

The Ultimate Content Marketing Toolkit

45+ TOOLS TO LEVEL UP YOUR CONTENT MARKETING GAME



Thank you for downloading this eBook!



Hi there! I'm Sandeep Mallya - the author of this eBook. Thank you so much for taking the time to download "*The Ultimate Content Marketing Toolkit*." The content marketing tools listed here will help you level up your content marketing game and reach your marketing goals.

My Short Bio

I'm an entrepreneur and digital marketing consultant from Bangalore, India. I founded my own digital agency, Startup Cafe Digital, in 2015 where I help SMBs leverage social media, SEO, and content marketing to grow their traffic and generate qualified leads for their business.

I launched [99signals](#) in 2016 as a side project to document all the strategies, tools, and tactics that I was using to grow my small agency. The goal was simple: to arm other solopreneurs with all the right information they needed to launch a successful business.

Since then, 99signals has grown significantly and generates over [\\$10,000 in side income](#) each month. The blog currently features 200+ in-depth articles, how-to guides, and actionable tips on a wide range of business topics — from [SEO](#) and [content marketing](#) to [social media marketing](#) and [entrepreneurship](#). They are read by over 500,000+ people per year.

I also host the [Marketing Mantra podcast](#), where I've interviewed marketing thought leaders like Matthew Woodward, John Wall, Craig Campbell, Alexandra Tachalova, and many others. I also write guest posts for [Semrush](#) and [SEOButler](#), and occasionally appear on other podcasts and webinars to deconstruct SEO and other online marketing topics.

Most recently, I was featured in BuzzSumo's list of [Top 100 Content Marketers](#) and Foundation Marketing's list of [Top 100 Marketers](#).

To learn more about me and my work, visit the following links:

- [About 99signals](#)
- [My Best Content: Must-Read SEO & Online Marketing Articles](#)
- [Subscribe to My Podcast](#)
- [Startup Cafe Digital: My Digital Marketing Agency](#)
- [My YouTube Channel](#)
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The Ultimate Content Marketing Toolkit

45+ Tools to Level Up Your Content Marketing Game

By Sandeep Mallya

Founder of 99signals & Startup Cafe Digital

Introduction

Having the right content marketing stack is key to running successful content marketing campaigns and reaching your marketing goals.

But since the content marketing technology landscape keeps evolving every year and the list of content marketing tools keeps expanding, it's not easy to cherry-pick the best tools for your business.

Don't worry — we've got you covered.

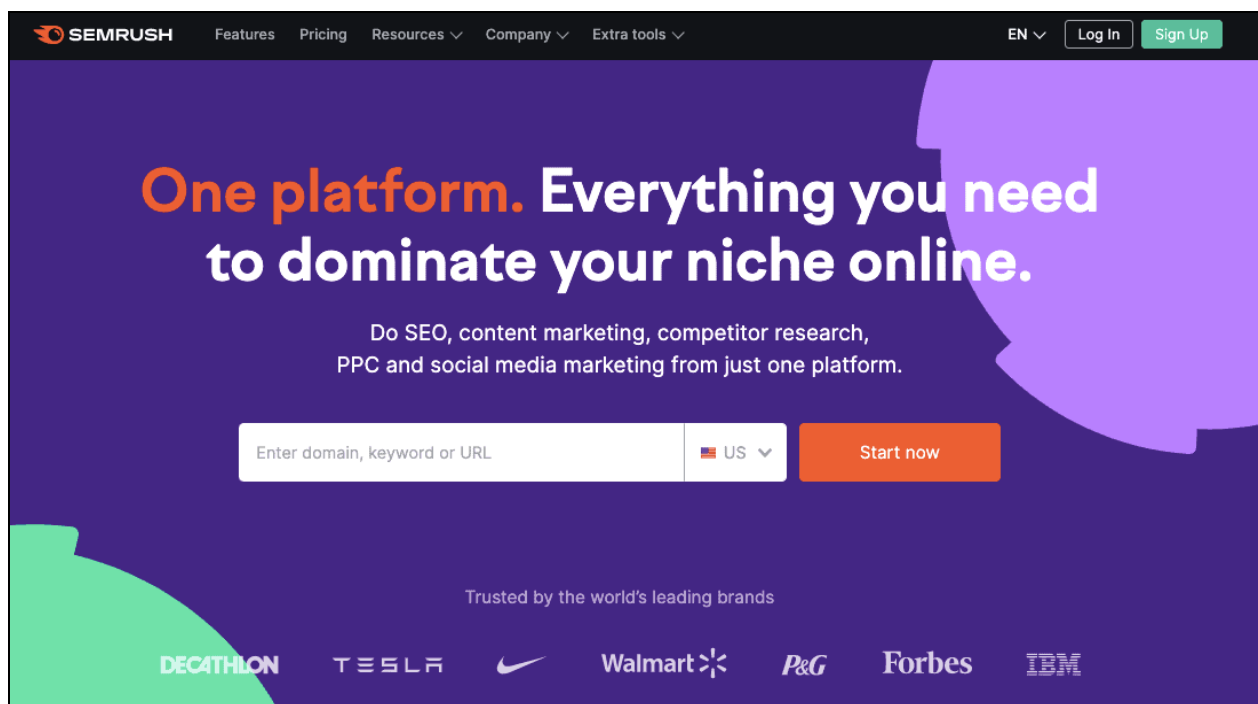
In this eBook, we've done the heavy lifting for you and selected the best content marketing tools to grow your business and build your brand. You'll find 47 of the best content marketing tools that deserve a place in your tech stack.

Sandeep Mallya

Founder of 99signals & Startup Cafe Digital

47 Best Content Marketing Tools to Level Up Your Content Game

1. [Semrush](#)



[Semrush](#) is an all-in-one marketing toolkit that is best known for its SEO and competitor analysis features. But it also has an array of content marketing tools within the platform that can help you with your content strategy and execution.

Semrush's content marketing toolkit includes:

- [Topic Research](#) – lets you analyze your competitors’ content and offers you ideas for your next piece of content
- [SEO Content Template](#) – generates actionable briefs for SEO-friendly content
- [SEO Writing Assistant](#) – helps you optimize your copy for engagement and SEO
- [Brand Monitoring](#) – lets you track and analyze mentions of your brand and your competitors’ brands
- [Post Tracking](#) – lets you measure the success of your existing posts
- [Content Audit](#) – allows you to quickly audit the content on all the webpages of your website.

If there’s only one tool I could recommend in this long list of content marketing tools, then it’d most definitely be Semrush. In addition to its content marketing features, you’ll also get to use arguably the [best SEO tool on the market](#).

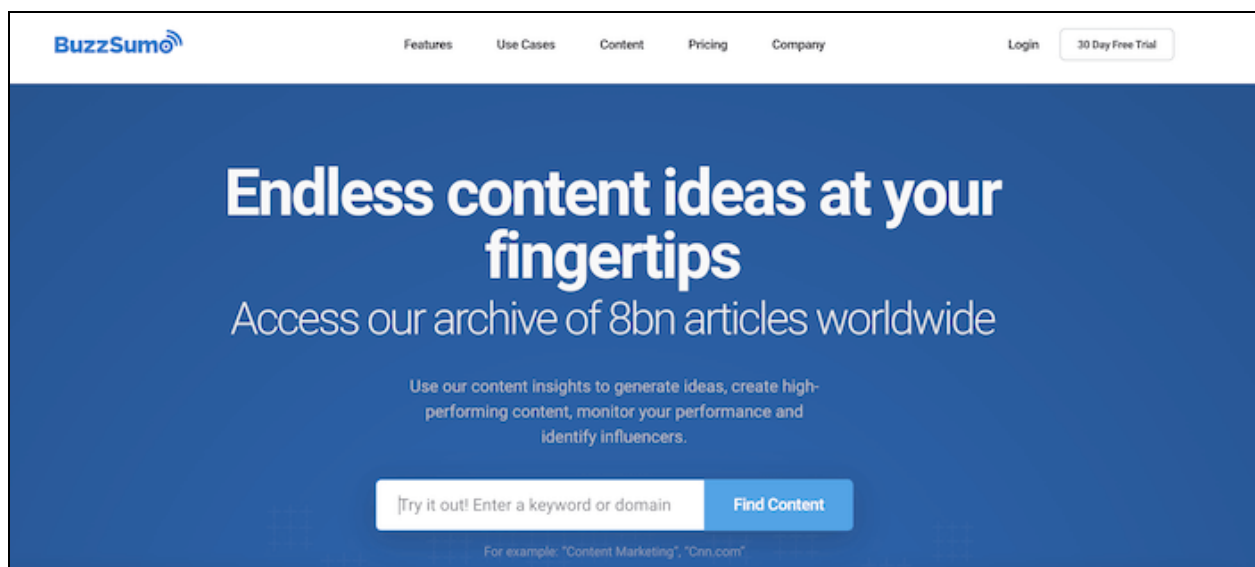
From keyword research to technical site audit to competitor analysis, you can use Semrush to streamline your online marketing efforts and scale your business.

Price: Starts from \$129.95/mo

[Try Semrush for free](#)

[99signals & Semrush Special Offer] [Try Semrush Pro free for 14 days](#). Get instant access to 50+ tools on SEO, content marketing, competitor research, PPC and social media marketing to help you attract and grow your audience online faster. [Learn more here](#).

2. [BuzzSumo](#)



[BuzzSumo](#) is a content research and analysis tool that helps you identify the best-performing content for any topic or website. The tool also shows you key metrics like social shares, total number of backlinks, and evergreen score for any given piece of content.

In addition to being a great content marketing tool, BuzzSumo is also one of the best competitor research tools on the market. With BuzzSumo, you can unravel your competitors' top-performing posts, best keywords, and

you can also see their biggest fans on social media by viewing a list of top sharers of their articles.

But that's not all. BuzzSumo can also help you find and connect with the top influencers in your niche on Facebook, Twitter, YouTube, and across the web. Furthermore, you can use BuzzSumo to monitor your brand mentions, competitors' brand mentions, specific keywords, generate fresh content ideas, and find trending content in your industry.

If you'd like to level up your content marketing game, BuzzSumo is a must-try tool.

Price: Starts from \$119/mo

[Try BuzzSumo free for 30 days](#)

3. [GrowthBar](#)

[GrowthBar](#) is an SEO and content marketing tool that you can use for keyword research, backlink analysis, and content creation. It also has a Chrome extension that can transform your web browser into a powerful SEO and content analysis tool.

Since its launch, GrowthBar has added several content marketing features to its core offering. Among these are three AI content tools that can help optimize your content marketing efforts:

- **Content Generator** – GrowthBar takes your input keyword/topic, scans the web using a powerful SEO decision engine, and makes suggestions in a content editor using GTP-3 AI — the largest, most powerful language model on earth.

- **Paragraph Generator** – Perfect for generating intros and social captions to your blog posts.
- **Blog Ideas Generator** – Use this tool to generate fresh ideas for your next piece of content.

In addition to these tools, you'll also find value in GrowthBar's keyword research and SEO analysis features. If you're looking for a reliable SEO tool that's also quite affordable, GrowthBar is the perfect choice.

Price: \$29/mo; GrowthBar's free plan allows you to perform 5 searches a month

[Try GrowthBar free for 5 days](#)

*[Exclusive offer] Get 50% off on GrowthBar for the first three months. Use promo code **99signals** at checkout. [Click here to claim this deal.](#)*

Recommended reading: [GrowthBar Review: The Ultimate AI Content Creation Tool for Bloggers](#)

4. [Publer](#)



An effective social media strategy is the cornerstone of any successful content marketing campaign. If you'd like to optimize your social media presence, then using a reliable social media scheduler is a must.

There are a ton of [social media scheduling tools](#) on the market, but my personal favorite is [Publer](#) because of its minimalistic user interface and ease of use.

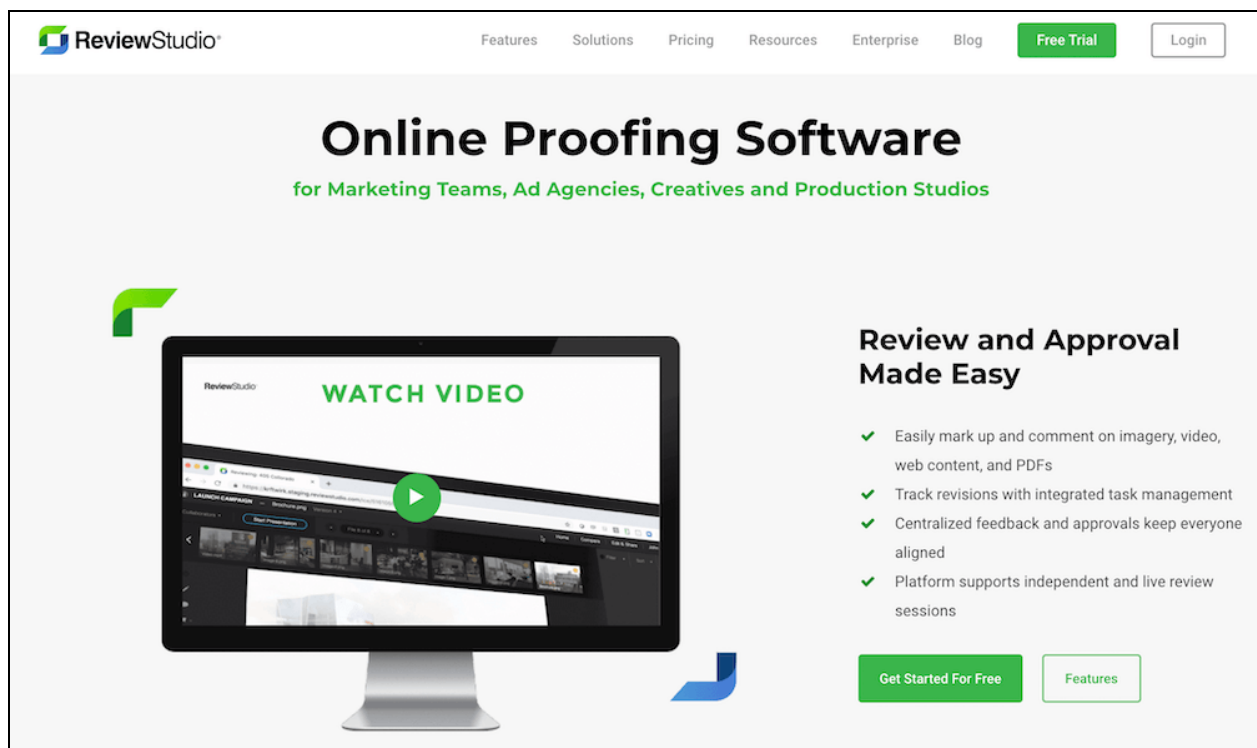
Publer is a social media scheduler that helps you post, schedule, and analyze your content on all major social channels. You can connect your social accounts to Publer and start scheduling content on these channels within a few minutes.

