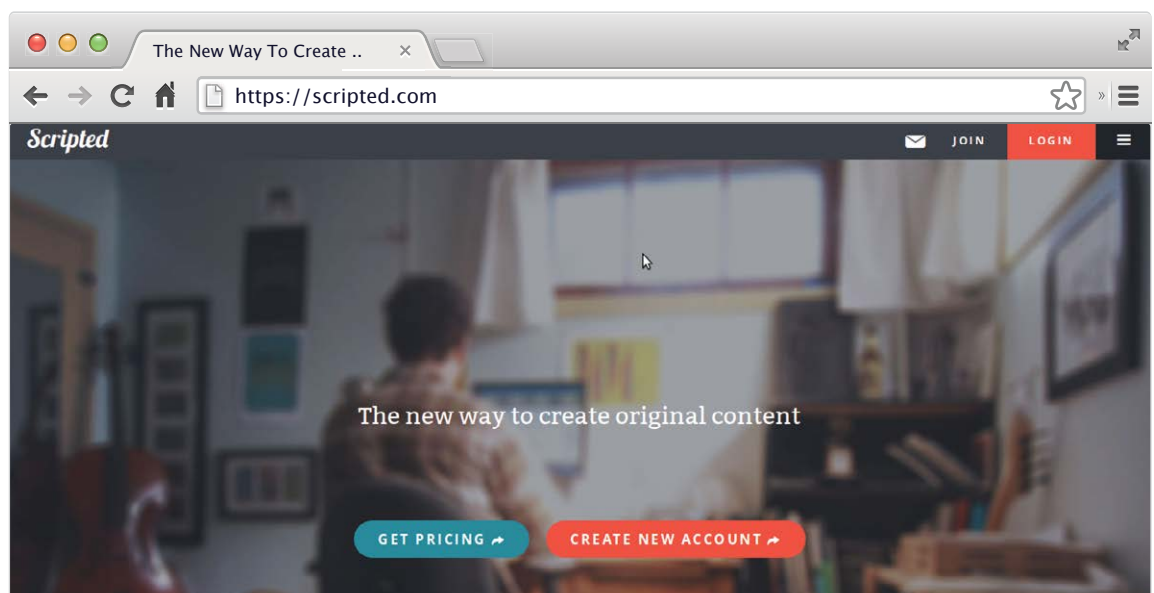
Now, it's time for the real action. You already have the ideas and all you have to do now is pen them down. See where you can find some of the most talented and amazing writers to compile your upcoming piece. Also, browse through a selection of some cool tools to improve the visual appeal of your content. Create attractive infographics, images and a lot more.

Storify: Read stories posted by the best storytellers- journalists, bloggers and editors. These are the stories created from trending social media updates- stories made from images, videos and links. What more, you can use any of these elements to create your own story.

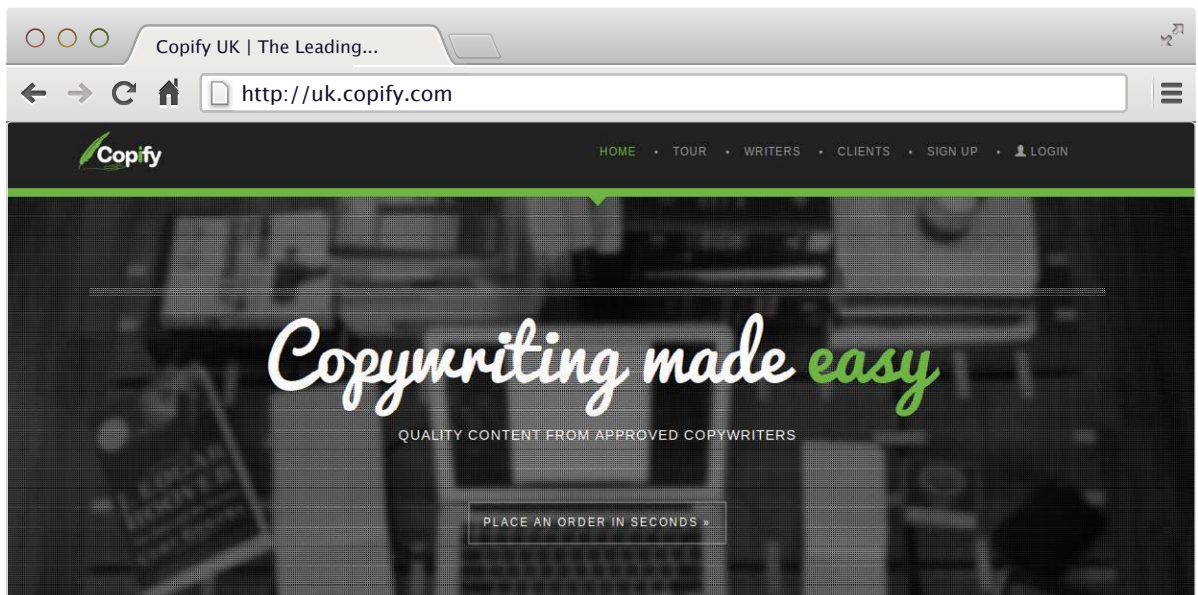
Contently: If one word could describe this tool, it will be “awesome.” Contently is the place for original and engaging storytelling. By encouraging anyone who is a great storyteller, Contently is worth all that is said about it.



