THE ULTIMATE LIST OF CONTENT MARKETING TOOLS

Content marketing can be time-consuming – what with planning, strategizing, creating, measuring and optimizing it – but with the right tools at hand, you can make your life so much easier. In this list, you'll be able to find tools for every stage of the process: getting content ideas, writing better content, research tools, content creation tools, tools that help you get more traffic and leads, and so much more. So, read on for the ultimate list of content marketing tools.

HEADLINES & CONTENT IDEAS

It all starts with the idea: what should you write about? What video or image should you create? If you're ever having trouble coming up with content ideas, try one of the following tools:

Hubspot's Blog Idea Generator

Hubpost's Blog Idea Generator helps you come up with up to a weeks' worth of content ideas – all you need to do is enter 3 terms that you want to write about in the fields provided:
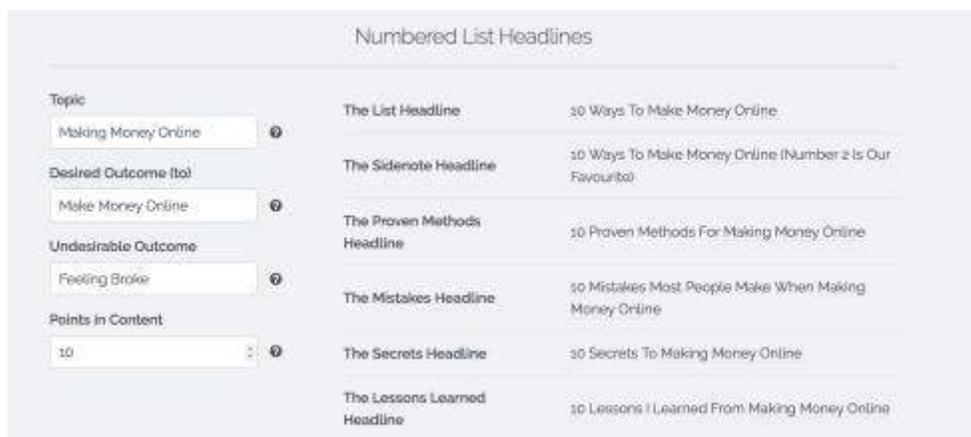

Sumo Headline Generator

Sumo Headline Generator first asks you what type of content you want to write: listicles, how to guides, and so on. Once you click on one, you'll already see suggestions for content ideas and you can further improve this search by filling in the fields on the left-hand side of your screen:

Portent

[Portent](#) is a content idea generator; all you need to do, is enter the terms you want to create content about and get suggestions immediately:

Title Generator

[Title Generator](#) is another easy to use headline tool, where all you need to is enter the terms you want to write about – and get literally hundreds of results and ideas. Not all of them will be great – or make sense – but there are always some great suggestions that deserve your attention:
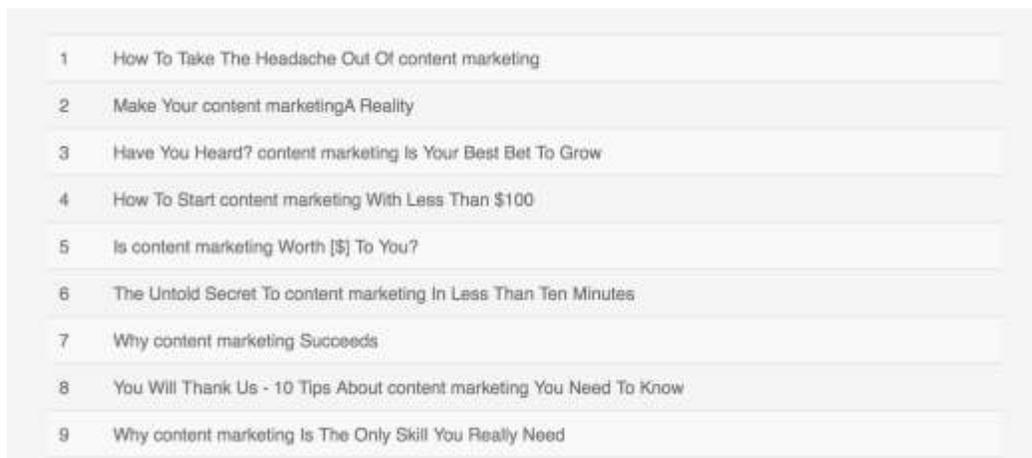
HEADLINE ANALYSERS

So, you've written your headlines – but are they any good? Use these headline analysers to find out:

Coschedule's Headline Analyser

Coschedule's Headline Analyser is very straightforward; just type your headline in the search box to find out how good it is: word balance, headline length analysis, sentiment, keywords used, etc. Plus, you'll also get some tips to help you create a better headline.

Advanced Marketing Institute Headline Analyser

The Advanced Marketing Institute's Headline Analyser evaluates your title based on its emotional marketing value. Aim for at least 50% emotional marketing value, and you're one step above most professional copywriters.