Some of Publer's unique features include Google My Business (GMB) integration, auto-scheduling, and bulk media uploader. To learn more about Publer and how it differs from other prominent social media schedulers like Buffer, Hootsuite, and SocialBee, check out my [in-depth Publer review](#) or refer to the video demo of Publer below.

Price: \$15/mo; Publer's free plan lets you connect up to 3 social accounts

[Try Publer for free](#)

5. [ReviewStudio](#)



ReviewStudio

Features Solutions Pricing Resources Enterprise Blog [Free Trial](#) [Login](#)

Online Proofing Software

for Marketing Teams, Ad Agencies, Creatives and Production Studios

Review and Approval Made Easy

- ✓ Easily mark up and comment on imagery, video, web content, and PDFs
- ✓ Track revisions with integrated task management
- ✓ Centralized feedback and approvals keep everyone aligned
- ✓ Platform supports independent and live review sessions

[Get Started For Free](#) [Features](#)

No matter what kind of content you are working on, you know how difficult it can be to get good and timely feedback. ReviewStudio is a powerful

review and approval software helping teams easily markup and approve content.

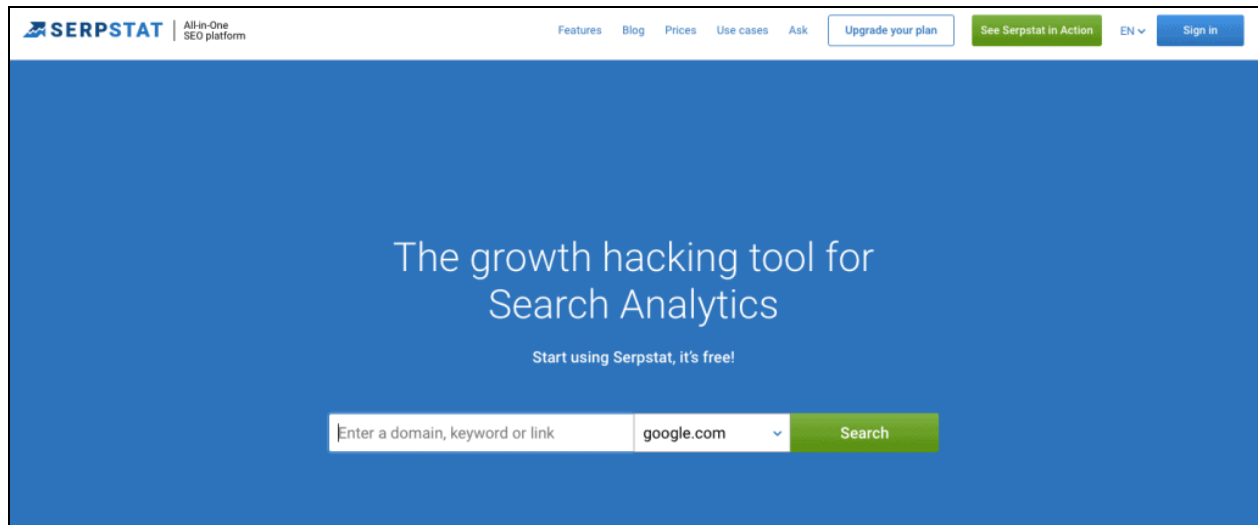
With ReviewStudio's online proofing software, you can gather feedback effectively on your content — whether it's a video, whitepaper, photoshoot, or any other media you work with. You can also compare versions and revisions, assign tasks, and manage approval workflows.

Bottom line: ReviewStudio makes collaboration easy and removes a ton of friction from your creative workflow.

Price: Starts from \$24/mo

[Try ReviewStudio free for 15 days](#)

6. [Serpstat](#)



Serpstat is one of the best tools for content creation and growing new or existing businesses.

With [Serpstat](#), you can track the volume of the keywords you use within your website, track the visibility and traffic of your domain, and plan new strategies to get to the top of Google search results.

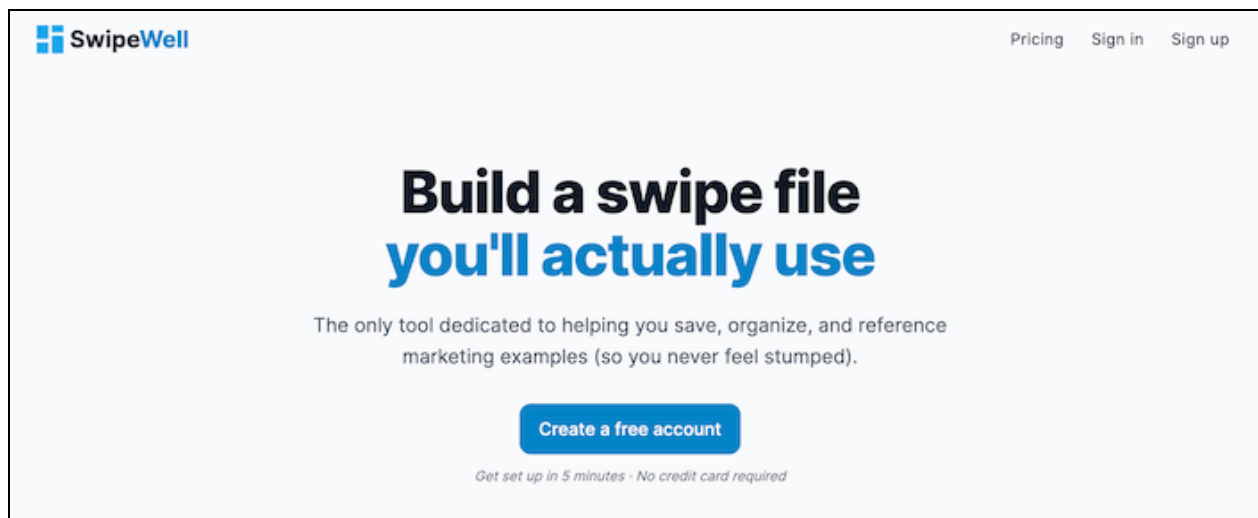
Serpstat's new feature, [Content Analysis](#), can help you create unique content, which will lead to more traffic to your website or blog. You can generate titles and descriptions, have a ready text, paraphrase the text and check in on grammar and spelling mistakes.

In addition, you can generate your own articles or build them, and extract the keywords from the text you have (or the text you have found while researching competitors).

All these tools will help you create user-friendly content that resonates with your audience. Sign up for the free 7-day trial of Serpstat to test all the features of the service.

[Get free trial access to Serpstat for 7 days](#)

7. [SwipeWell](#)



A swipe file is a must-have tool in a copywriter's toolkit. It can help you research and collect all the best ideas in one place. Most importantly, it can

prevent writer's block. And [SwipeWell](#) is the best swipe file builder on the market.

SwipeWell helps you save, organize, and reference marketing examples so you can keep track of all of your ideas and resources in one place.

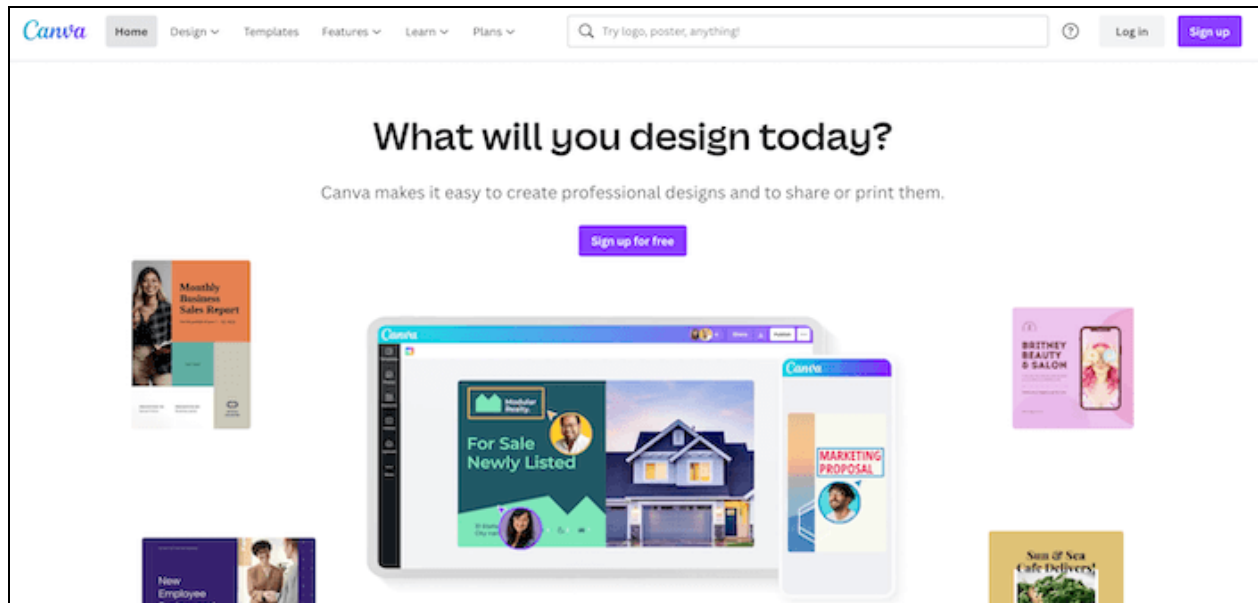
SwipeWell also has a Chrome extension that lets you swipe the full page or a specific element on the page straight from your browser. In other words, you can swipe an ad, headline, blog post, or a landing page that you love.

You can start using [SwipeWell for free](#) and collect up to 50 files in your swipe file. To get started, you can explore this free collection of [6,000+ marketing examples](#) by SwipeWell.

Price: Free (50 swipes); SwipeWell premium costs \$12/mo (unlimited swipes)

[Try SwipeWell for free](#)

8. [Canva](#)



[Canva](#) is a web-based design tool that you can use to create blog graphics, social media graphics, infographics, and other visuals to support your content marketing efforts.

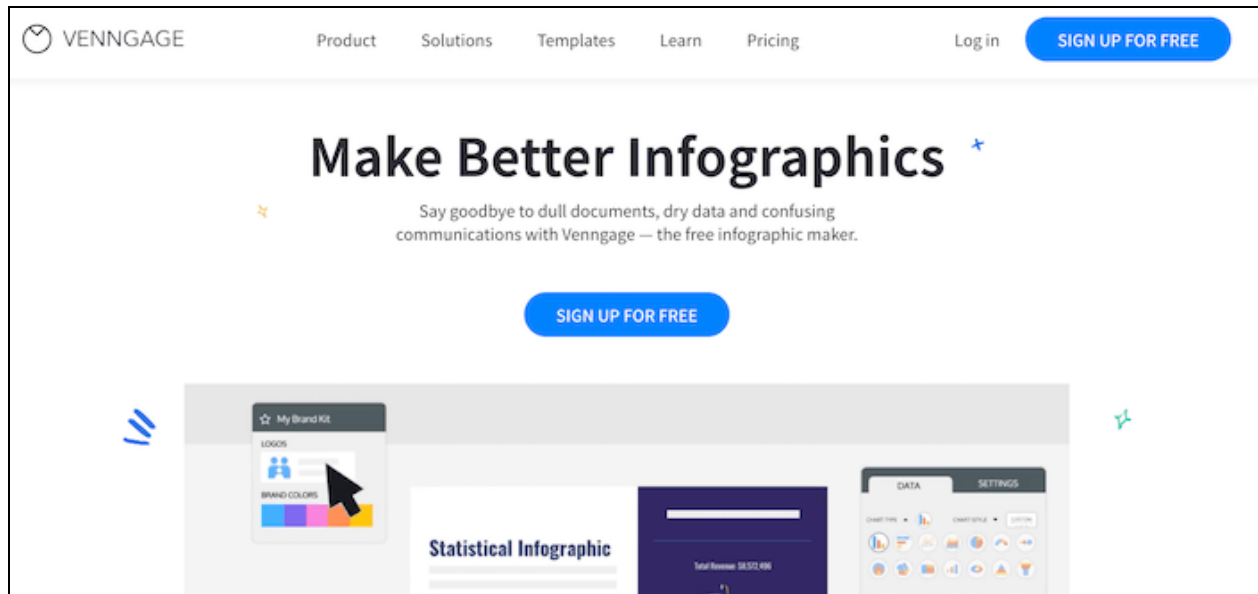
The best part? You can design stunning graphics on Canva even if you're a design novice. With Canva's intuitive drag-and-drop UI, you don't need exceptional graphic design skills to create professional graphics.

The free version of Canva has a massive library of templates to choose from. With the paid version, you get premium features like background removal, brand kit, and more.

Price: Free; Canva Pro costs \$12.99/mo

[Try Canva for free](#)

9. [Venngage](#)



Canva is a great tool for creating blog and social media graphics on the fly. But when it comes to infographics, their templates are a bit too basic. If you'd like to explore more creative options for your infographics, then you should try [Venngage](#).