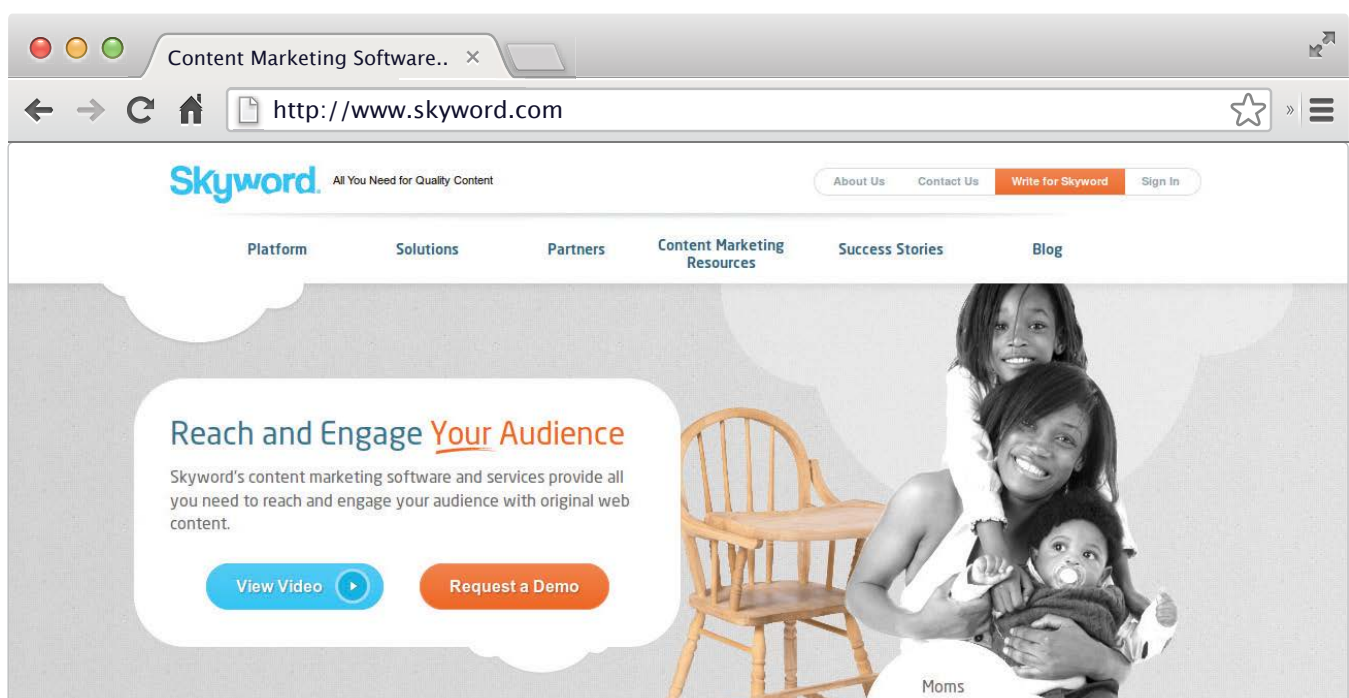
Scripted: Scripted is where you can hire freelancers for your blogs, articles, whitepapers, social media updates and everything else. There are just three simple steps: mention your content needs, let the tool automatically match your needs with the best writers and get great content. Isn't that simple?



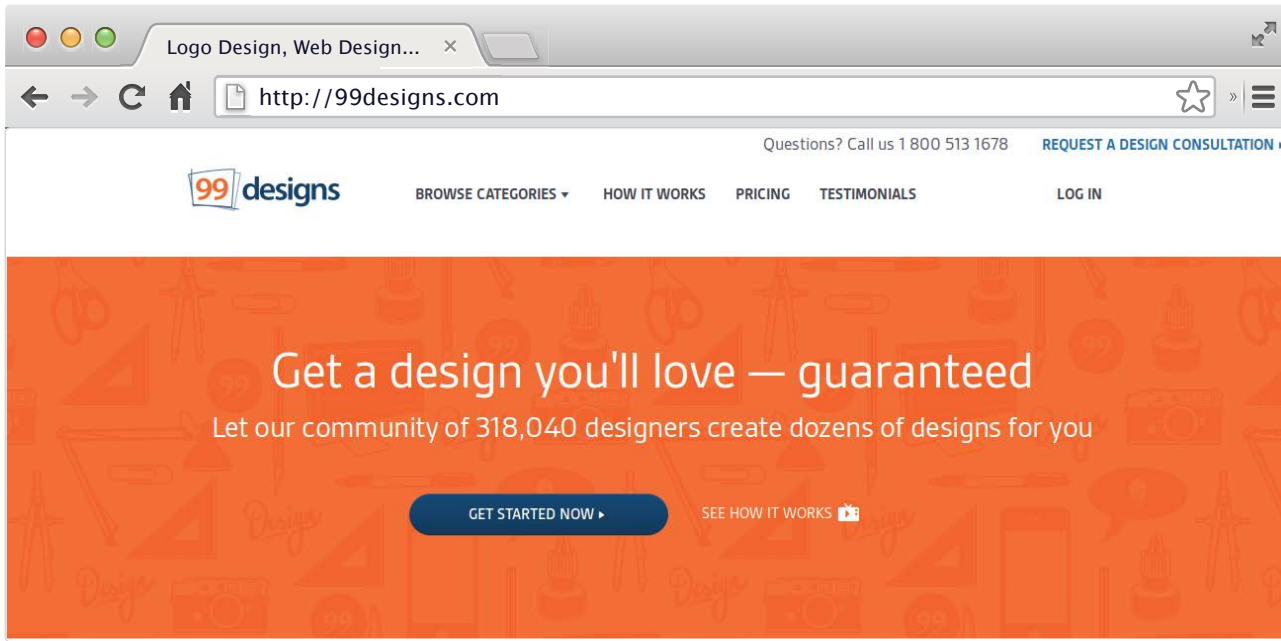
Copify: Place an order for great content with a few clicks and get quality content from approved writers. The numbers do the talking for Copify- 1029 freelancers, 52591 completed copies, 21388070 words written.



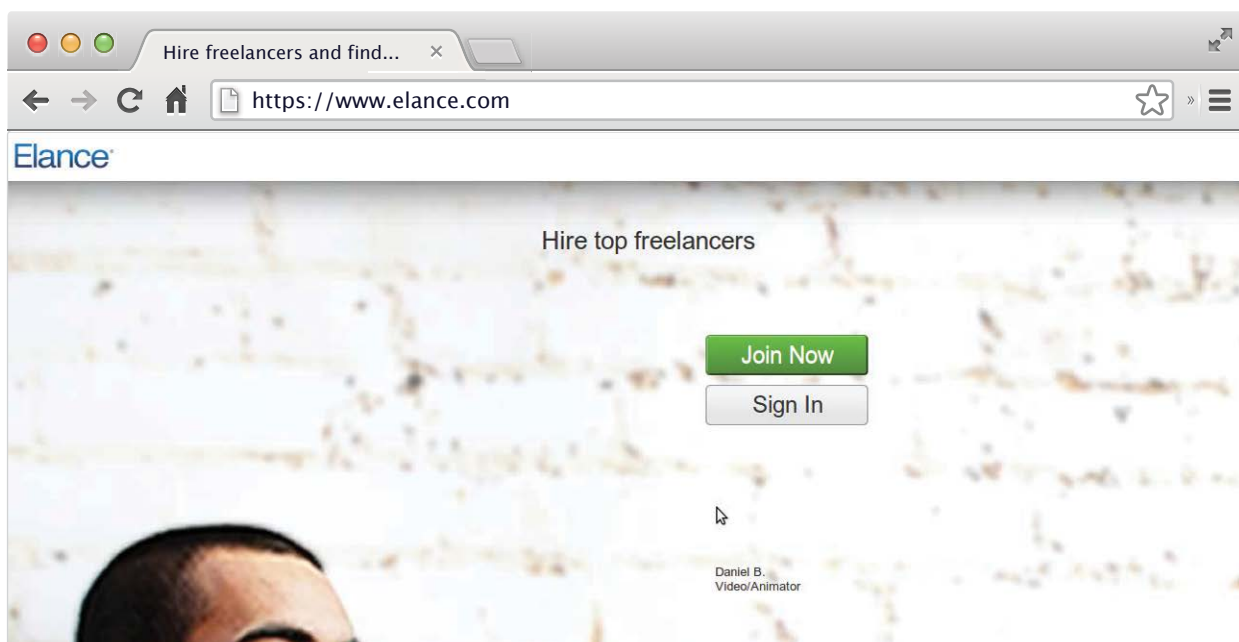
Skyword: Create content that converts. Skyword is for you- whether you are an agency, brand, media or retail.