CONTENT DISCOVERY

Another way of getting ideas for content, while at the same time keeping an eye out on all the latest content being shared, is to use content discovery tools:

Feedly
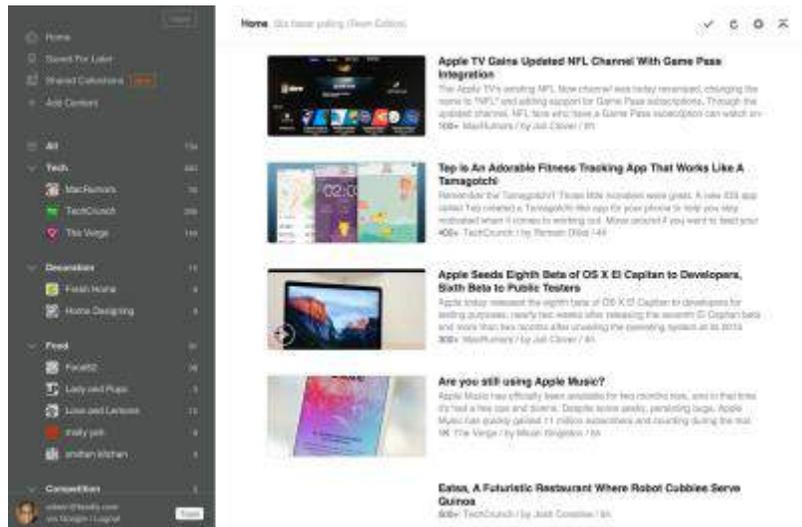
I've talked about Feedly on a few other occasions, but it had to be mentioned here as well. Use it to subscribe to all the blogs and news sources you want, as well as discover new ones – then, use the app or website to keep up to date with all the latest articles and viral content being shared online.

Flipboard

Flipboard is another content discovery tool that I love using; what makes it different from Feedly is that it works more like an online magazine. Basically, you can create your own magazine,

where you can add top content (including your own!), as well as follow magazines created by others, or keep track of all trending news of the moment.

Reddit

[Reddit](#) is the number one source of viral content – articles, videos, memes, interesting stories, and most any other type of content you can think of. On the Reddit main page, you can see all the top content of the moment (content is upvoted/downvoted by users, thus determining its position on the page) and you can also subscribe to subreddits from your niche – there's at least one for most anything you can think of, just use the search bar to find active subreddits you might be interested in.

Buzzsumo
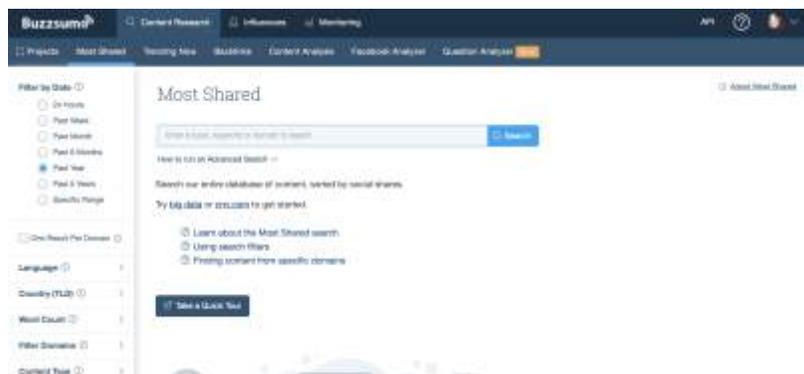
[Buzzsumo](#) is another one of those tools that I've talked about incessantly – so if you're a regular reader, you're probably already familiar with it. Buzzsumo has features for influencer research, but for now, let's focus on content research. To begin your search, enter a topic, keyword or domain, and then use the filtering options to help you find what you're looking for. You'll be able to see what the most popular content is, what gets the most shares and so on.

Quora
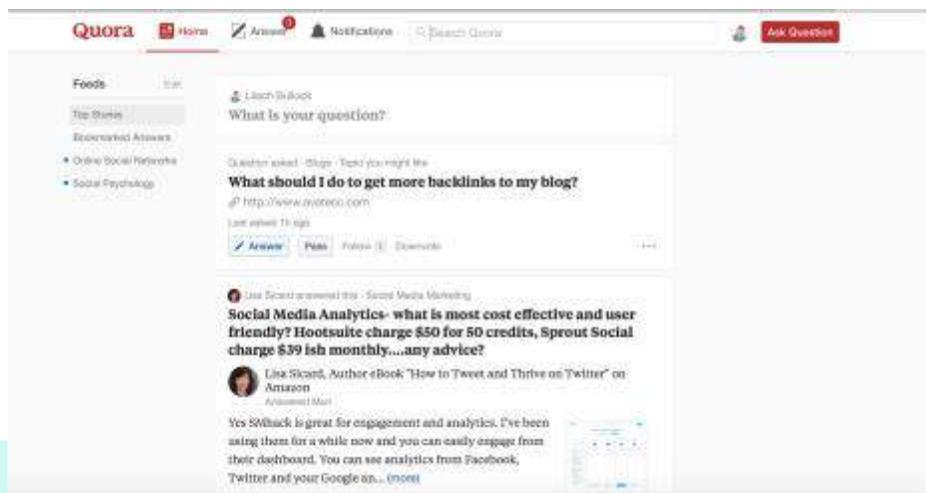
[Quora](#), the popular Q&A platform, is great for making connection, as well as for driving traffic – as I've talked about in a previous blog post. But, you can also use Quora as a source of content ideas, as it allows you to keep track of trends and find out what the people in your niche *actually* want to know about. Subscribe to different topics and find out what questions people have – it can be a great source of ideas and inspiration!