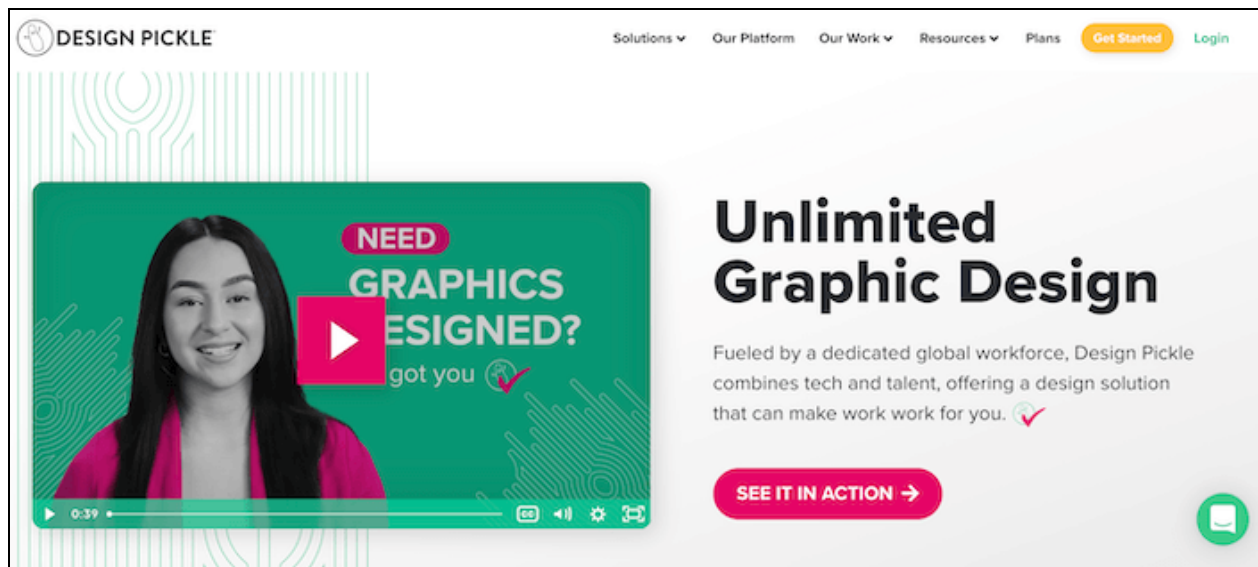
Venngage is an online infographic maker that lets you easily create [engaging and informative infographics](#) from hundreds of predesigned templates.

In addition to infographics, Venngage also supports other design types, but their collection of templates pales in comparison to that of Canva.

Price: Starts from \$16/mo; Venngage’s free plan lets you design 5 graphics per month

[Try Venngage for free](#)

10. [Design Pickle](#)



While free tools like Canva and Venngage can help you create decent looking graphics, you need a professional graphic designer by your side to create visuals that truly stand out. And in our cluttered media landscape, creating exceptional graphics is one way to differentiate your content from your competitors.

I’ve tried several graphic design services, but [Design Pickle](#) is the service I’d recommend the most. The company employs some of the most creative

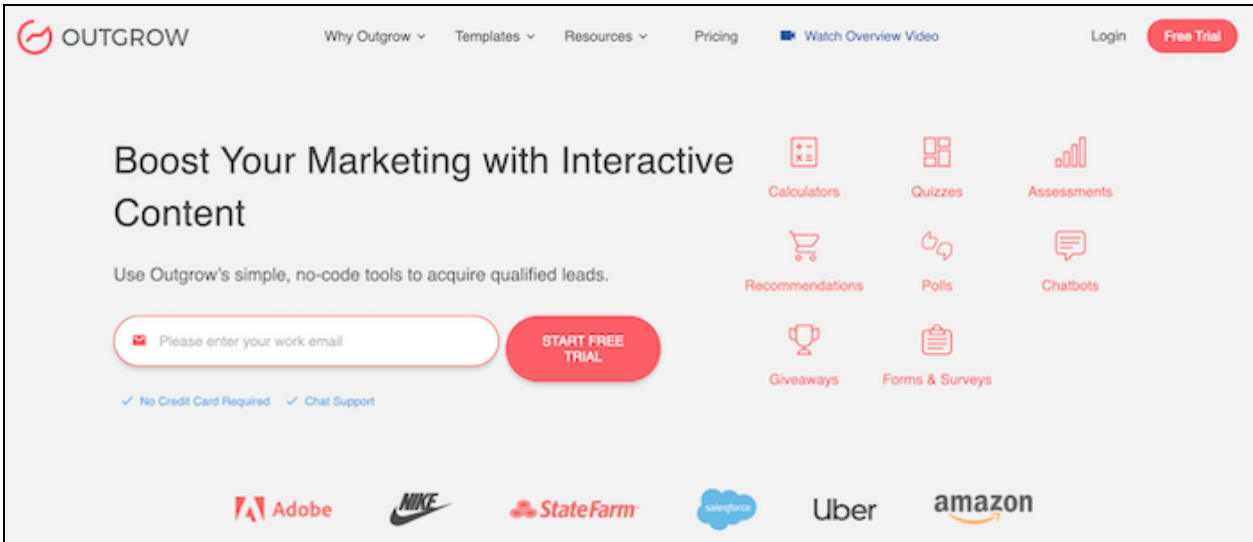
and diligent graphic designers from around the world. From social media graphics to infographics to video thumbnails, you can expect the Design Pickle team to deliver all your graphics on time.

Design Pickle’s most basic plan is priced at \$499/month. Once you sign up, you’ll have a dedicated graphic designer assigned to your account. You can then outsource your full design workload to your dedicated designer.

Price: Starts from \$499/mo

[Visit Design Pickle](#)

11. [Outgrow](#)



Interactive content is another way you can differentiate your content from the rest. It can be educational, fun, and highly effective.

Case in point: [93% of marketers](#) agree that interactive content is effective in educating buyers versus just 70% for static content.

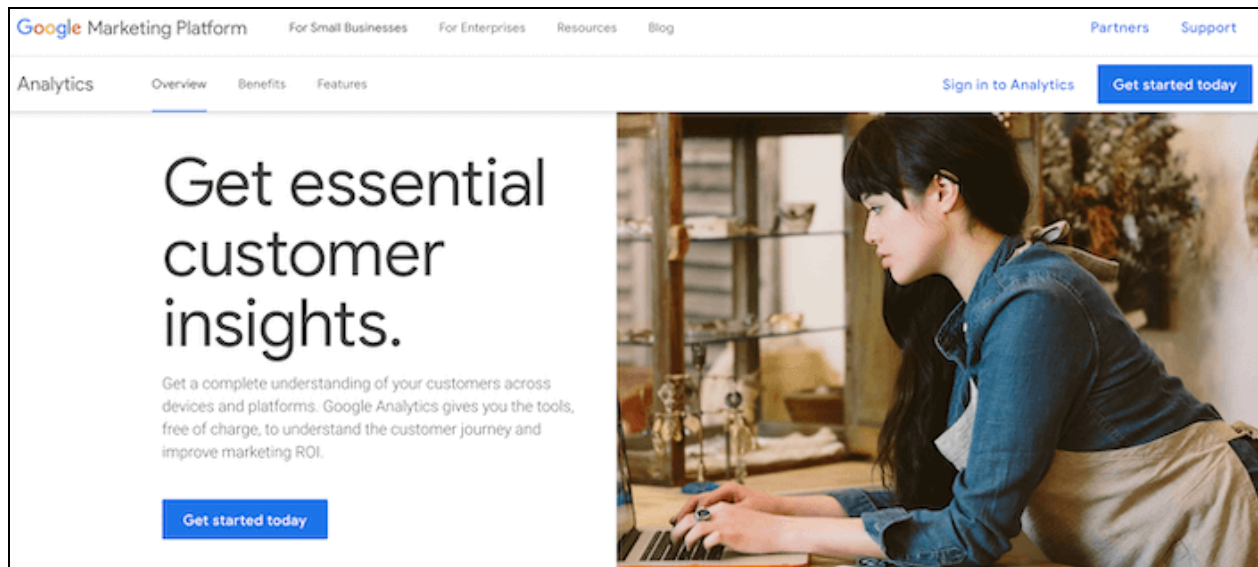
Quizzes, calculators, surveys, and polls are the most common examples of interactive content types. Not only are these interactive content pieces engaging, but they can also help you grow your email list and increase your lead conversion rates. If you'd like to create interactive content on your blog, you need to use a tool like [Outgrow](#).

Outgrow is a content marketing tool that helps you create quizzes, calculators, and other interactive content types to engage your audience and optimize lead generation for your business. It's intuitive, easy to use, and you can choose from a variety of templates and customize them to your liking.

Price: Starts from \$22/mo

[**Start your 7-day free trial of Outgrow**](#)

12. [Google Analytics](#)



A list of content marketing tools would be incomplete without web analytics tools. [Google Analytics](#) is hands down the best web analytics tool on the market. It's one of the best content marketing analytics tools you can use to measure the performance of your content and to make data-driven decisions.

It's free, easy to setup, easy to use, and trusted by businesses of all sizes. It's one of the most widely used business tools online.

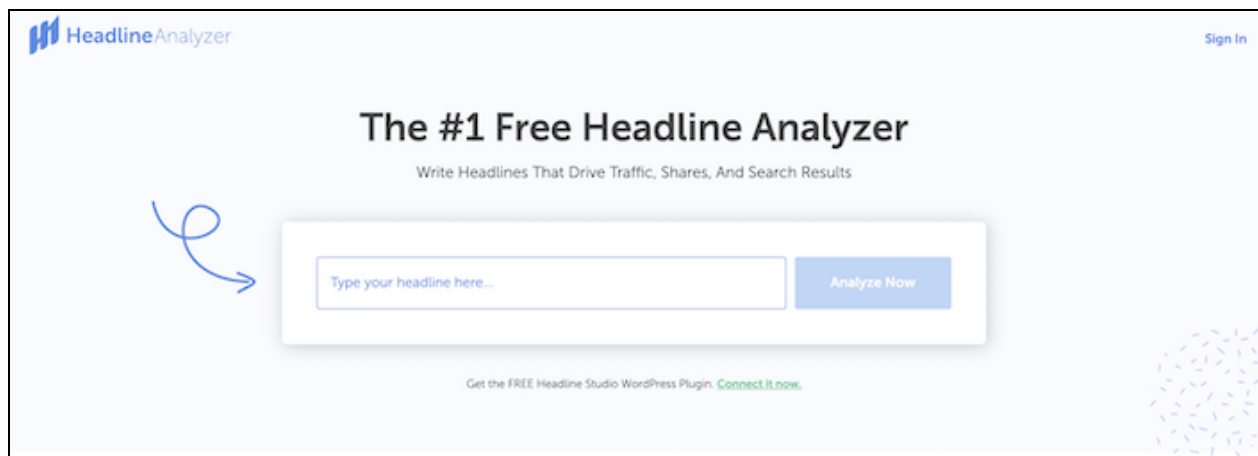
Case in point: Google Analytics is installed on [at least 10 million websites](#) and has a web analytics platform market share of over 82%.

There's very little you can't do with Google Analytics. You can use it to analyze your website traffic, monitor visitor behavior on your site, and track other crucial SEO metrics. It allows you to effectively gauge what sort of content is working on your website and what isn't, allowing you to pivot and optimize your content marketing strategy.

Price: Free

[Try Google Analytics now](#)

13. [CoSchedule Headline Analyzer](#)



Headlines should never be glossed over in your writing process. Writing a compelling headline is key to driving more traffic and social shares.

[CoSchedule's Headline Analyzer](#) shows you exactly how compelling your headlines are and helps you craft the perfect headlines for your articles.

Headline Analyzer is a free content marketing tool that evaluates the overall quality of your headline and rates its ability to drive social shares, traffic, and SEO value. In addition, it measures the readability of your headline and helps maintain the right balance of common, uncommon, emotional, and power words in your headlines.

You can also install and activate the [Headline Analyzer WordPress plugin](#) to get all of its features built-in to your WordPress blog.

Price: Free

[Try Headline Analyzer for free](#)

14. [InVideo](#)



InVideo is a simple yet powerful video creation platform that helps you create engaging videos in minutes. It comes packed with over 5000 high-quality pre-made templates to create YouTube videos, promos, intros, ads, and more. It also has an Instagram video editor with a diverse range of templates that you can customize for your Instagram stories, feed, and reels.

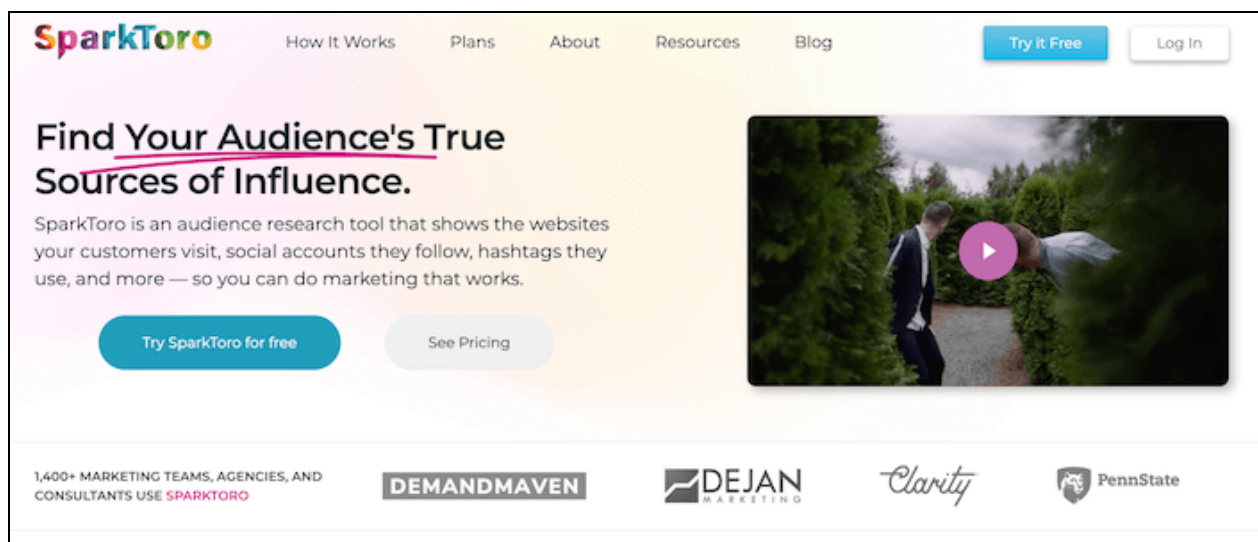
You can start using InVideo for free, but as is the case with all freemium plans, there are restrictions. Your videos will be watermarked and you'll have limited access to InVideo's media library. To access advanced features

and InVideo’s premium media library, I’d recommend you upgrade to InVideo’s business plan which is priced at \$15/month.