99designs: Choose from thousands of readymade designs and set your copyright on it. Infographics, logo designs, web designs, and everything that you might need for your business.



Elance: Browse through the profiles of thousands of writers and create your own workforce. Get the right work done by the right people at the right time.



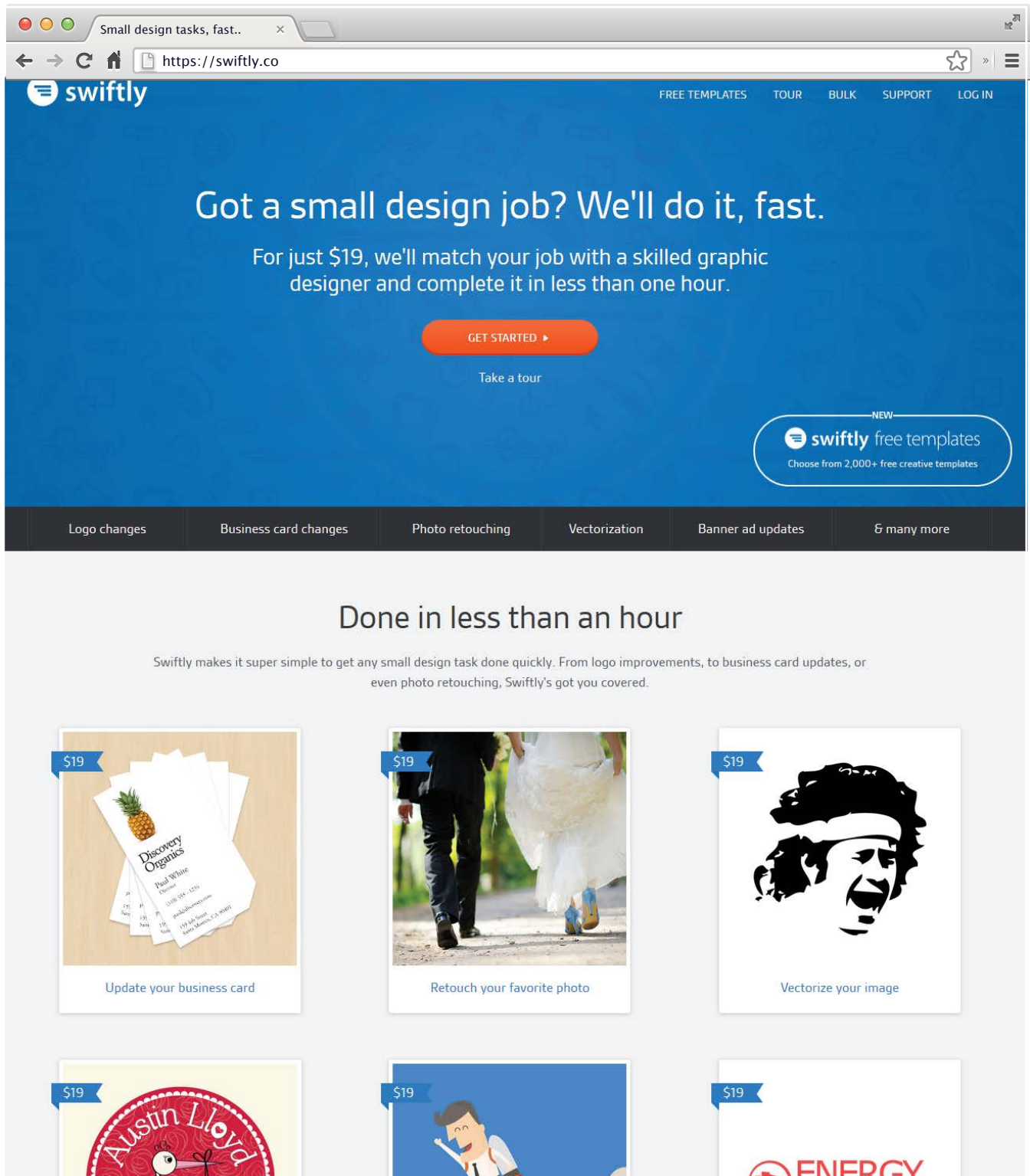
Infogr.am: The simplest way to create infographics and charts. Get them published online, your social media network or embed them in your blog post. It's as easy as that.



Piktochart: Create beautiful infographics and tell the visual story of your brand. Choose from thousands of templates, edit your infographics and share them.



Swiftly: Just a few bucks and get your logos improved, business cards updated, and photos retouched. All design tasks done for you within a few minutes.



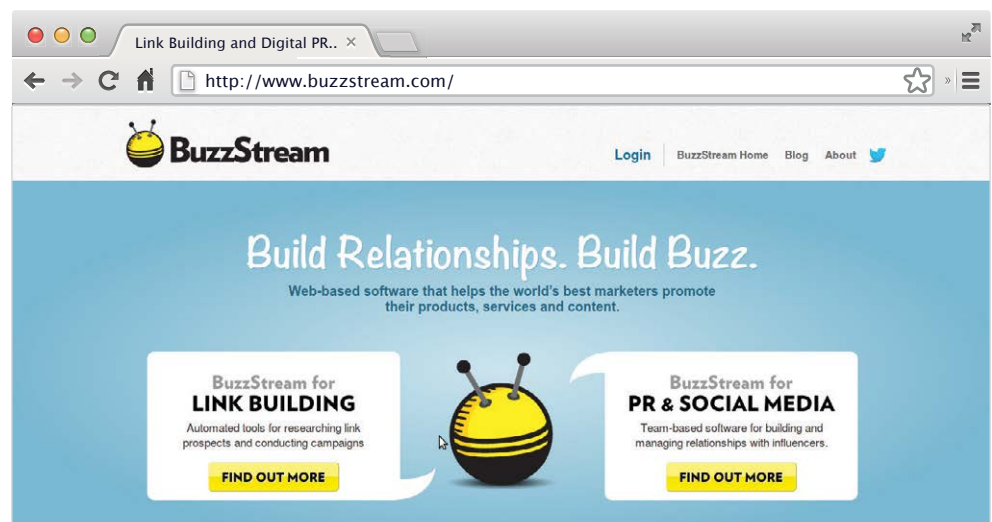
The screenshot shows the Swiftly website in a browser window. The URL is <https://swiftly.co>. The website has a blue header with the Swiftly logo and navigation links: FREE TEMPLATES, TOUR, BULK, SUPPORT, and LOG IN. The main content area has a blue background with the headline "Got a small design job? We'll do it, fast." and a sub-headline "For just \$19, we'll match your job with a skilled graphic designer and complete it in less than one hour." Below this is an orange "GET STARTED" button and a "Take a tour" link. A "NEW" badge highlights "swiftly free templates" with the text "Choose from 2,000+ free creative templates". A horizontal menu lists services: Logo changes, Business card changes, Photo retouching, Vectorization, Banner ad updates, and 6 many more. The section "Done in less than an hour" explains that Swiftly makes it simple to get small design tasks done quickly. It features six examples of services, each with a "\$19" price tag: "Update your business card" (showing business cards for Discovery Organics), "Retouch your favorite photo" (showing a wedding photo), "Vectorize your image" (showing a stylized portrait), "Update your logo" (showing a logo for Austin Lloyd), "Create a cartoon character" (showing a cartoon character), and "Design a banner ad" (showing a banner ad for ENERGY).