CONTENT PLANNING

Content marketing needs a strategy – and a good calendar to help you plan it. Here are the best tools available:

Coschedule
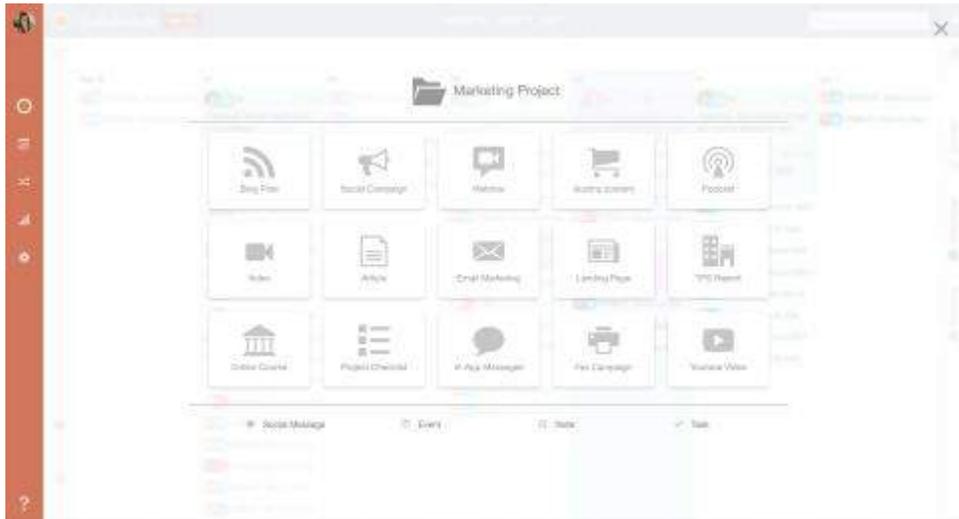
[Coschedule](#) aim to help make your life much easier, by integrating everything marketing-related into one place. And of course, that includes content marketing; use it to plan your social media schedule, as well as your content and blog schedule, keep track of the content that needs creating and even publish your content automatically.

Trello
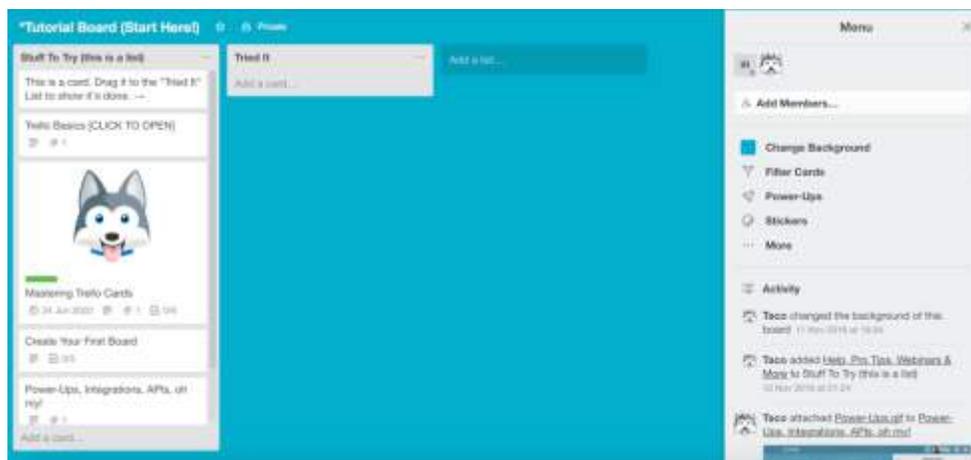
Trello is my favourite productivity/task manager of the moment. It's incredibly easy to use and its boards can be turned into an editorial calendar, easily. Use it to keep track of your content marketing tasks, to create and keep an editorial calendar, and to collaborate with the rest of your team.

Hubspot
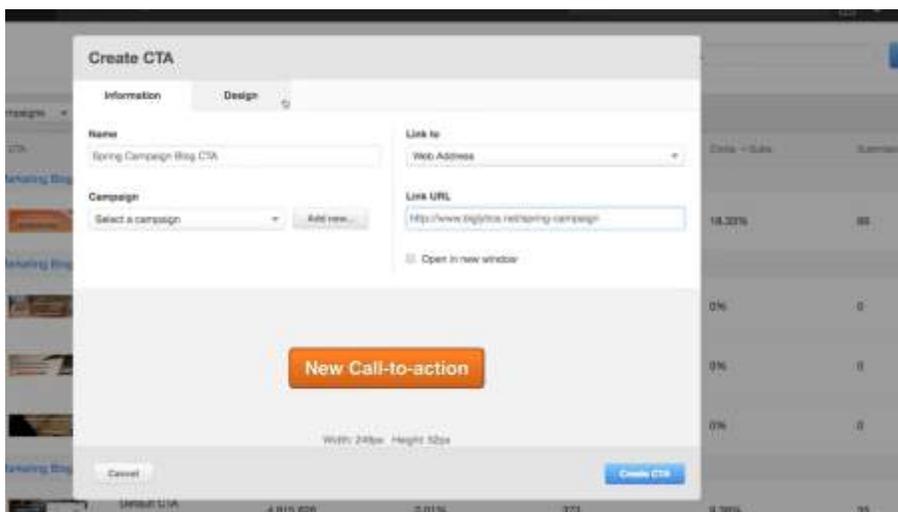
Hubspot is the complete inbound marketing tool, with features for CRM, marketing and sales. In terms of marketing, though, what it does it help create, optimise and measure all of your digital marketing – complete with automation features. Use it for creating your blog content, your email campaigns and much more.