Price: Starts from \$15/mo; the free plan gives you access to 5000+ video templates

[Try InVideo for free](#)

15. [SparkToro](#)



[SparkToro](#) is an audience research tool that shows the websites your customers visit, social accounts, podcasts, and [YouTube channels](#) they follow, hashtags they use, and more. You can use all of this data to better execute your marketing in all the right places.



One of the most important things you should do even before you start creating content is understand your audience. In marketing, it's called understanding your buyer persona. SparkToro is the best tool to quickly understand your audience. The tool crawls over 80 million social profiles and web pages to find what your audience reads, listens to, watches, follows, shares, and talks about online.

Price: Starts from \$50/mo; SparkToro also offers a free plan where you can perform up to 5 searches per month

[Try SparkToro for free](#)



16. [Ahrefs](#)

ahrefs Tools ▾ Our data Resources ▾ Pricing Sign in Start trial

With Ahrefs, you don't have to be an SEO pro to  rank higher and get more traffic .

Start a 7-day trial for \$7

+3,164 users joined us in the last 7 days

FACEBOOK  Adobe  NETFLIX UBER
Ahrefs is trusted by marketers from the world's biggest brands

Ahrefs is a popular SEO tool that's best known for its backlink analysis features. But over the past few years, the team at Ahrefs has greatly enhanced the tool's content marketing features, which is why it deserves its place on this list of best content marketing tools.

Ahrefs' Content Explorer works just like BuzzSumo's Content Analyzer. You just need to enter a keyword phrase or topic into the search bar and the resulting report will fetch you key **SEO and social metrics** like organic traffic, domain rating, social shares, traffic value, and referring domains.

The tool also supports advanced search operators to help you easily find low-competition topics, link building prospects, and collaboration opportunities.

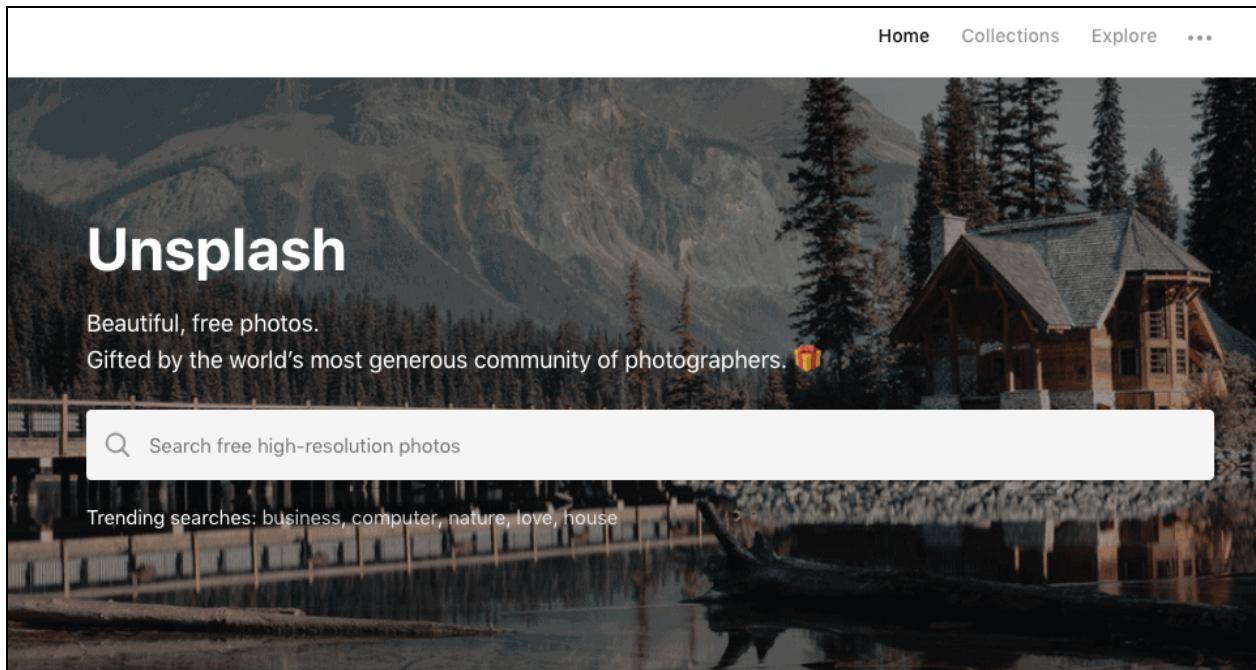
But that's not all. You can also use Ahrefs' Content Explorer to reverse engineer your competitors' content marketing strategies.

Price: Starts from \$99/mo

[Sign up for Ahrefs](#)

Recommended reading: [Semrush vs Ahrefs: Which SEO Tool is Better?](#)

17. [Unsplash](#)



With mentions of Design Pickle, Canva, and Venngage on this list, we have already established the importance of visuals in effective content marketing.

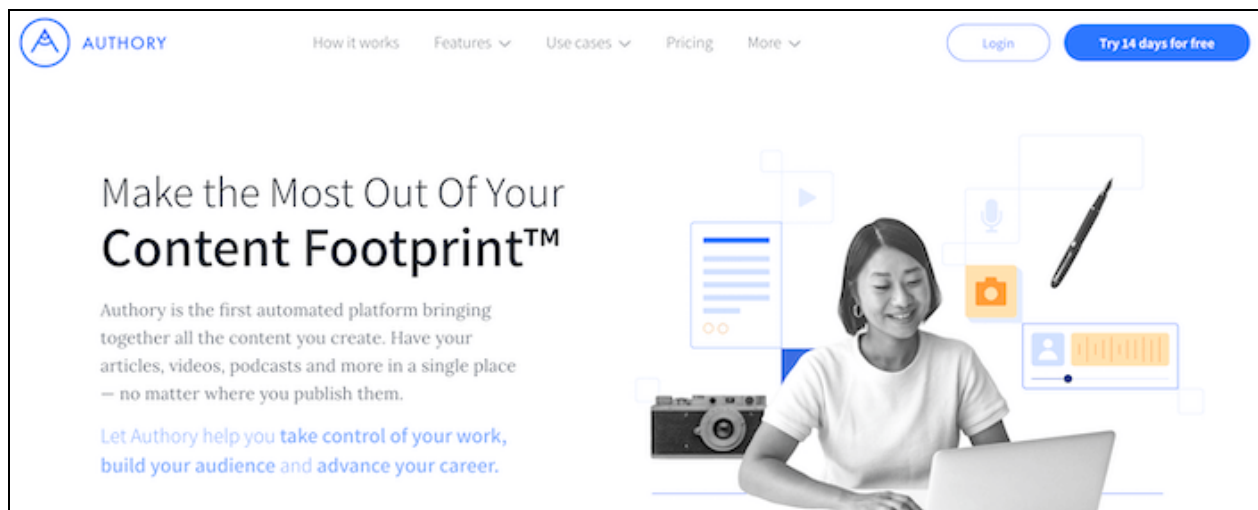
But in some cases, a high-quality stock photo is all you need. Unsplash is the best free stock image website on the internet, containing a massive library of over 2 million free high-resolution images.

With a community of over 200,000 photographers, Unsplash hand-selects only the best photos for you to use in your blog posts, website, presentations, and other marketing materials.

Price: Free

[Visit Unsplash](#)

18. [Authority](#)



Authority is an automated platform that brings together all the content you create. [Authority](#) allows you to have your articles, videos, podcasts and more in a single place — no matter where you publish them.

Thousands of content creators around the world use Authority as an all-you-need solution to automatically handle everything that's important after their content has been published. With Authority, you can update your portfolio page, create backups of everything you create, stay up-to-date on how your content performs on social media, and much more.

If you're looking to stay on top of your content game while saving countless hours of manual work every month, then Authory is a must-try tool.

[Sign up for a 14-day free trial of Authory](#)

[Exclusive offer] For a limited time, you can get 20% off on Authory's monthly or yearly plan. [Get 20% off Authory now.](#)

19. [SendFox](#)



Launched in 2019 by AppSumo founder Noah Kagan, [SendFox](#) is an email marketing tool designed specifically for content creators. SendFox was first

tested and used as an in-house email marketing tool before it was launched to the public.

If you're looking for a budget-friendly alternative to Mailchimp or ConvertKit, SendFox is the best option currently available on the market. The lifetime plan on SendFox is still available at [AppSumo](#), where you can get lifetime access to SendFox for just \$49.

In addition to being one of the most [affordable email marketing services](#) out there, SendFox is also easy to use and packed with features to create engaging newsletters.

SendFox's lifetime plan allows you to create unlimited automation sequences, forms, and smart pages.

Since SendFox is an AppSumo original product, you can get lifetime access to it for just \$49. To learn more about what's included in the lifetime plan, check out [SendFox's AppSumo deal page here](#).

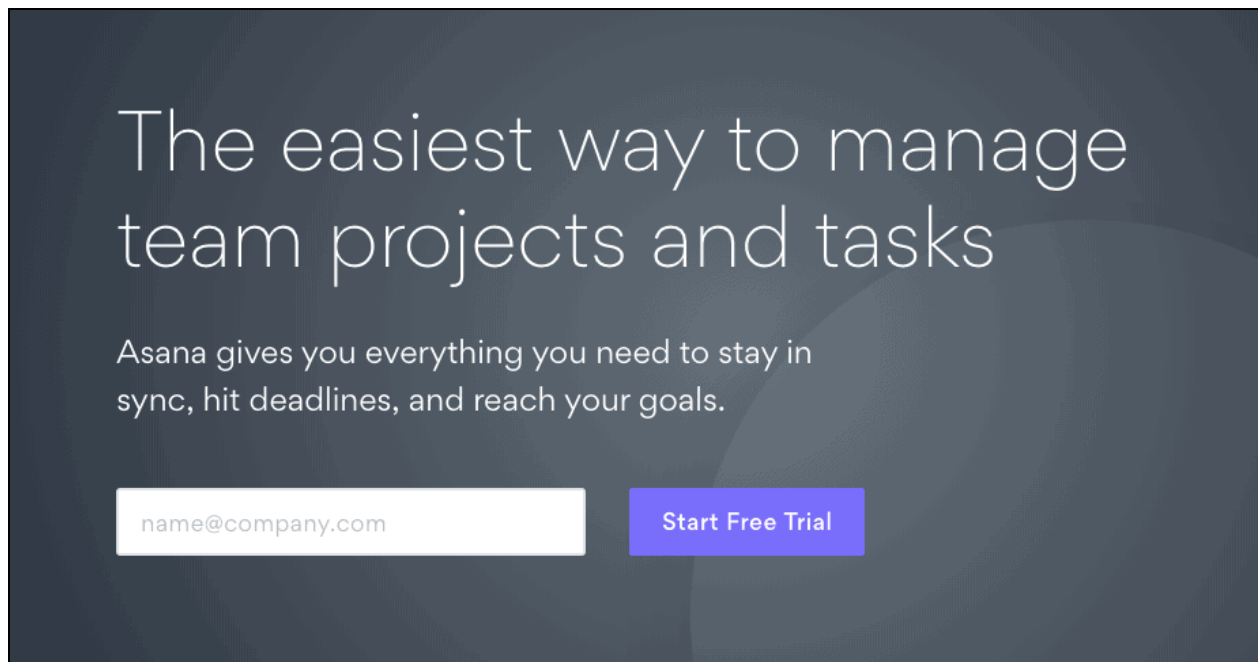
Price: \$49 (Lifetime plan); SendFox's free plan allows you to send email to up to 1000 users

[**Get lifetime access to SendFox for \\$49**](#)

To learn more about SendFox's key features, check out my in-depth video review and demo of SendFox below:

Related: [25 Best AppSumo Lifetime Deals of the Month](#)

20. [Asana](#)



An effective content marketing campaign always requires collaboration. The best way to optimize collaboration with your team is to use a project management tool. While there are several project management tools on the market, my recommendation is Asana.

With Asana, you can manage all your projects in one place, assign tasks to your team members, and keep track of progress. It offers a simple and effective way to streamline your content creation process.

If you're just starting out, Asana's free plan provides all the essential features, basic workflows, and basic reporting features. If you have a large team, then Asana's premium plan (\$10.99/mo) is the best fit.

Price: Free (paid plans start from \$10.99/mo)

[Try Asana for free](#)

21. [Yoast SEO](#)



The advertisement for Yoast SEO features a central illustration of five diverse people (three men and two women) gathered around a laptop, appearing to be in a collaborative meeting. To the right of the illustration is the Yoast logo, which consists of a green 'y' followed by 'oast' in purple, with the tagline 'SEO for everyone' underneath. In the bottom left corner, there is a smaller Yoast logo with the text 'Yoast SEO By Team Yoast'. In the bottom right corner, there is a blue button with the word 'Download' in white text.

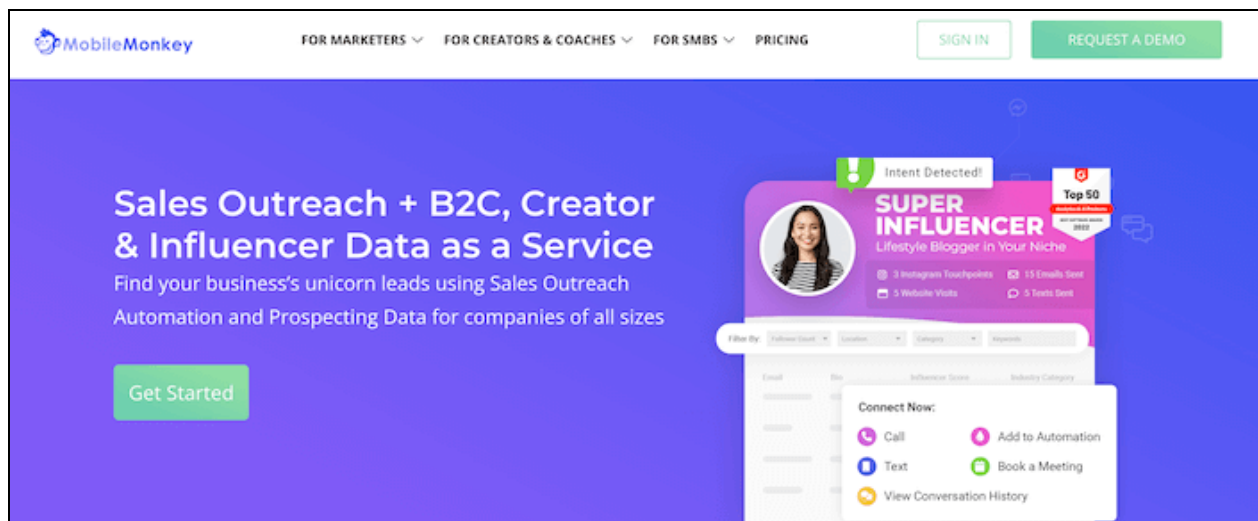
The WordPress plugin directory includes a plethora of [free SEO plugins](#), but Yoast SEO is easily the best amongst them. With Yoast, you can ensure your content meets all the SEO requirements, including optimizing your content for your target keywords, meta tags, readability, and other [on-page SEO elements](#).