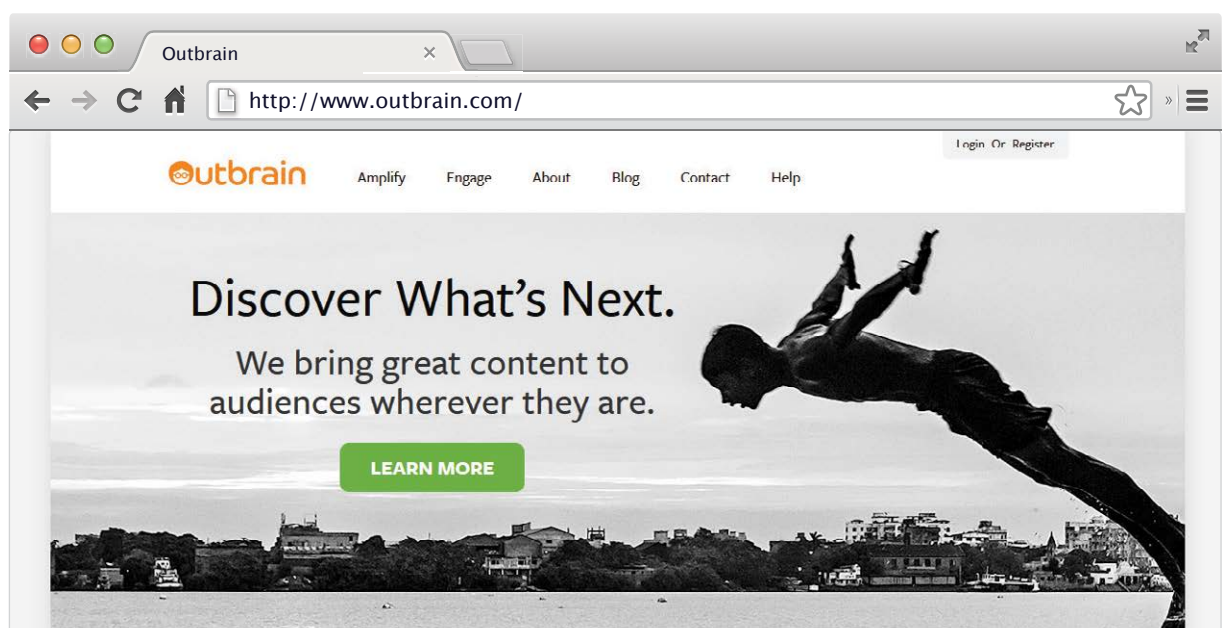
Content Promotion and Distribution

Let your content reach out to the right people and turn them into conversions. These content promotion and distribution tools will help you deliver your content across multiple audiences. Find out which ones to use and how.

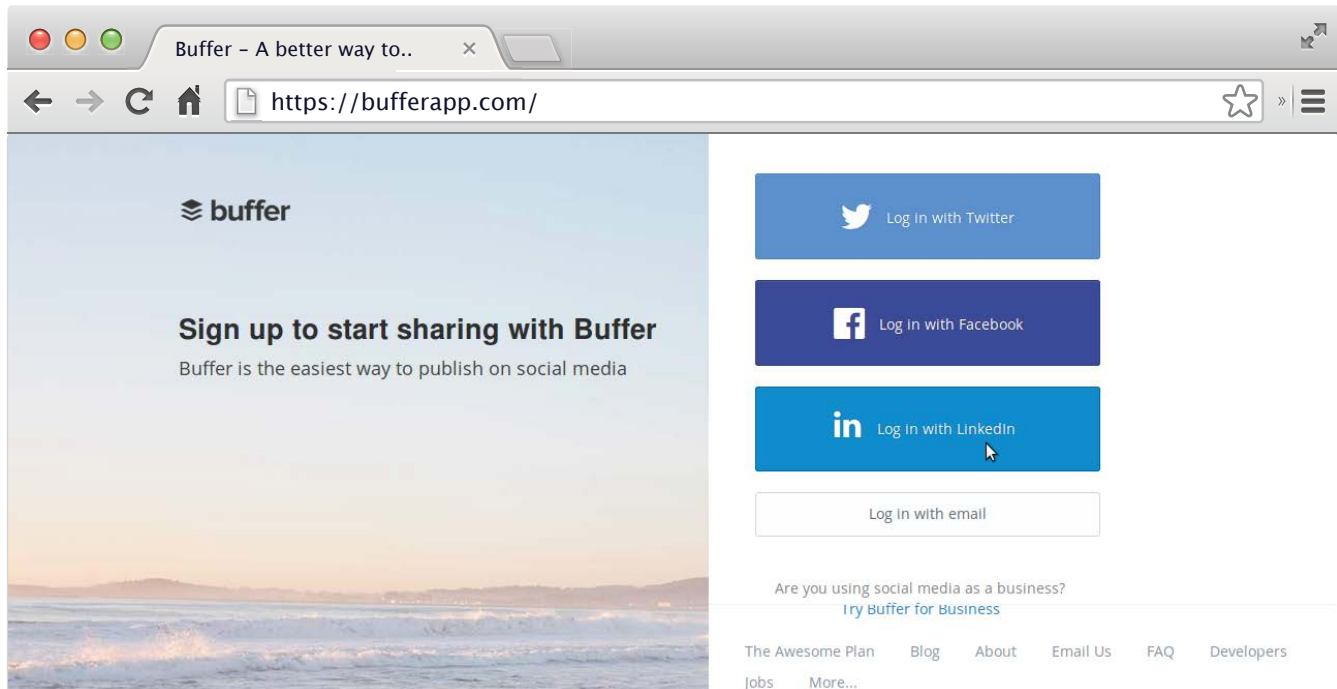
BuzzStream: Looking for a platform to promote your content? Try BuzzStream and build strong relationships with your customers. Build links, increase traffic and get found. This is what BuzzStream is all about.