Curata
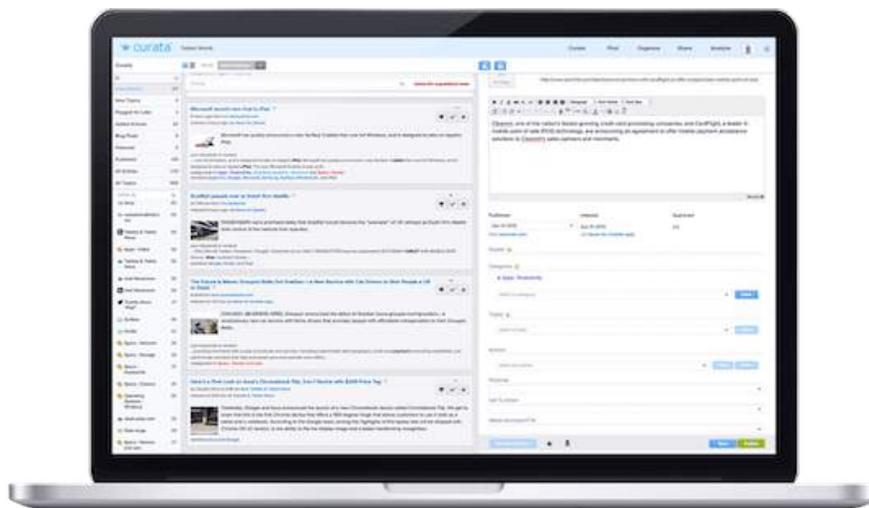
[Curata](#) is a powerful content marketing platform and content curation software. If you're looking for a tool that will help you provide quality content to your audiences, Curata is a great option; it'll make the entire content curation go faster than ever. Plus, they also offer powerful content analytics, an editorial calendar, and other tools you need for planning, strategizing and optimising your content marketing.

PRODUCTIVITY TOOLS

The following tools will help you save time and organise yourself like a pro:

Evernote
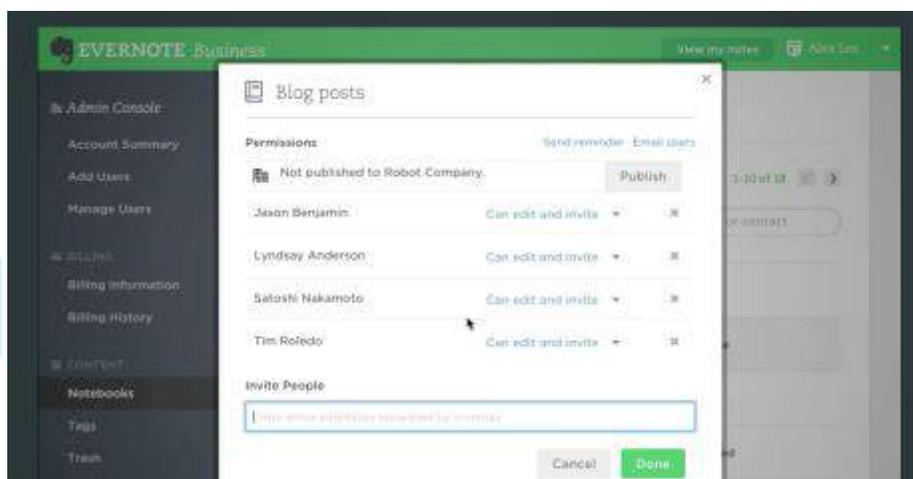
When you're creating content, there's nothing more useful than having all of your research and ideas all together, in the same place. That's where [Evernote](#) comes in; it's free to use, very easy to use and you can use it to organise your projects (including creative projects) and keep all your important notes (links, videos, articles, attachments, audio recordings, etc.) in one place. Plus, you can use it as part of a team and make all of your lives easier – and more productive.
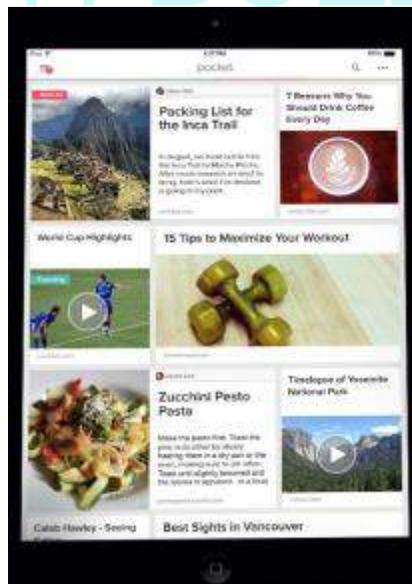
IFTTT

[IFTTT](#) offer a plethora of automations in a variety of topics, including blogging, social media and content marketing. If you're using any content marketing tools (and I'm including platforms like WordPress and Blogger in there), search for them on IFTTT to see what cool automations you can set up.

Pocket

Found some awesome article that you want to use as inspiration for a future blog post? Or maybe you found some cool new videos that you think your social media followers might be interested in – that's where [Pocket](#) comes in. Use it to save any kinds of content, either from your browser, from Twitter or from most anywhere else online, so you can read and review later.

Another thing I like about Pocket is that your saved items are automatically saved across devices and you don't need the internet to access them.