While you can upgrade to Yoast's premium plan (\$99/mo) for additional features, Yoast's free plan has all the essential features you'll need to create SEO-focused content.

Price: Free; premium version costs \$99/year

[Try Yoast SEO for free](#)

22. [MobileMonkey](#)



The screenshot shows the MobileMonkey website interface. At the top, there are navigation links for 'FOR MARKETERS', 'FOR CREATORS & COACHES', 'FOR SMBS', and 'PRICING', along with 'SIGN IN' and 'REQUEST A DEMO' buttons. The main content area has a blue background with the text 'Sales Outreach + B2C, Creator & Influencer Data as a Service' and 'Find your business's unicorn leads using Sales Outreach Automation and Prospecting Data for companies of all sizes'. A green 'Get Started' button is present. On the right, a software preview shows a 'SUPER INFLUENCER' profile with a 'Top 50' badge and various engagement metrics. A 'Connect Now' menu is also visible, offering options like 'Call', 'Text', 'View Conversation History', 'Add to Automation', and 'Book a Meeting'.

If you'd like to maximize your usage of Facebook Messenger and optimize your Facebook Messenger ads, then [MobileMonkey](#) is just the solution you're looking for.

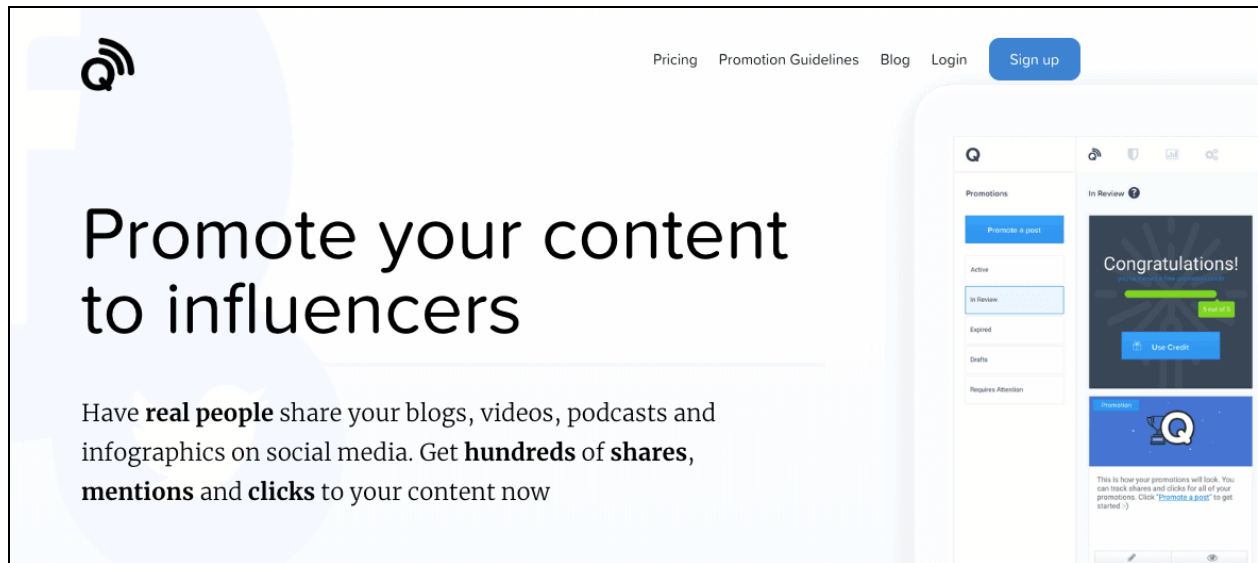
As one of the leading Facebook Messenger marketing chatbots on the internet, MobileMonkey lets you create powerful chatbots, interact with users, segment your audience, grow your email list, and optimize conversions.

If Facebook Messenger is a channel you use to generate traction for your business, then MobileMonkey is a must-have tool in your content marketing toolkit.

Price: \$59/month

[Sign up for a 14-day free trial of MobileMonkey](#)

23. [Quuu Promote](#)



[Quuu Promote](#) is a content marketing tool by Quuu that lets you promote your blog posts through real social media users who have signed up for content suggestions on Quuu.

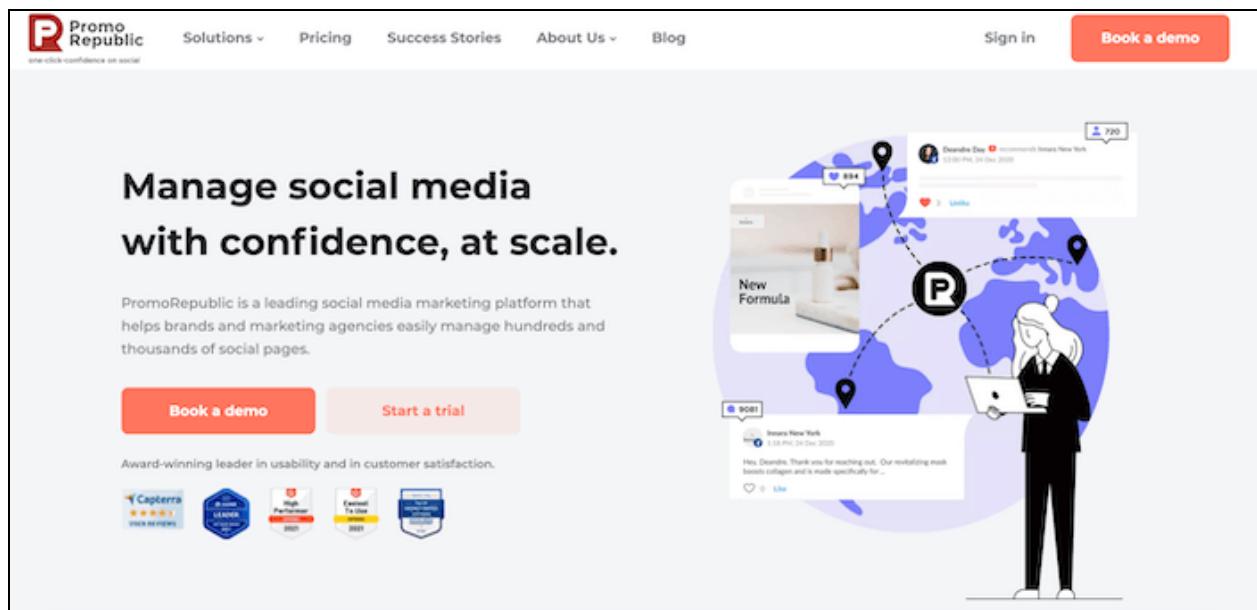
To use this service, you need to select your category and then share the link to your post and wait for Quuu's content curation team to review and approve it. Once it's approved, your post will be added to Quuu's list of content suggestions. Quuu users can then choose to share or schedule your post on all the major social media channels.

It's an easy and effective way to showcase your content before relevant social media users and get a ton of traffic and engagement in return.

Price: Starts from \$75/mo

[Sign up for Quuu Promote now](#)

24. [PromoRepublic](#)



The screenshot shows the PromoRepublic website homepage. The navigation bar includes the logo, 'Solutions', 'Pricing', 'Success Stories', 'About Us', and 'Blog'. On the right, there are 'Sign in' and 'Book a demo' buttons. The main content area features the headline 'Manage social media with confidence, at scale.' followed by a sub-headline: 'PromoRepublic is a leading social media marketing platform that helps brands and marketing agencies easily manage hundreds and thousands of social pages.' Below this are two buttons: 'Book a demo' and 'Start a trial'. A testimonial from 'Award-winning leader in usability and in customer satisfaction.' is accompanied by several award logos from Capterra, Trustpilot, and others. On the right side, there is a graphic of a woman in a business suit holding a laptop, with a globe and social media posts overlaid, including one for 'New Formula' and another from 'Dorinda Doo'.

[PromoRepublic](#) is a social management and content curation tool that offers industry-relevant content suggestions and ideas. You can also use it as a social media scheduling tool and schedule your posts across all major social media channels.

But that's not at all. PromoRepublic also includes a graphics editor which you can use to edit and customize different templates.

Price: Starts at \$59/mo

[Try PromoRepublic free for 14 days](#)

25. [HubSpot's Blog Ideas Generator](#)



HubSpot has a bunch of free marketing tools, but more often than not, I find myself using [Blog Ideas Generator](#) to churn out ideas for my next piece of content. As the name suggests, this free content marketing tool helps you generate ideas for your next blog post.

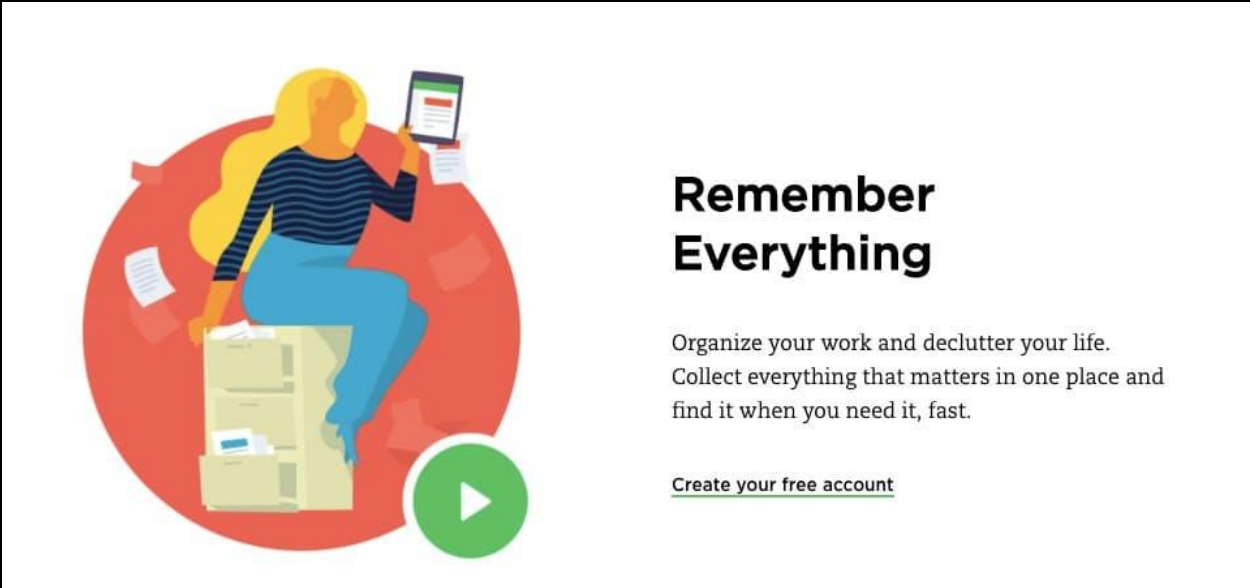
You can enter up to five different topics in the search box and hit the “Give Me Blog Ideas” button to generate 250 blog ideas for the topics you’ve entered.

Once the tool has generated a few blog ideas, you can download the same on a spreadsheet and refer to it whenever you're in need of new ideas.

Price: Free

[Try Blog Ideas Generator for free](#)

26. [Evernote](#)

An advertisement for Evernote. On the left, a stylized illustration of a woman with long blonde hair, wearing a blue and white striped shirt and blue pants, sits on a stack of yellow boxes. She is holding a tablet in her right hand and a document in her left. The background is a large red circle with a white play button icon in the bottom right corner. To the right of the illustration, the text reads: "Remember Everything", "Organize your work and declutter your life. Collect everything that matters in one place and find it when you need it, fast.", and "Create your free account" with a link.

Remember Everything

Organize your work and declutter your life. Collect everything that matters in one place and find it when you need it, fast.

[Create your free account](#)

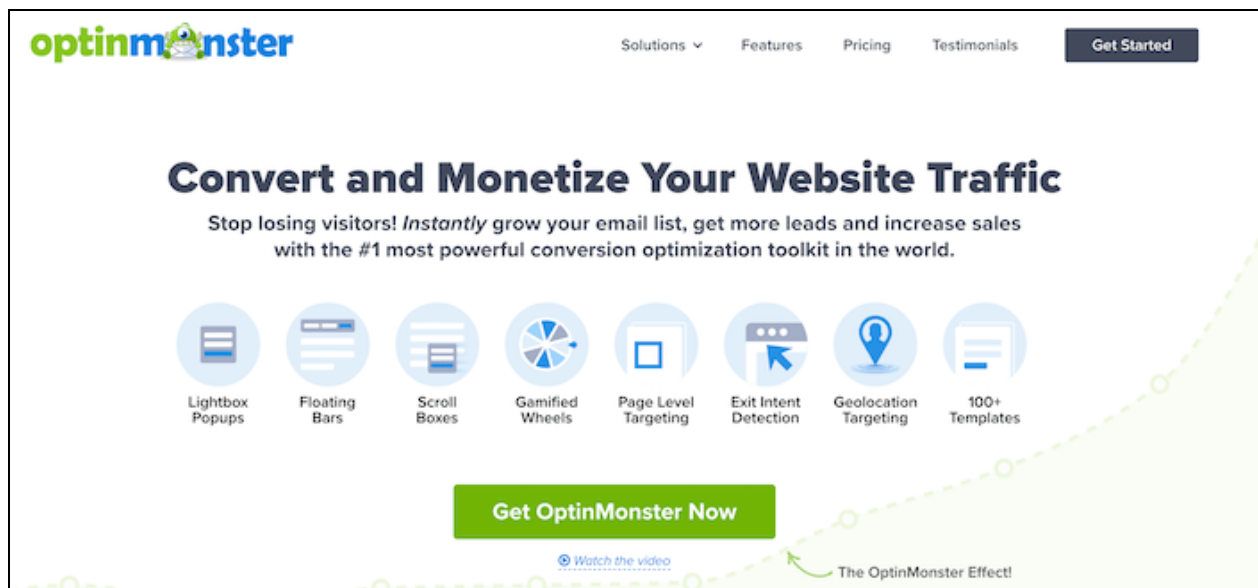
I've used several note-taking apps over the years, but in terms of features, usability, and accessibility, [Evernote](#) is arguably the best note-taking app out there.