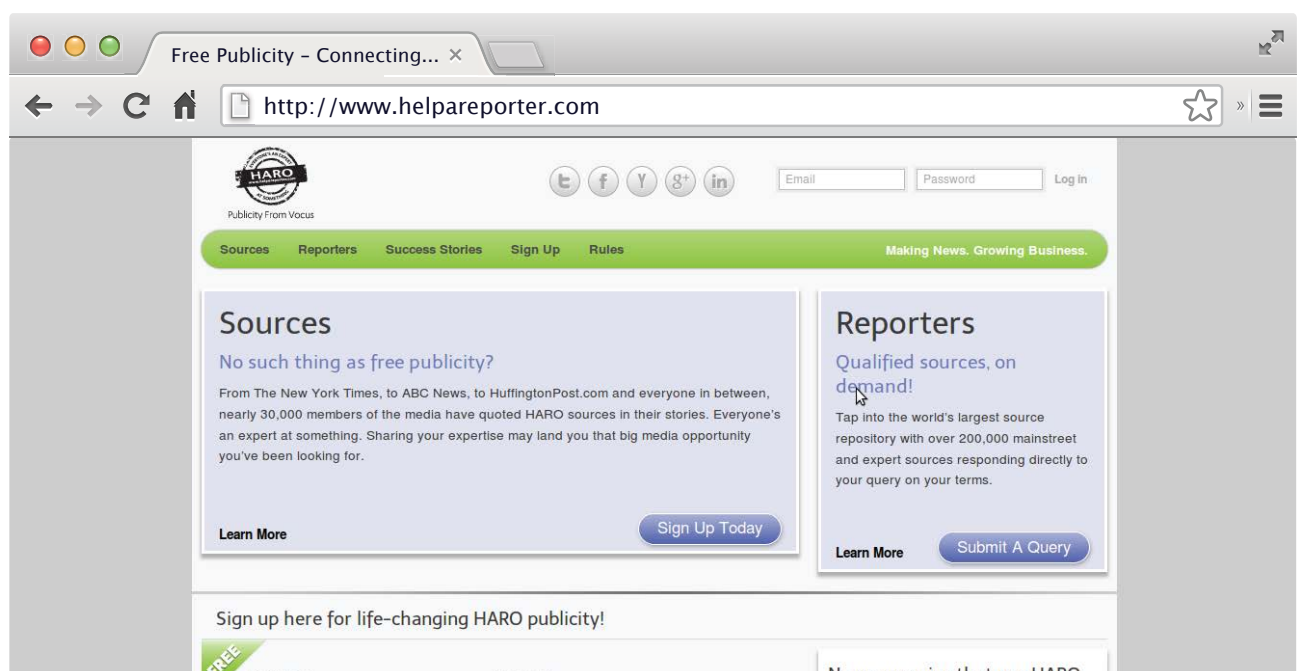
Outbrain: Outbrain boasts to be the world's largest and most trusted content delivery platform by bringing great pieces of content to audience from all over the world.



Buffer: Share with Buffer and schedule your content across different social media platforms. Post your content at the best time optimized for your account or according to your choice.



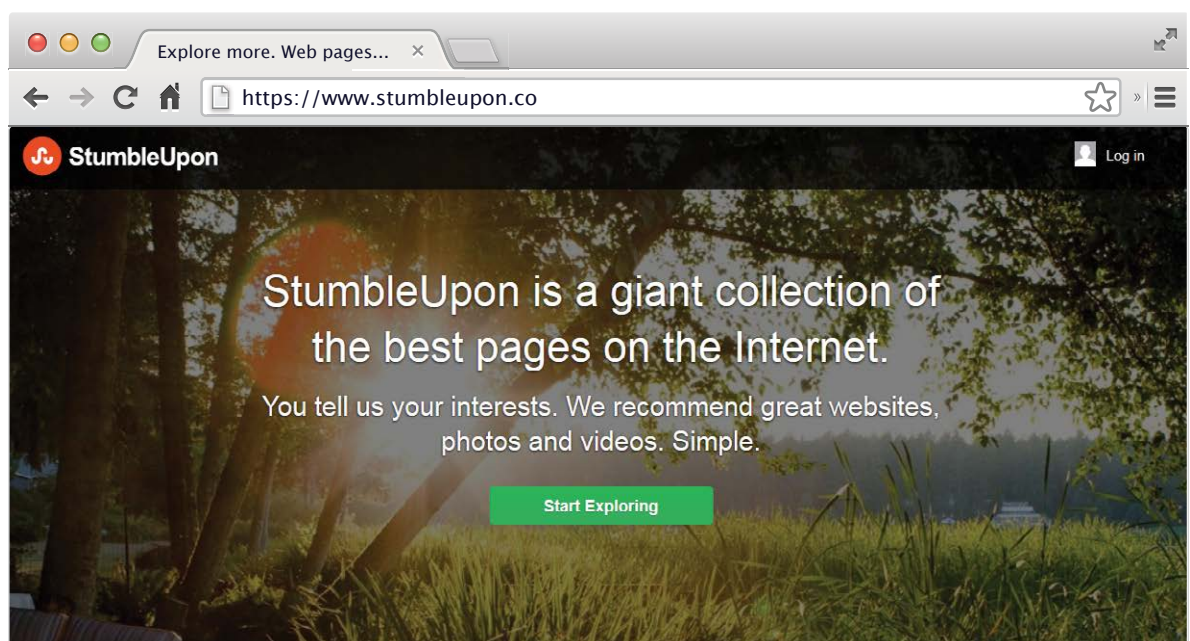
HARO: Do you still think there are no free lunches? HARO is your source for free publicity. Share your content and get feedback from public.