WRITE BETTER CONTENT

Now that you've got the ideas, you need to actually write the content. Here are the top tools that will help you make sure your content is top notch:

Hemingway app
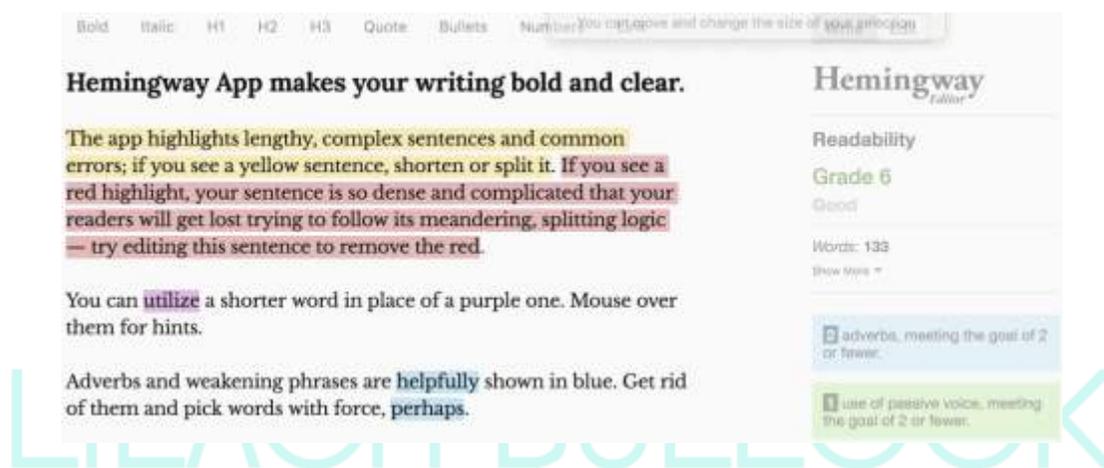
It's no coincidence that the Hemingway app was named after one of the biggest and best writers of all time; its aim is to eliminate all the unnecessary words from your content, so that your content is clearer, more readable and more powerful – just like Hemingway's (well, not really like his, or else you'd probably be off in Cuba drinking your sorrows away).

Grammarly
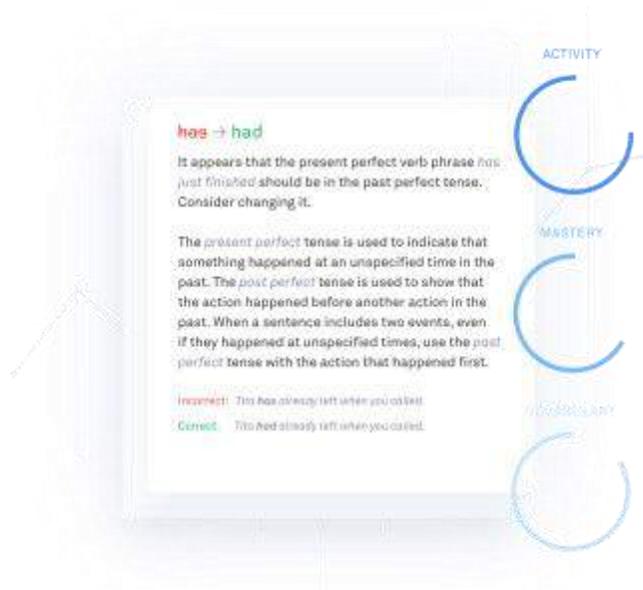
I'm just going to go away and say it: there's no better word processor out there for online and offline use than Grammarly – or at least, I haven't found it yet. Not only does it catch over 250 types of writing mistakes, but it also gets context and it even explains where you went wrong, so you can understand from your mistakes.

Readable
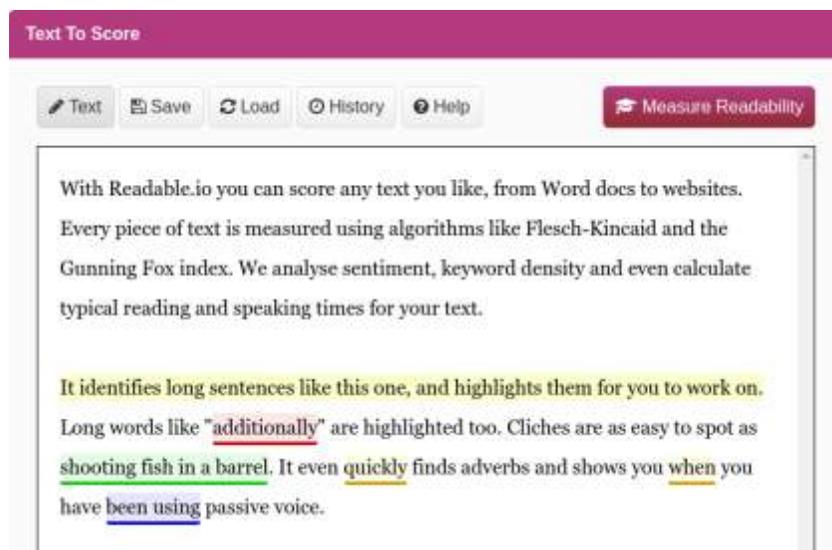
How readable is your content? One of the ways you can find out the answer to that question is to use Readable.

The tool will perform a series of readability tests on your content and then will grade your content based on them. Plus, they also provide tips for how to boost your score and make your content more readable.

