The Ultimate List
10 FREE ONLINE MARKETING TOOLS

TOOL #1
Google Drive

We use Google Drive for everything (including this resource). We love its 15 gigabytes of space, the ease of sharing, its presentation tool, and the awesome editing features. Click here for more.

TOOL #2
Feedly

Feedly allows you to see the posts and content from everyone in your sector, all in one place. We use it for content ideas as well as to keep track of what our competitors are up to. Click here for more.

TOOL #3
Gimp

Gimp is our favorite free photo-editing software. While not as complete as PhotoShop, Gimp is simpler to learn and is extensive in what it can do. We use it daily for general image resizing and touchups. Click here for more.

TOOL #4
Hootsuite

Hootsuite's social media management tool allows you to see (and interact with) all the action from your social media profiles in one place. The social planning and scheduling features save you hours of valuable time. Click here for more.

TOOL #5
Canva

Canva's image templates work wonders for blog headers, infographics, ebooks and social media posts. Canva ensures your business doesn't need a graphic designer each time you want a professional-looking image. Click here for more.

TOOL #6
iMovie

Apple's iMovie is our favorite (free) video editing software. Equally intuitive as it is comprehensive, iMovie also has awesome online tutorials to help you out. Click here for more.

TOOL #7
PhotoPin

PHOTO PIN

We love PhotoPin for its easy search-ability and the breadth of its library. We use PhotoPin's images for social media updates, blog headers, ebook images and more. Click here for more.

TOOL #8
Evernote

Our content marketers use Evernote when planning their content. The app (also a Desktop version) allows you to set reminders, make interactive and awesome lists, as well as take pictures, make notes, and share it all with colleagues. Click here for more.
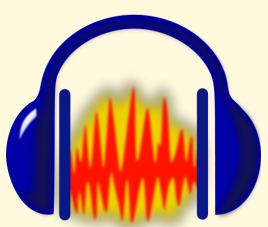
TOOL #9
Google Trends

Google Trends is our go-to tool for knowing exactly what's important to our target market as well as the world at large. Keeping up to date with events in our sector means our content and social marketing efforts achieve a higher ROI. Click here for more.

TOOL #10
Audacity

Audacity is the most complete free software for podcasts and webinars. Easily-exported files can be compressed and shared, and is simple enough for anyone to use. Click here for more.

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