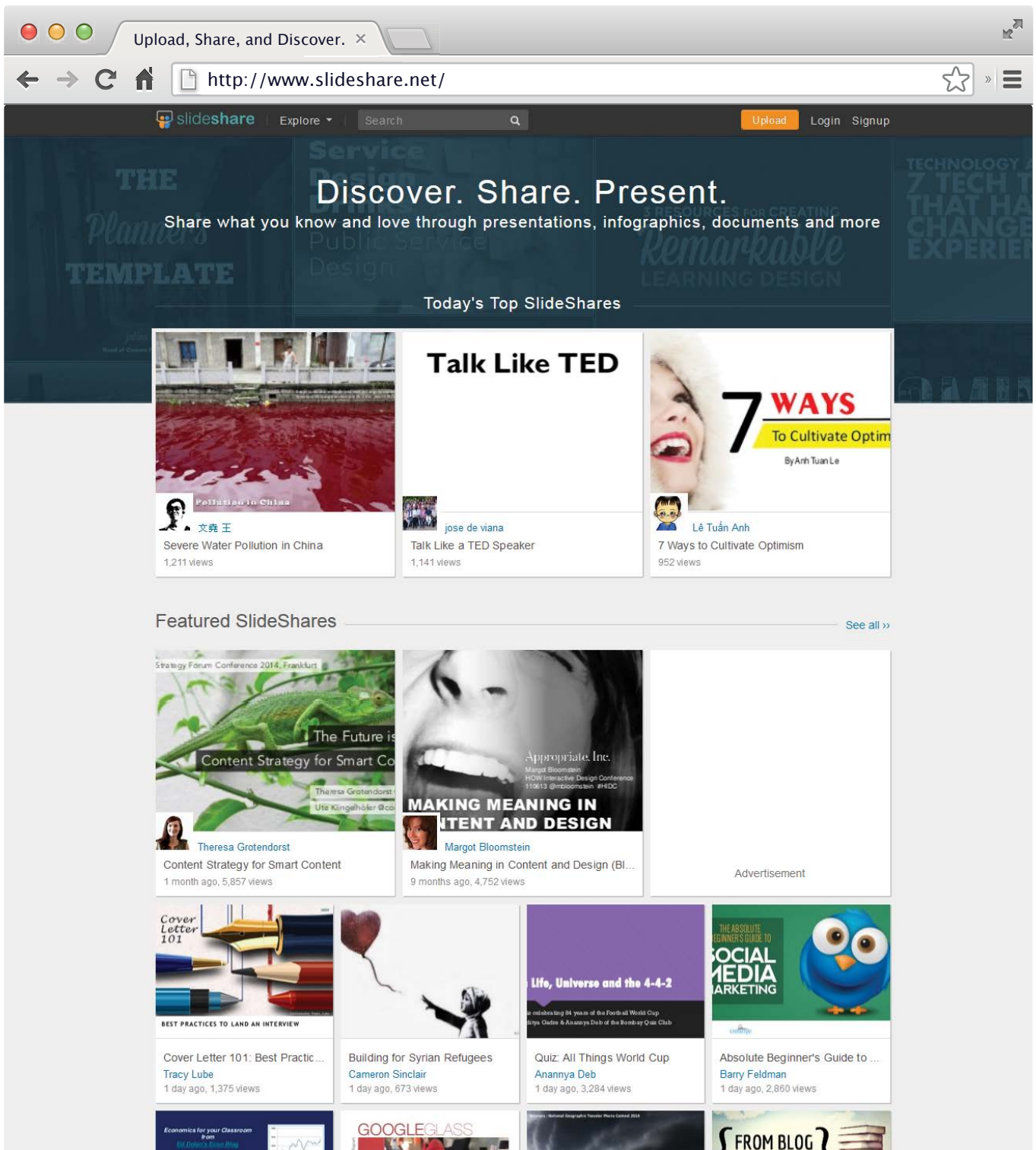
Promoted Posts on Facebook: Anything to say about this? We all know how Facebook Promoted Posts improve the visibility of your content by numbers which it would have never attained organically.



StumbleUpon: Collects great pages and content from the web. When users type in their interest the tool may recommend your website, content, photos or videos by you, if they are awesome enough to be shown.



SlideShare: Share your content- presentations, infographics, documents and a lot more. SlideShare is all about discovering, sharing and presenting.



The screenshot shows the SlideShare website interface. At the top, there's a navigation bar with "Upload, Share, and Discover." and a search bar. Below this, the main header says "Discover. Share. Present." with the tagline "Share what you know and love through presentations, infographics, documents and more".

The "Today's Top SlideShares" section features three prominent thumbnails:

- Severe Water Pollution in China** by 文翰王 (1,211 views)
- Talk Like TED** by Jose de viana (1,141 views)
- 7 WAYS To Cultivate Optimism** by Lê Tuấn Anh (952 views)

The "Featured SlideShares" section includes:

- Content Strategy for Smart Content** by Theresa Grotendorst (5,857 views)
- MAKING MEANING IN CONTENT AND DESIGN** by Margot Bloomstein (4,752 views)
- Cover Letter 101: Best Practices to Land an Interview** by Tracy Lube (1,375 views)
- Building for Syrian Refugees** by Cameron Sinclair (673 views)
- Quiz: All Things World Cup** by Anannya Deb (3,284 views)
- Absolute Beginner's Guide to Social Media Marketing** by Barry Feldman (2,860 views)

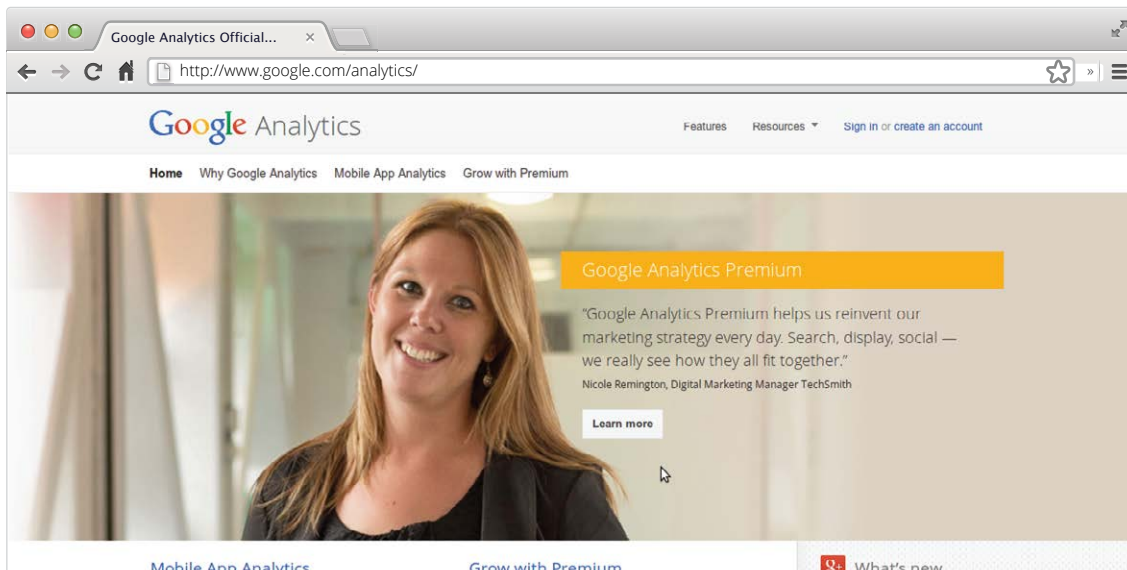
Other visible thumbnails include "Economics for your Classroom", "GOOGLEGLASS", and "FROM BLOG".