With Evernote, you can organize all your notes, articles, documents, and ideas in one place. The app also syncs seamlessly on all your devices.

Price: Free

[Try Evernote for free](#)

27. [OptinMonster](#)



The screenshot shows the OptinMonster website homepage. At the top left is the OptinMonster logo. To the right are navigation links for Solutions, Features, Pricing, and Testimonials, along with a dark 'Get Started' button. The main heading reads 'Convert and Monetize Your Website Traffic'. Below this is a sub-headline: 'Stop losing visitors! Instantly grow your email list, get more leads and increase sales with the #1 most powerful conversion optimization toolkit in the world.' A row of eight circular icons represents various features: Lightbox Popups, Floating Bars, Scroll Boxes, Gamified Wheels, Page Level Targeting, Exit Intent Detection, Geolocation Targeting, and 100+ Templates. A prominent green button says 'Get OptinMonster Now'. At the bottom, there is a 'Watch the video' link and the text 'The OptinMonster Effect!' with a green arrow pointing to a dashed line graph that trends upwards.

If you'd like to grow your email list, you'll need to use an email capture tool. [OptinMonster](#) is arguably the most popular and widely-used email capture tool on the internet.

With multiple form types and hundreds of pre-made templates, OptinMonster lets you create visually-stunning lead capture forms that are

designed to maximize conversions. With OptinMonster's behavior automation, you can target and personalize your forms to the right people at the right time.

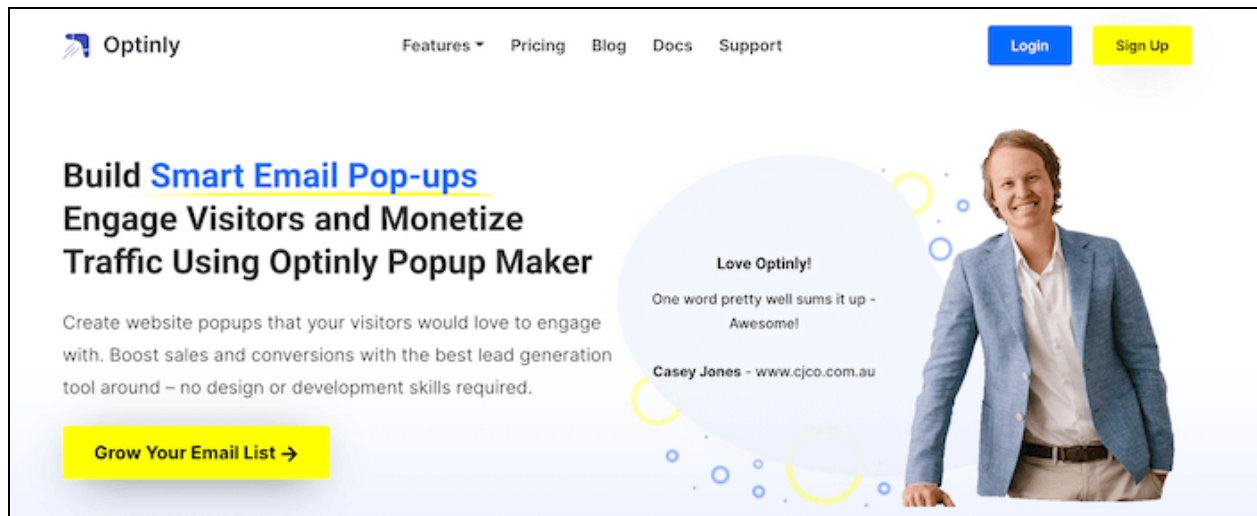
OptinMonster also integrates seamlessly with email services and website platforms like Mailchimp, WordPress, ConvertKit, Zapier, HubSpot, and dozens more.

It's a little on the expensive side, but it also has more features, pre-built templates, and behavioral targeting options than most other email capture tools on the market.

Price: Starts from \$14/mo

[Sign up for OptinMonster now](#)

28. [Optinly](#)



[Optinly](#) is a budget-friendly alternative to OptinMonster. The tool allows you to create popups and email capture forms to grow your email list and helps you with other promotions. It integrates with all the major email marketing services such as Mailchimp, ConvertKit, and SendinBlue, and its WordPress plugin ensures a smooth integration with your website.

OptinMonster offers better popup and email capture templates, but Optinly is more affordable and has the same amount of customization features to design the forms just the way you want. Unlike OptinMonster, Optinly offers a free plan that gives you access to free popup templates and basic trigger rules.

Price: Starts at \$9/mo; the free plan lets you use 3 popup form types

Side note: AppSumo is currently offering a lifetime deal on Optinly. For a limited time, you can get lifetime access to Optinly for just \$59. [Click here to learn more.](#)

29. [KingSumo](#)



KingSumo is an AppSumo original product that helps you create viral giveaways so you can grow your email list, brand, and get more leads quickly and efficiently.

With KingSumo's easy-to-use editor, you can create your first giveaway in no time.

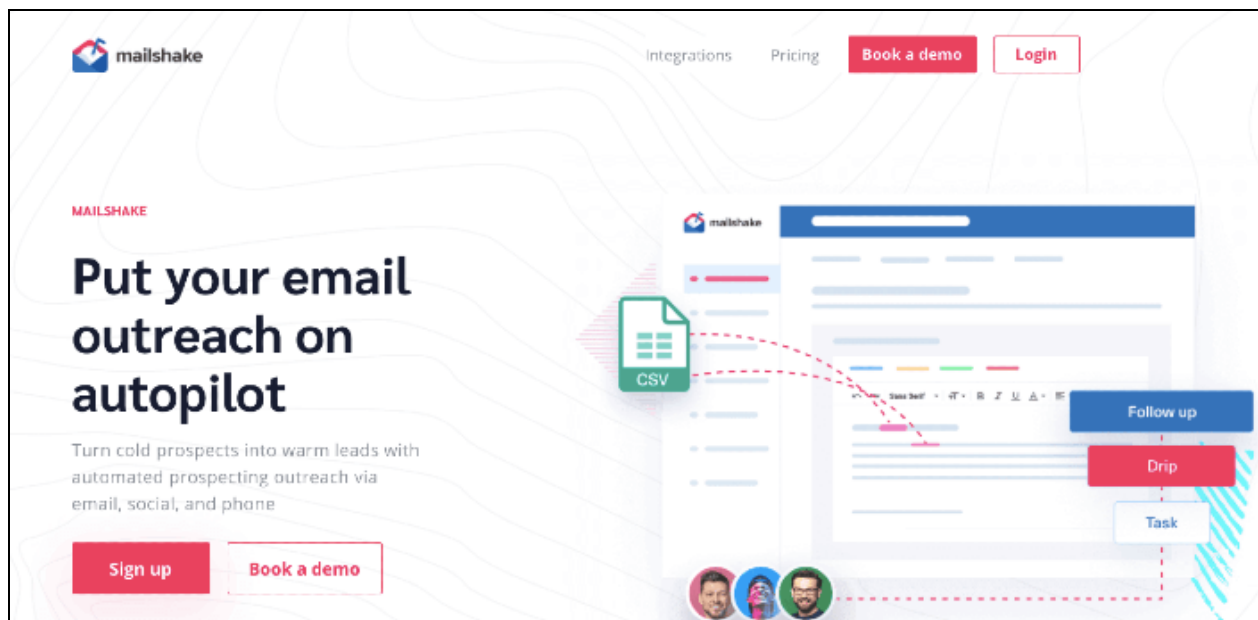
Once someone enters your giveaway, KingSumo provides them with an option to share the giveaway with three of their friends to increase their chances of winning. This is how your entrants become your sales team and drive the viral growth for your giveaway.

If you'd like to generate leads at a fraction of the cost and effort of online ads and other marketing channels, KingSumo is a must-have tool in your content marketing toolkit.

Price: \$49 (Lifetime access)

[Get lifetime access to KingSumo for \\$49](#)

30. [Mailshake](#)



[Mailshake](#) is an email outreach tool that offers powerful features to level up your link building efforts. Supported by a clean and intuitive interface, Mailshake is easy to use and you can kickstart your outreach campaign within minutes.

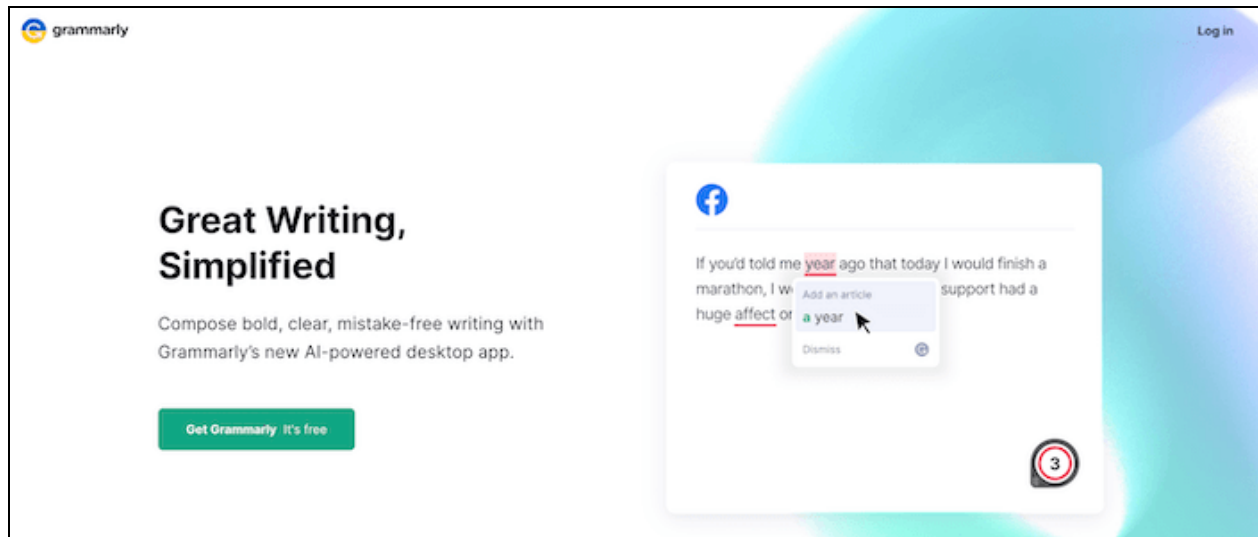
With Mailshake, you can send personalized cold emails at scale, engage with prospects on social media, and manage it all in one sequence, on one dashboard. You can also monitor opens, clicks, and replies for every email you've sent, and know which part of your sequence is driving more conversions.

When used in conjunction with a tool like [BuzzSumo](#), Mailshake becomes a content marketing powerhouse.

Price: Starts from \$44/mo

[Sign up for Mailshake now](#)

31. [Grammarly](#)



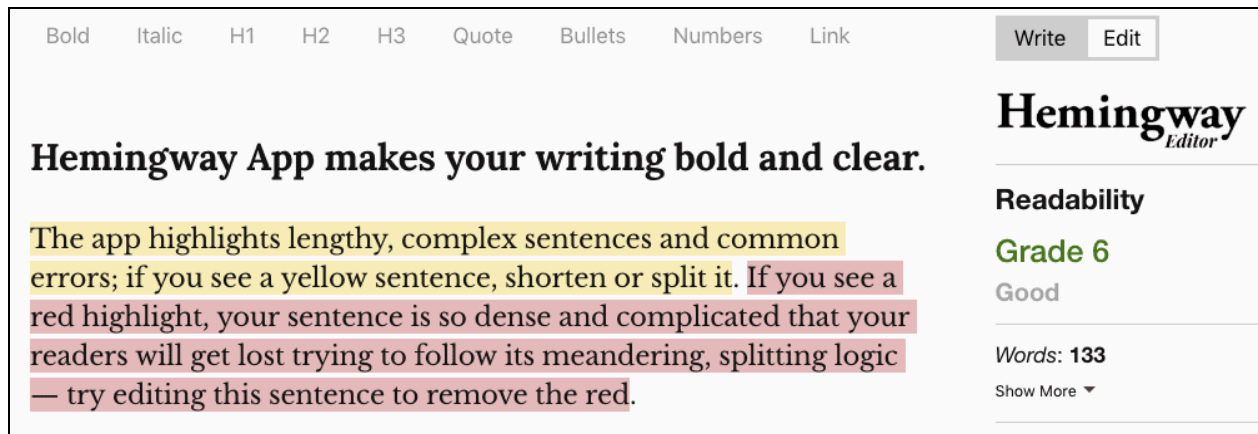
[Grammarly](#) is a must-try tool for content writers. With Grammarly, you can make sure your writing is error-free. From grammar and spelling to style and tone, Grammarly's real-time writing suggestions help you produce quality content every time you hit the "publish" button. Ultimately, it saves you a ton of time on proofreading.

Grammarly's free Chrome extension is also a useful add-on. This allows you to use Grammarly's features across the web.

Price: Free; premium plans start from \$12/mo

[Try Grammarly for free](#)

32. [Hemingway App](#)



Hemingway App is yet another content editing tool you can use to improve your writing. Hemingway App is aptly named after the author [Ernest Hemingway](#) who was widely known for the conciseness of his writing. As such, the purpose of using Hemingway App is to make your writing more concise and crisp.

Hemingway App is a free web-based tool which tests the readability of your content and suggests changes where your writing is too dense. To use it, simply paste your text, and the tool will indicate your mistakes by highlighting them in different colors (yellow and red).

With Hemingway App, you can tighten up your prose, clear the highlights, and then share your work with your audience.