VISUAL CONTENT CREATION

Visual content is extremely important right now; it's what grabs peoples' attention on your blog, on social media, and it drives them to engage. Scroll over for a selection of tools that help you create images, videos and other types of visual content:

## Canva
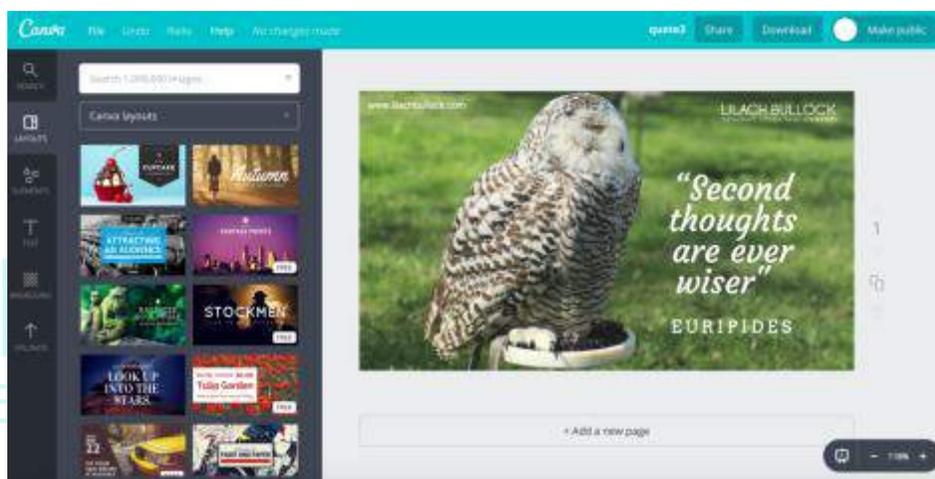
Canva is one of those tools that I've been using for years and still love; it's extremely easy to use, and you have access to a library of free and paid images. Plus, there is a great selection of templates for all kinds of designs that any content marketer needs: social media images, blog post images, infographics, presentations, and much more.

Crello
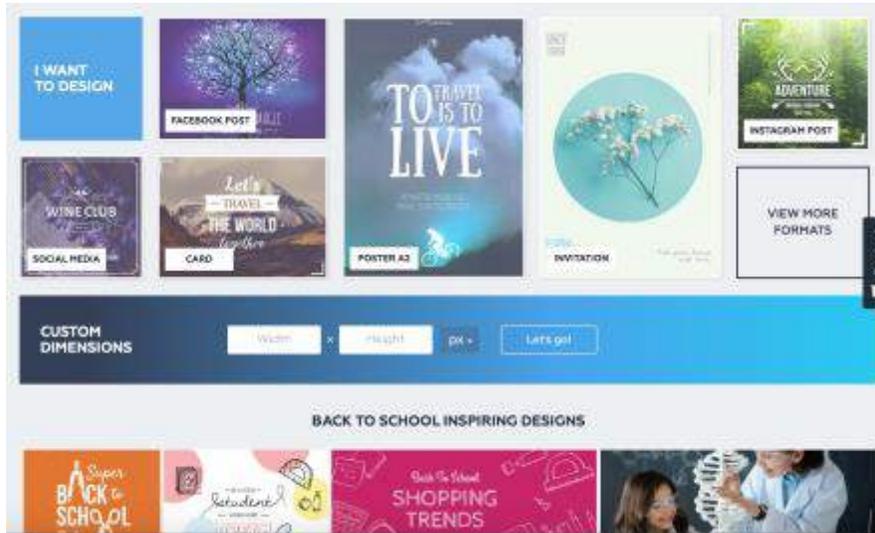
[Crello](#) is a tool that I've recently been introduced to and have been trying out – and I'd definitely recommend it if you need a tool for creating images, easily. It's quite similar to Canva – image library, templates for different types of content (social media, ads, blog images, etc.) and drag & drop editor – but it's also just as easy to use and has some really cool templates.

Venngage
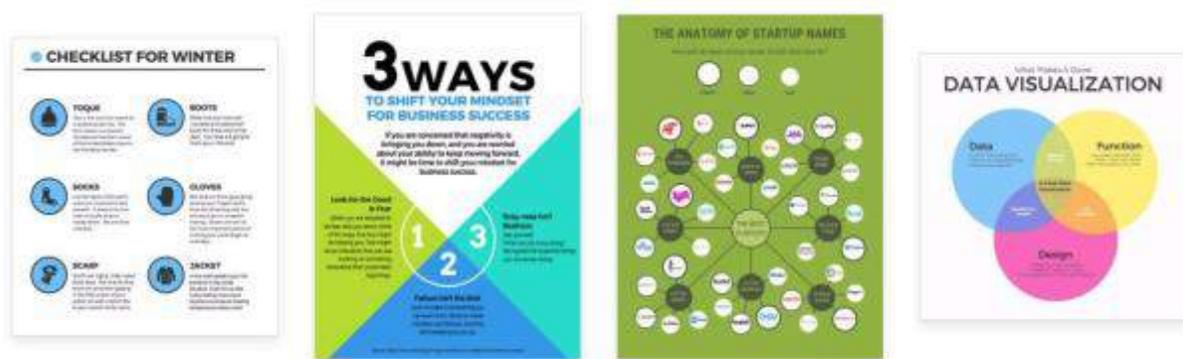
[Venngage](#) is the way to go if you're looking to create infographics and other designs and visualizations, easily. The tool is very easy to use – no need for design experience – and the results are beautiful; check out the infographic Venngage created for me, [here](#).
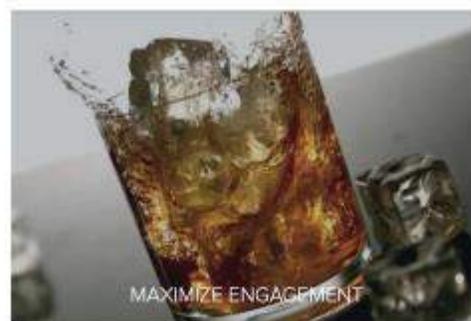
GoAnimate

Want to create beautiful animated videos? You actually don't need a big budget, or even experience; all you need is a tool like GoAnimate to create your very own animated video, easily.