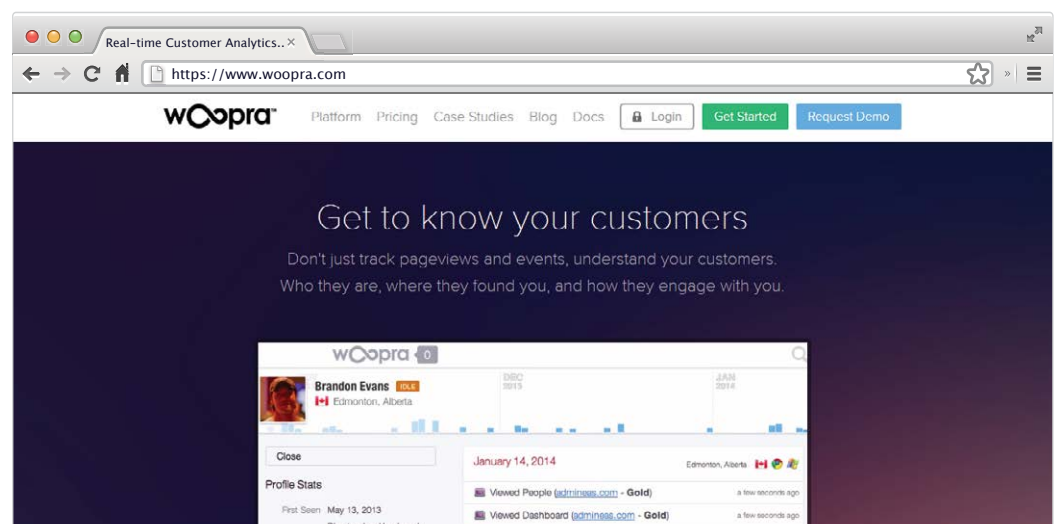
Content Marketing Analytics and Tracking

All said and done, sit and watch how your content is performing across different channels. These awesome tools will help you track the performance of your content and measure engagement. Find where is the pitfall and remove it. See which articles are doing great and you can repurpose them in the future for more shares.

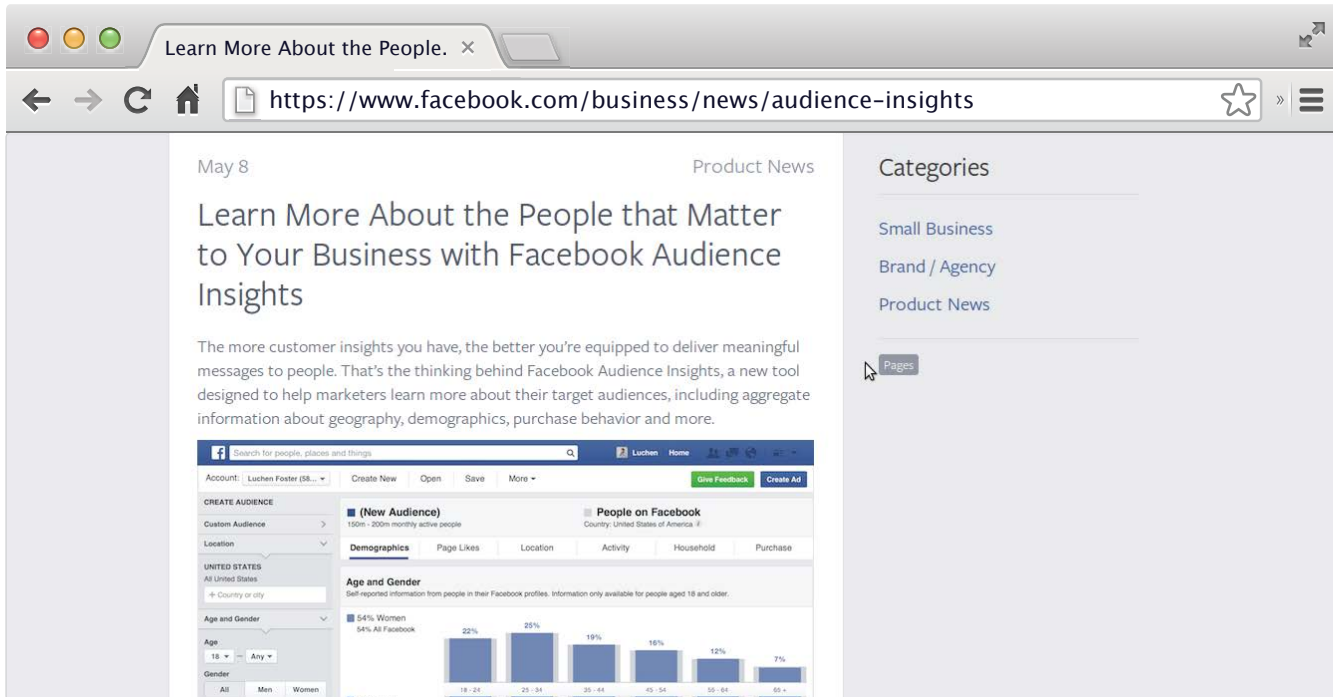
Google Analytics: Get insights on how your customers are engaging with your content. See the full picture across ads, websites, videos and social network.



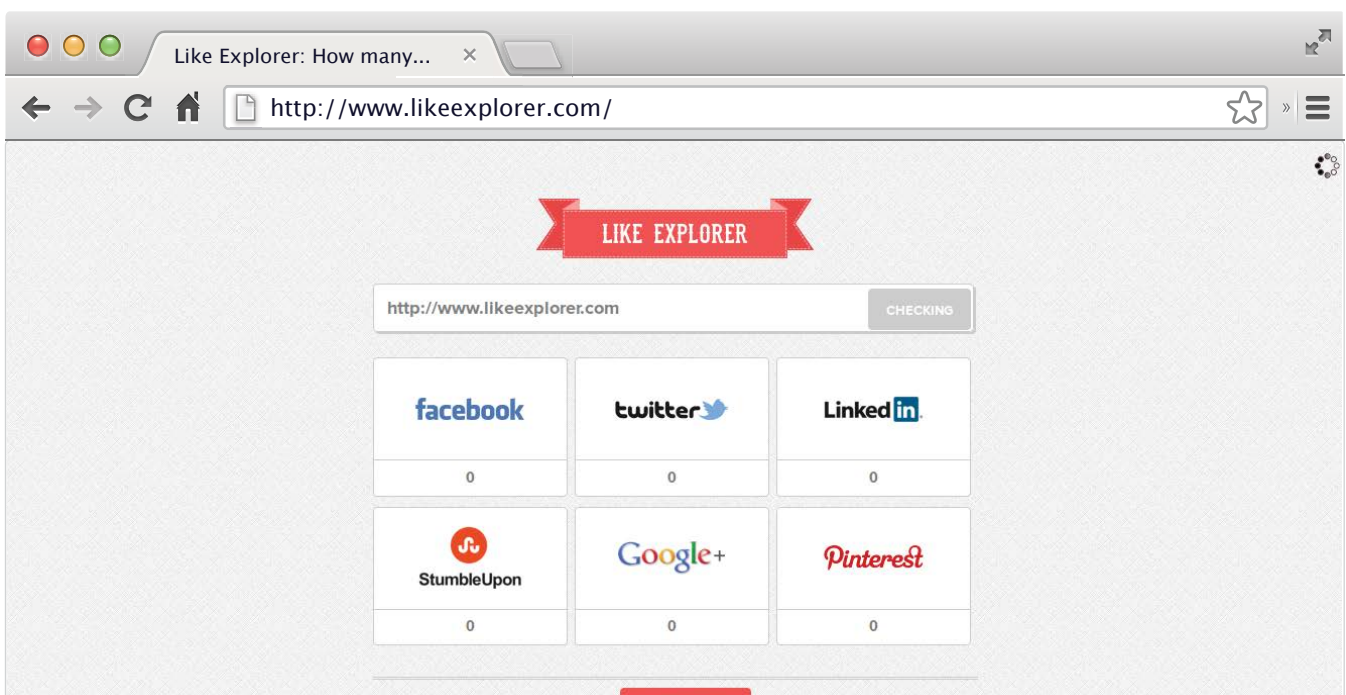
Woopra: Woopra gives you a real time analysis of how your target audience are engaging with your content. Identify the loop holes and correct them for better results.