Price: Free; the premium plans start from \$30/mo (when you opt for monthly payments)

[Try Hemingway App for free](#)

33. [Depositphotos](#)



There are times when the images you find on free stock image sites are simply not cut out for the job. In such cases, you need a premium stock image library like [Depositphotos](#).

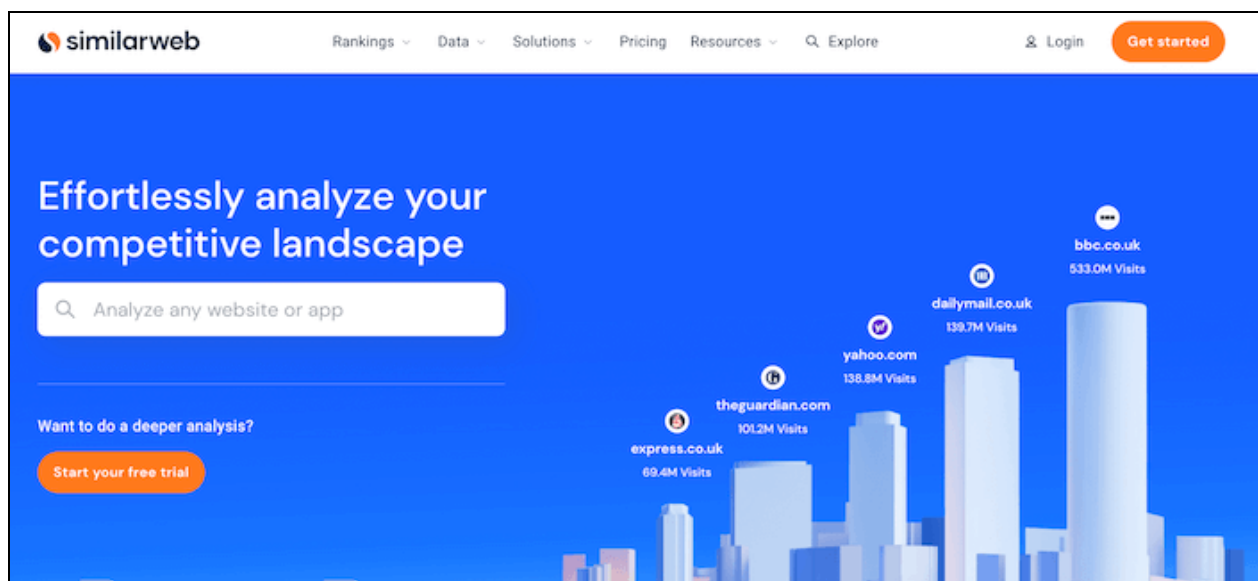
With a community of over 100,000 contributors, Depositphotos is a massively popular stock image site with over 200 million files, including

royalty-free stock photos, vector images, video clips, and editorial files. If you're looking for high-quality stock images for your blog or social media, Depositphotos is just the perfect website to subscribe to.

Price: Flexible plan starts from \$29/mo

[Try Depositphotos now](#)

34. [Similarweb](#)



[Similarweb](#) is one of the [leading competitor research tools](#) on the market. It's the perfect tool to reverse-engineer your competitors' content marketing strategies and see what's working for them. With Similarweb,

you can monitor your competitors' traffic, traffic sources, best organic keywords, best paid keywords, and other important SEO and PPC metrics.

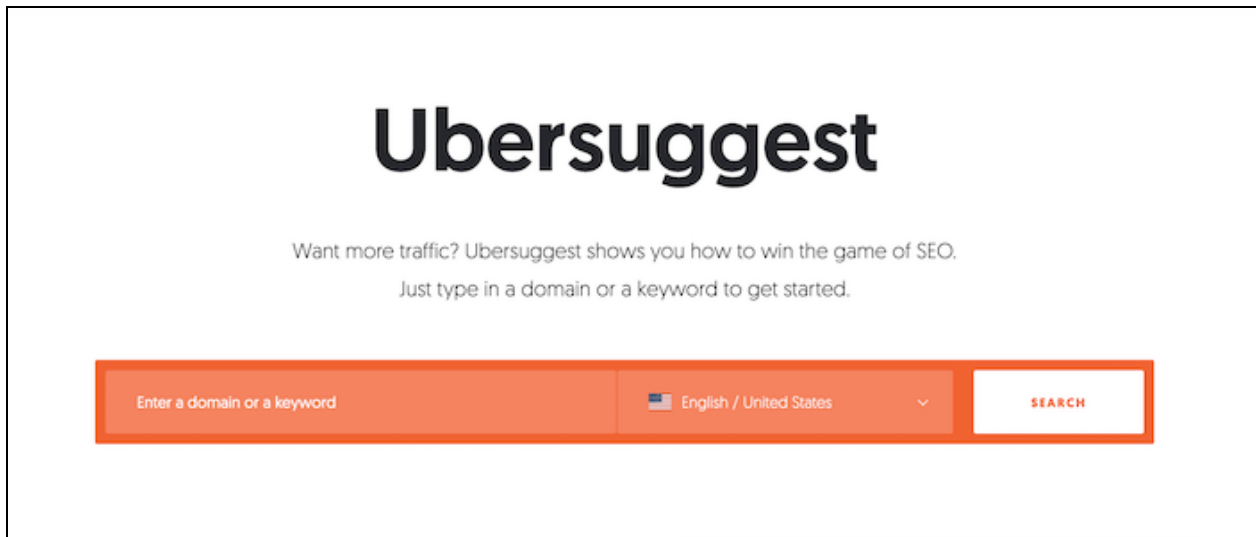
Similarweb doesn't just offer insights on websites, but also provides crucial metrics on apps. You can use Similarweb to monitor your app's monthly downloads, ratings, and category rankings. You can even use it to benchmark your app's performance with that of your competitors.

You can generate all of these competitive data points for free by signing up for Similarweb's free plan. To access more advanced features, however, you'll need to upgrade to Similarweb's Enterprise plan.

Price: Free; pricing for Similarweb's enterprise plan is shared upon request

[Try Similarweb for free](#)

35. [Ubersuggest](#)



If you're looking for quick content and SEO analysis, you can always count on [Ubersuggest](#) to help you out.

Ubersuggest is a popular SEO tool that you can use for keyword research, backlink analysis, and competitive analytics. The best part about Ubersuggest is that you can start using it for free.

Ubersuggest's free plan allows you to add a project, monitor organic rankings of up to 25 keywords, and track two of your competitors' domains.

But the free plan is not without its limitations. It restricts you to just 3 searches a day. As such, to get more value out of this tool, you'll need to

upgrade to Ubersuggest's paid plans. With prices starting from \$12/month, Ubersuggest is one of the most budget-friendly SEO tools on the market.

Price: Free; paid plans start from \$12/mo

[Try Ubersuggest for free for 7 days](#)

Recommended reading: [Semrush vs Ubersuggest: Which SEO Tool is Better?](#)

36. [Social Snap](#)



Social Snap is a WordPress social media plugin that helps you increase traffic and engagement by allowing visitors to share your content. In

In addition to social share buttons, Social Snap automatically shares your latest post on all major social networks with its Social Auto Poster tool. With this feature, you can also [revive your old posts](#) and have Social Snap automatically share them on social media on a periodic basis.

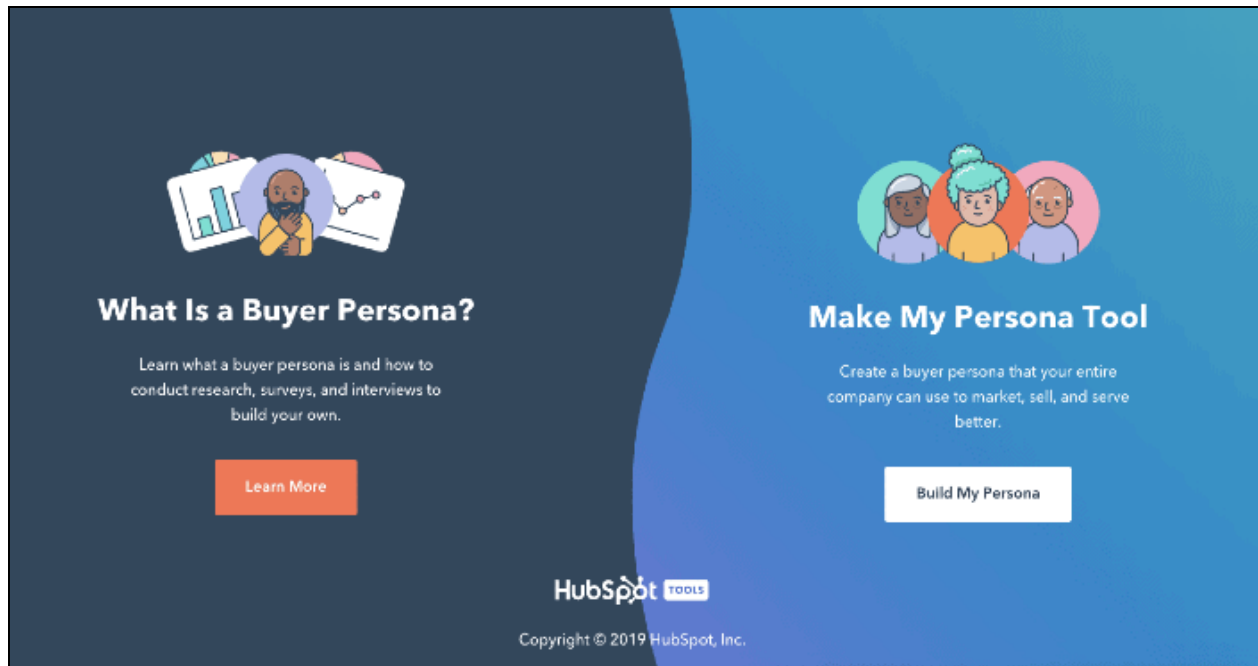
What's more, you can create "Click to Tweet" boxes within your content to encourage users to share snippets of your content on Twitter. You can also control how your posts are displayed on social media using Social Snap's social meta tags.

All of these features are bolstered by Social Snap's advanced analytics, which helps you fully understand how your audience shares and interacts with your content.

Price: Starts at \$39/year

[Sign up for Social Snap](#)

37. [Buyer Persona Tool by HubSpot](#)



The image shows a landing page for the HubSpot Buyer Persona Tool. The page is split into two main sections: a dark blue section on the left and a lighter blue section on the right. The left section is titled "What Is a Buyer Persona?" and includes an illustration of a man with a beard and a woman with a bun, along with charts and a document. Below the title is a short paragraph explaining the tool's purpose and a red "Learn More" button. The right section is titled "Make My Persona Tool" and features an illustration of three diverse people. Below the title is another short paragraph and a white "Build My Persona" button. At the bottom center, the HubSpot logo and "TOOLS" are displayed, along with the copyright notice "Copyright © 2019 HubSpot, Inc."

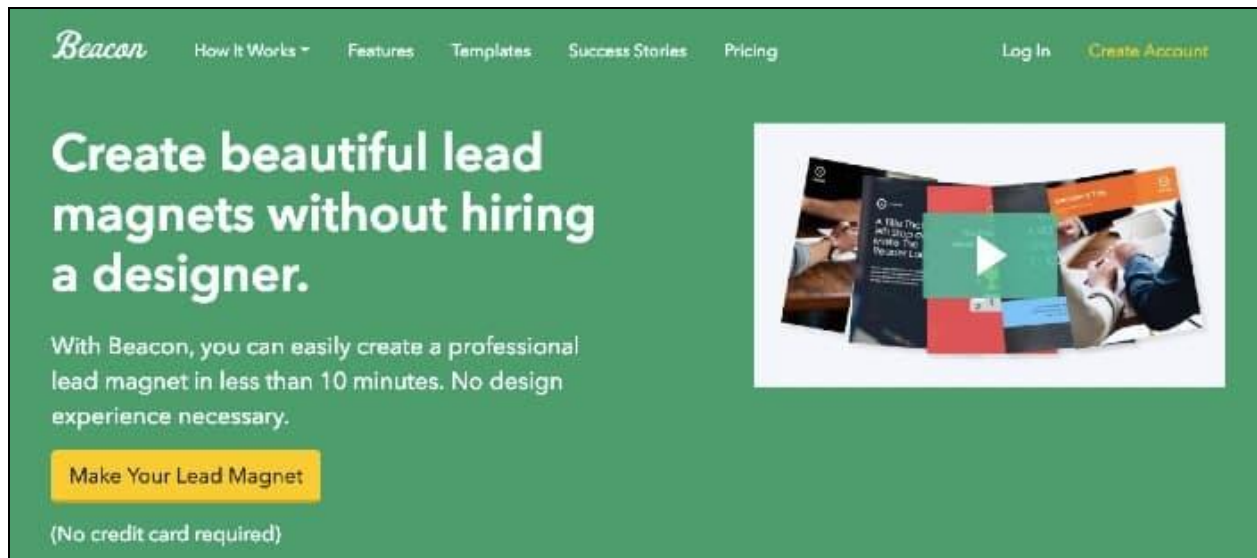
If you're looking for basic audience research, then HubSpot's free [Buyer Persona Tool](#) can get the job done for you. As the name suggests, the Buyer Persona tool lets you create a buyer persona for your brand.

Once the buyer persona is created, you can always keep this template in mind while creating a new piece of content for your blog or social media and ensure that it resonates with your audience.

For a deeper analysis of your audience, use SparkToro (see #15).

Price: Free

38. [Beacon](#)



Beacon How It Works Features Templates Success Stories Pricing Log In Create Account

Create beautiful lead magnets without hiring a designer.

With Beacon, you can easily create a professional lead magnet in less than 10 minutes. No design experience necessary.

[Make Your Lead Magnet](#)

(No credit card required)

If you'd like to create professional lead magnets like eBooks, checklists, and workbooks, Beacon is the ideal solution for you. Beacon also helps you create gated content and increase newsletter signups.

In addition, you can use Beacon's free WordPress plugin to convert your existing blog posts into eBooks. What's more, you can use Beacon to create opt-in forms and capture leads more effectively.

While Beacon's popup and email capture templates are too basic compared with the likes of Optinly and OptinMonster, they can serve the purpose if you're looking for a lead magnet software that combines all the essential features.