Promo by Slidely

Promo is a new service introduced by Slidely earlier this year. Use it to create beautiful videos, with their library of videos and licensed music, and add your logo and text to fully customize the results.

INTERACTIVE CONTENT

Interactive content has seen incredible popularity on social media and blogs in the past few years; start creating your own quizzes, polls, interactive infographics and more, with these tools:

Qzzr

Qzzr is a tool for creating fun, engaging quizzes. Quizzes are easy to create, customizable, and can easily be embedded on your website.

SnapApp

SnapApp is an interactive content tool that lets you create a variety of types of content: interactive videos, interactive infographics, calculators, quizzes, assessments, and contests. Your content can then be published on all kinds of platforms – website or blog, email, social media, mobile – and while your campaigns run, you can keep an eye on your analytics.

CONTENT SEO

Is your content optimised for search engines? Use the following tools to help:

Yoast SEO
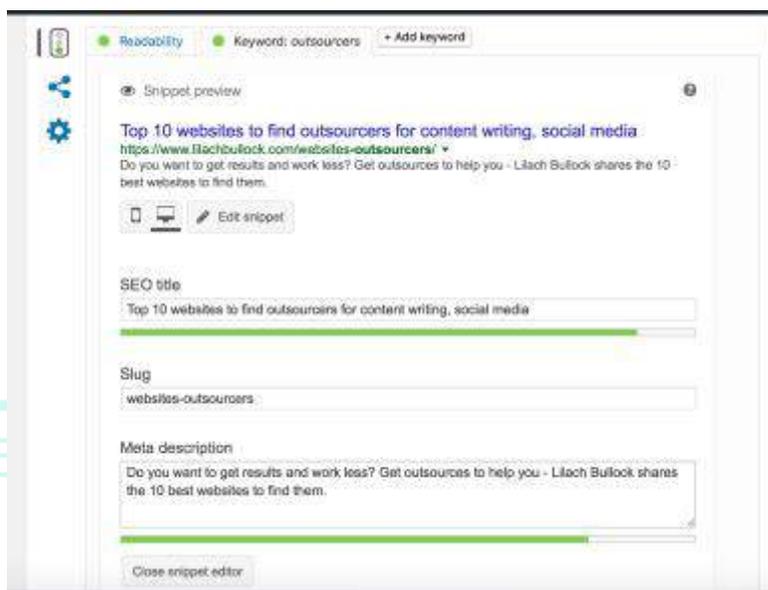
Yoast SEO is one of those tools that's been with me for years of my life as a blogger and content marketer. And, I'll admit; I'm not sure what I'd do without it! Once installed, this useful WordPress plugin will tell you exactly what changes you need to make to your content so that you can improve your SEO. Plus, there's a readability check, keyword optimisation, redirect manager and many other features.

Keyword Planner

What is your audience really interested in? What keywords do they use to search online? Use Google's Keyword Planner to research your audience and the keywords they use and use this knowledge to inform your content marketing strategy – and improve it.

GET MORE TRAFFIC

Now that we've gone through researching, organising, and creating great content, the next question is, how do you promote it? Here are some useful tools that will help you get more traffic:

Outbrain
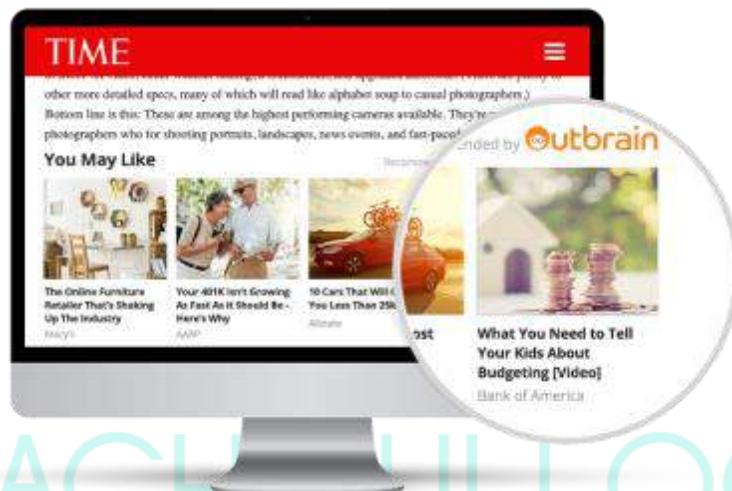
Do you want your content to be recommended after articles on top publications? Outbrain does just that; working with large media outlets, such as CNN and ESPN, Outbrain will add your content to appear in a personalized, "you may like" lists, at the end of the article they're reading.

Quuu Promote

EASILY MONITOR THE
PERFORMANCE OF YOUR
PROMOTIONS

Another very useful tool that will help you get a big increase in shares and traffic, is Quuu
Promote. All you need to do is add social media updates with links to your content, and they will
be shared out to Facebook, Twitter, Google+ and LinkedIn, by real people, that have the same
audience as you.

Content Works

I honestly had no idea what category this best fits in; but, since its main claim is that it will help you generate more traffic, I've decided to add it here. But Content Works is much more than that – this useful content marketing tool collects data from sources like Google Search Console and Adwords, so that it can propose some fitting content ideas for you. Next, you can organise and prepare your to-do list, and then simply start writing your content.