Facebook Audience Insights: This Facebook tool tells you whether your content is reaching the right people or not. You can adjust your target audience based on the data it gives you.



Like Explorer: Use Like Explorer to find out how many people liked your content on Facebook, Twitter, Google+ or other social networks.



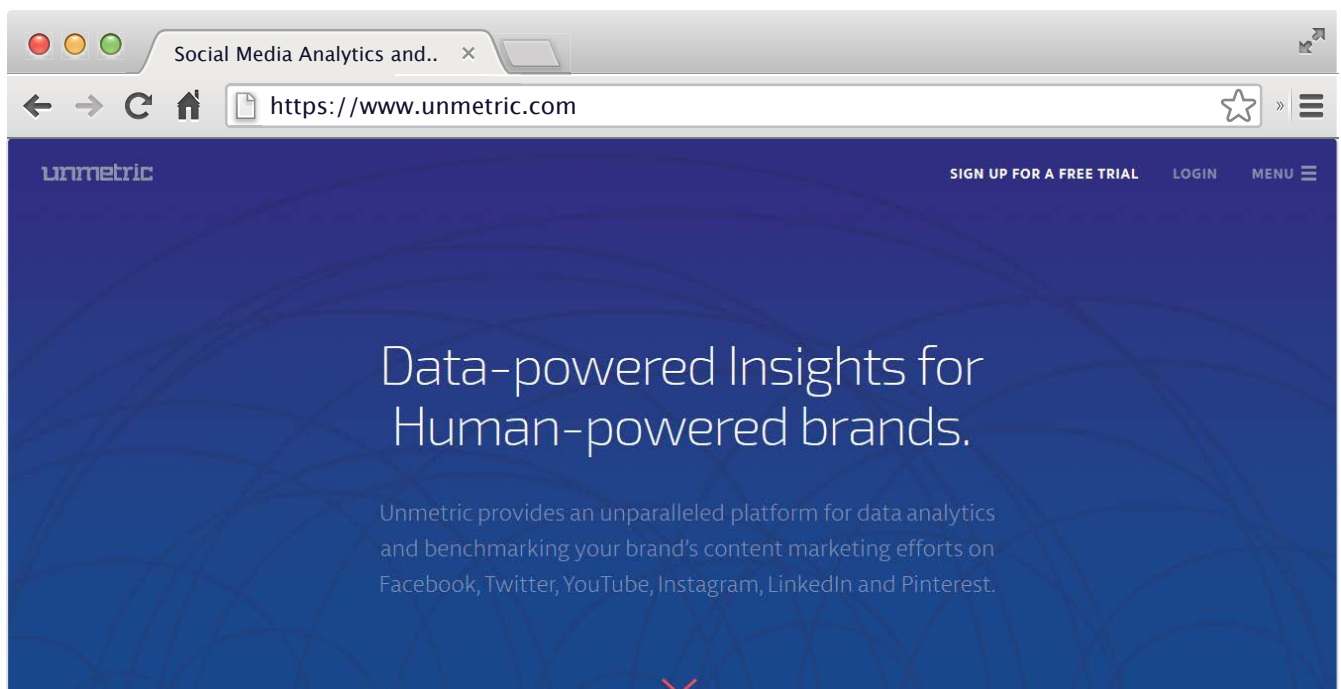
The screenshot shows the Like Explorer website interface. At the top, there is a red banner with the text "LIKE EXPLORER". Below this, a search bar contains the URL "http://www.likeexplorer.com/" and a "CHECKING" button. The main content area displays a grid of social media logos with corresponding like counts:

Platform	Like Count
facebook	0
twitter	0
LinkedIn	0
StumbleUpon	0
Google+	0
Pinterest	0

Socialbakers: Socialbakers helps you know which of your content is giving the best performance socially. Measure, compare and contrast the performance of your content across different social media platforms.



Unmetric: Then there is this data analytics platform to measure your content's performance on various social media networks. Unmetric allows you to plan, organize and measure your content better.



In a Nutshell


Content Research

-  www.buzzsumo.com
-  www.dribbble.com
-  www.hubspot.com
-  www.ideas.contentforest.com
-  www.portent.com
-  www.quora.com
-  www.visual.ly







Content Organization

-  www.curata.com
-  www.evernote.com
-  www.getpocket.com
-  www.pinterest.com
-  www.trello.com






Content Creation

-  www.99designs.com
-  www.contently.com
-  uk.copify.com
-  www.elance.com
-  www.infogr.am
-  www.piktochart.com
-  www.scripted.com
-  www.skyword.com
-  www.storify.com
-  www.swiftly.com

Content Promotion

-  www.bufferapp.com
-  www.buzzstream.com
-  www.helpareporter.com
-  www.outbrain.com
-  www.slideshare.net
-  www.stumbleupon.com

Content Marketing Analytics

-  www.google.com/analytics
-  www.likeexplorer.com
-  www.socialbakers.com
-  www.unmetric.com
-  www.woopra.com



Conclusion

If you are struggling with your content marketing efforts, the solution lies in the combination of these tools. When you start using these tools for your content creation and promotion process, you will never be caught off-guard.

Enhancing your content marketing efforts can be difficult if you do not have the right tools. So use these tools and create some amazing pieces of content for your brand. Using the right ones at the right place are sufficient to make you love what you do.



Creating powerful content will take your brand to the next level, thus improving traffic and sales in return. We, at PageTraffic streamline the entire process for you. Our strategy is powered to improve your site's traffic, leads and conversions with content that is amazing, appealing and engaging.



PageTraffic™
GET NEW CUSTOMERS EVERY DAY!

About PageTraffic

PageTraffic is an award winning Digital Marketing Agency, having served 3000+ clients since 2002. It has helped small businesses & big brands to dominate search, get engaged socially, and drive business online.



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