Don't forget to check out my guide to promoting a blog post for even more tips and tools that will help skyrocket your traffic.

CONTENT ANALYTICS

Once your content is published, the question is, how did it perform? Did it help reach the desired outcome? What can you learn from your content to optimise future campaigns.

Google Analytics
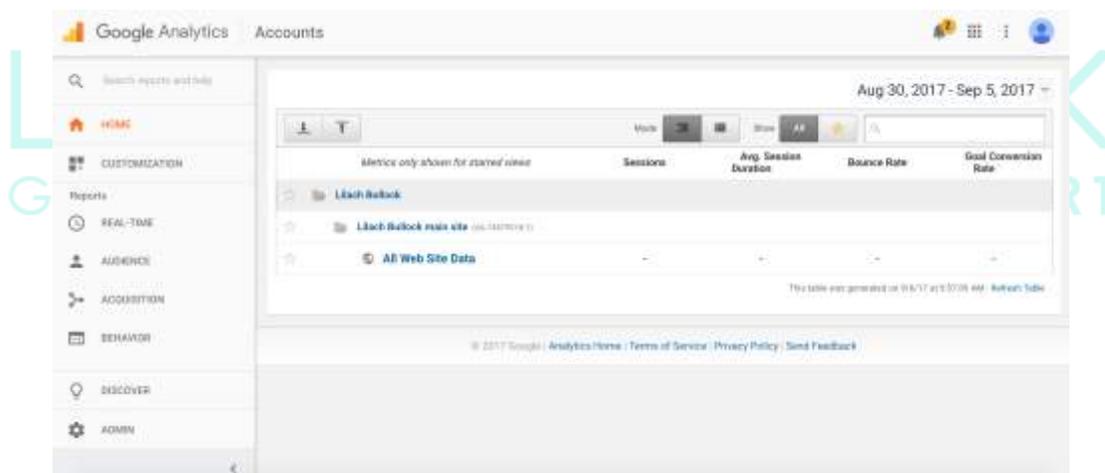
When it comes to website/blog analytics, there's no better tool than Google Analytics. Use it to track your traffic, but also the quality of that traffic, by making full use of its features – particularly, Google Analytics Goals, which you can read more about here.

Google Search Console
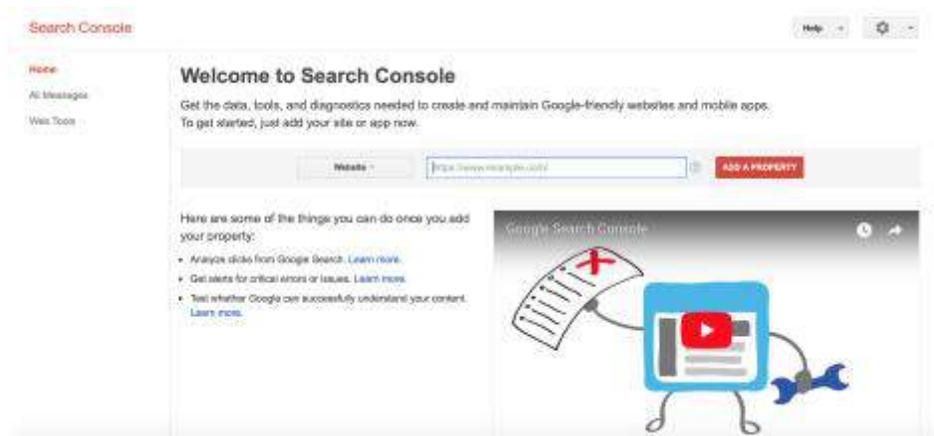
Another useful tool from Google (also free) is the Search Console, which is where you need to go in order to monitor your website's presence on the popular search engine's results. Just enter your website URL to get started.

simplereach

simplereach is a tool designed for marketers and publishers, to help them drive better content ROI. With it, you can unify all of your content data into one place, one dashboard, and you can track both your website and blog content, as well as across social media channels. Basically, it's a tool that can help you make better decisions, based on rich content data.

CONCLUSION

No matter what you need from your content marketing, I hope you've managed to find a tool in this list, that can help. Because, let's face it – we need all the help we can get to create the best possible content – content that stands out from the crowd.

About Lilach Bullock

Highly regarded on the world speaker circuit, Lilach Bullock has graced Forbes and Number 10 Downing Street with her presence! In a nutshell, she's a hugely connected and highly influential serial entrepreneur – the embodiment of Digital Intelligence.

Listed in Forbes as one of the top 20 women social media power influencers and likewise as one of the top social media power influencers, she is one of the most dynamic personalities in the social media market and was crowned the Social Influencer of Europe by Oracle. A recipient for a Global Women Champions Award (by the Global Connections for Women Foundation, GC4W) for her outstanding contribution and leadership in business.

After launching her first business within three years of becoming a mother, her financial success was recognised by being a finalist at the Best MumPreneur of the Year Awards, presented at 10 Downing Street. Following a resultant offer and wishing to spend more time with her daughter, she sold her first business to focus on social media, developing a multi-site blog and online marketing portfolio that generated in excess of 600,000 + visitors per month.

Lilach is consulted by journalists and regularly quoted in newspapers, business publications and marketing magazines (including Forbes, The Telegraph, Wired, Prima Magazine, The Sunday Times, The Guardian, Social Media Today and BBC Radio). What's more, her books have achieved No 1 on Amazon for Sales and Marketing and Small Business and Entrepreneurship.

When Lilach isn't working she enjoys spending time with her family and is an avid fan of Zumba.