Price: Free; paid plans start from \$49/mo (with access to premium features like PDF download, custom domain name, etc.)

[Try Beacon for free](#)

39. [Unbounce](#)

The image shows the Unbounce website landing page. At the top, there is a navigation bar with the Unbounce logo, links for Products, Solutions, Pricing, Learn, and Contact, a search icon, a Log In button, and a Start My Free Trial button. The main content area features the headline "Smart marketing tools to grow your business" in large white text. Below this, a sub-headline reads: "Turn more of your visitors into customers. Unbounce is the AI-powered landing page builder with smart features that let you create beautiful, high-performing marketing campaigns in just a few minutes." To the right of the text is a woman in a yellow sweater and blue jeans, jumping joyfully. In the background, there are various icons and a glowing yellow sphere. A central graphic shows a sample landing page for "Unbounce" with the headline "Give Powpow the Vacation He Deserves" and a "Book Now" button. Below the sample page are three columns labeled "Services", "Our Location", and "Pricing". At the bottom of the landing page, there are two buttons: "Build landing pages" and "Write with AI".

Whether it's to promote a lead magnet to grow your email list or highlight a new feature or exciting offer, a well-optimized landing page can help you convert traffic into leads.

To that end, you need to use a reliable landing page builder that's easy to setup and customize to your needs.

[Unbounce](#) is one of the more popular choices when it comes to [landing page builders](#). This AI-powered landing page builder is packed with smart features that can help you create high-converting landing pages at scale.

You can choose from over 100 landing page templates and use Unbounce's drag-and-drop builder to customize these templates to your liking. In addition to this, you also get access to Unbounce's popup and sticky bar templates.

And that's not all. Unbounce also has a spin-off tool called [Smart Copy](#). This tool provides you with access to 30+ Smart Copy templates that you can use to ideate, iterate, and write custom, high-quality, engaging professional copy for your website or blog.

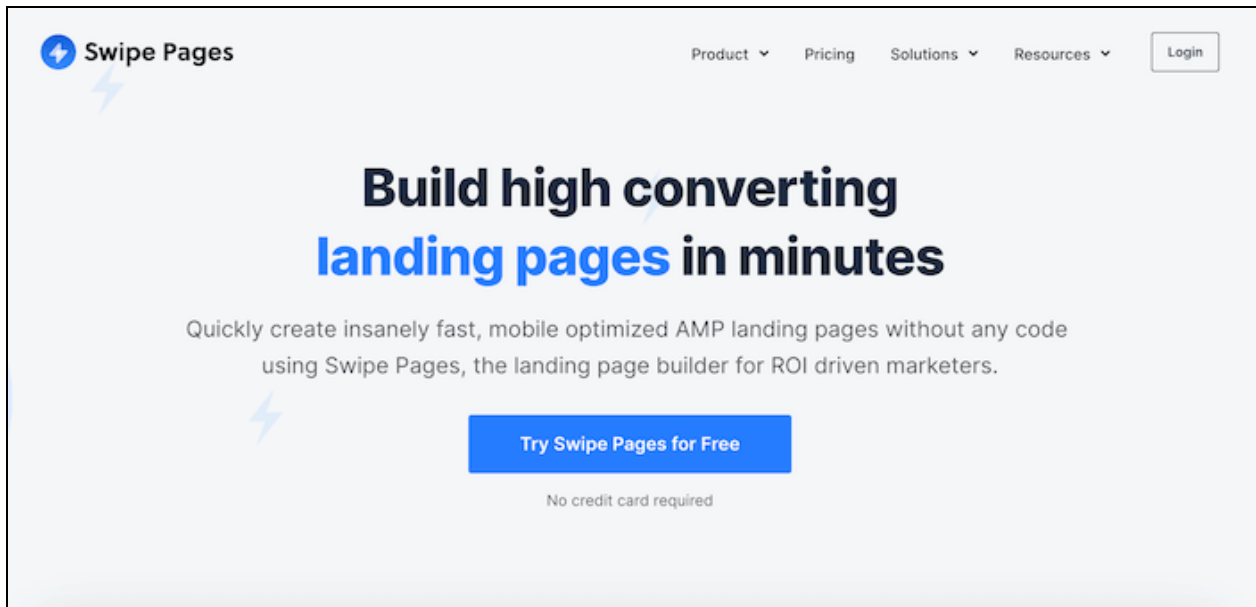
The best part? You can access these Smart Copy templates for free under Unbounce's forever free plan.

Price: Starts from \$90/mo

[**Try Unbounce free for 14 days**](#)

[99signals & Unbounce Special Offer] Get 21% off all yearly plans of Unbounce. [Click here to learn more.](#)

40. [Swipe Pages](#)



While being relatively new compared to Unbounce, [Swipe Pages](#) is a powerful landing page building software that helps you build insanely fast, mobile-friendly landing pages that are optimized for conversions.

With its 70+ modern landing page templates, you can cherry-pick the template that best suits your current needs and customize the content to your liking. Once your landing page is ready, you can connect it to your domain and launch it on a specific subdomain.

Swipe Pages also integrates seamlessly with Mailchimp, HubSpot, Zapier, and other automation tools. You can even integrate Swipe Pages with

popular payment platforms like PayPal and Stripe, making it an ideal landing page builder for eCommerce companies.

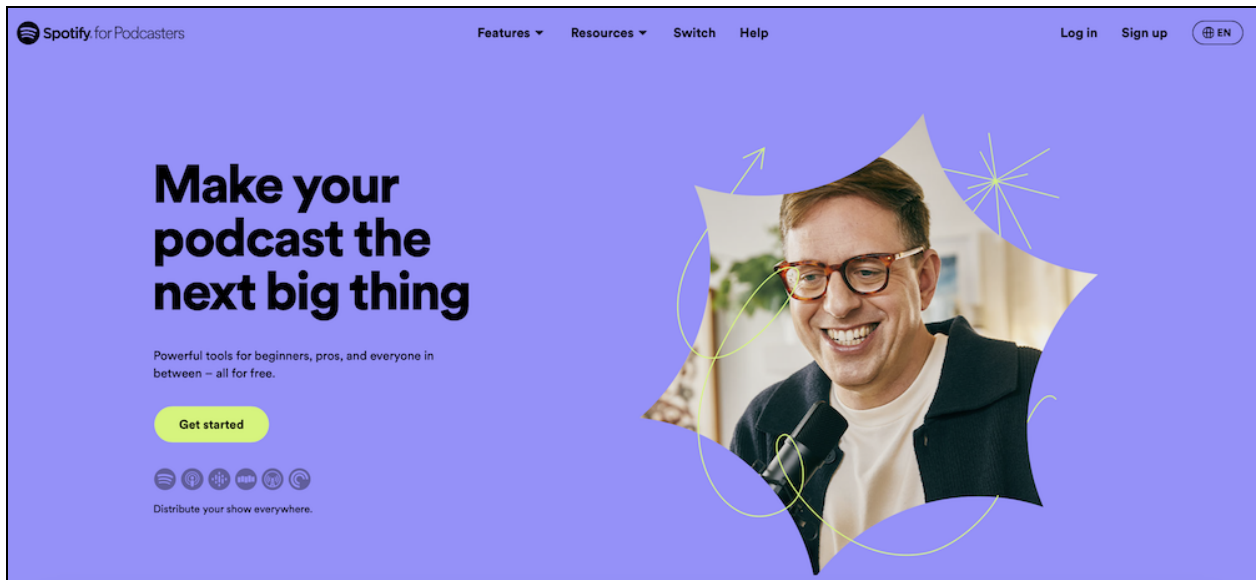
If you're looking for a budget-friendly alternative to Unbounce and other leading landing pages builders like [Instapage](#) and [Leadpages](#), Swipe Pages is the tool you should go for. With its basic plan priced at \$29/month, Swipe Pages is arguably the most affordable landing page builder on the market.

Price: Starts from \$29/month

[Try Swipe Pages for free](#)

[99signals & Swipe Pages Special Offer] Get 50% off on all Swipe Pages plans. [Click here to learn more.](#)

41. [Spotify for Podcasters](#)



Spotify for Podcasters, formerly Anchor, is a free app that lets you create, launch, and distribute your own podcast. It's super easy to get started with the platform and it's this aspect of the tool that differentiates it from a plethora of podcast creation tools on the market.

With Spotify for Podcasters, you can easily record and edit your podcast episodes and distribute them across all major podcast platforms, including Apple Podcasts, Google Podcasts, Spotify, and more.

Price: Free

[Try Spotify for Podcasters free](#)

42. [WordPress](#)



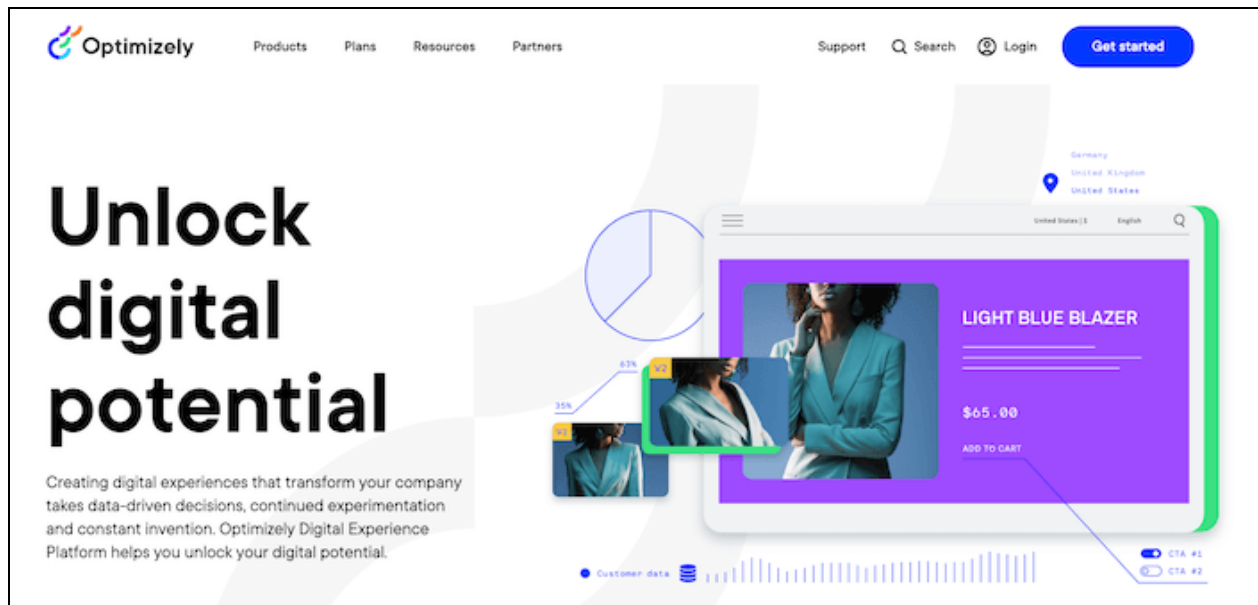
WordPress is the most popular blogging platform in the world. With over 30% of websites across the world powered by WordPress, opting for WordPress to manage your blog is perhaps one of the easiest decisions you can make for your business.

WordPress also has a massive plugin directory and a broad range of themes and templates to choose from, so you can customize and optimize your website to fit your blog, business, or eCommerce store.

Price: Free

[Visit WordPress](#)

43. [Optimizely](#)



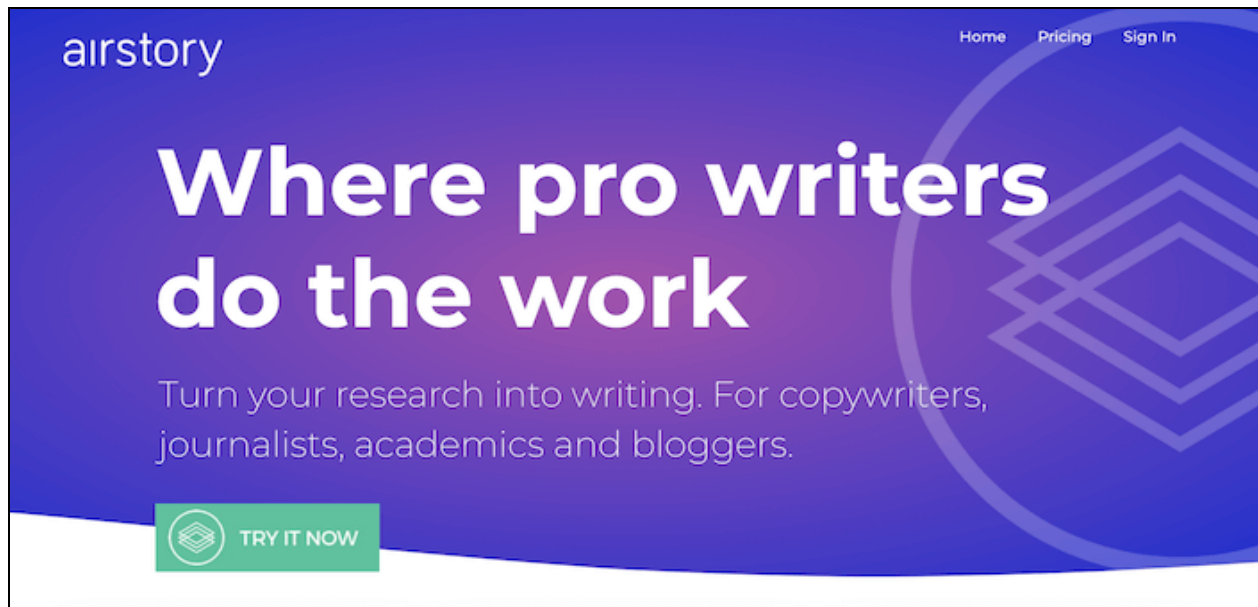
Trusted by over 9,000 leading companies, Optimizely is a digital experience platform that provides A/B testing tools and website personalization features to help you manage and streamline tasks, campaigns, and content across teams.

With Optimizely, you can analyze your site and confidently understand what content is best suited for your audience. Furthermore, you can create a seamless digital journey for your customers, predict behaviors, and personalize customer interactions.

Price: Upon request

[Visit Optimizely](#)

44. [Airstory](#)



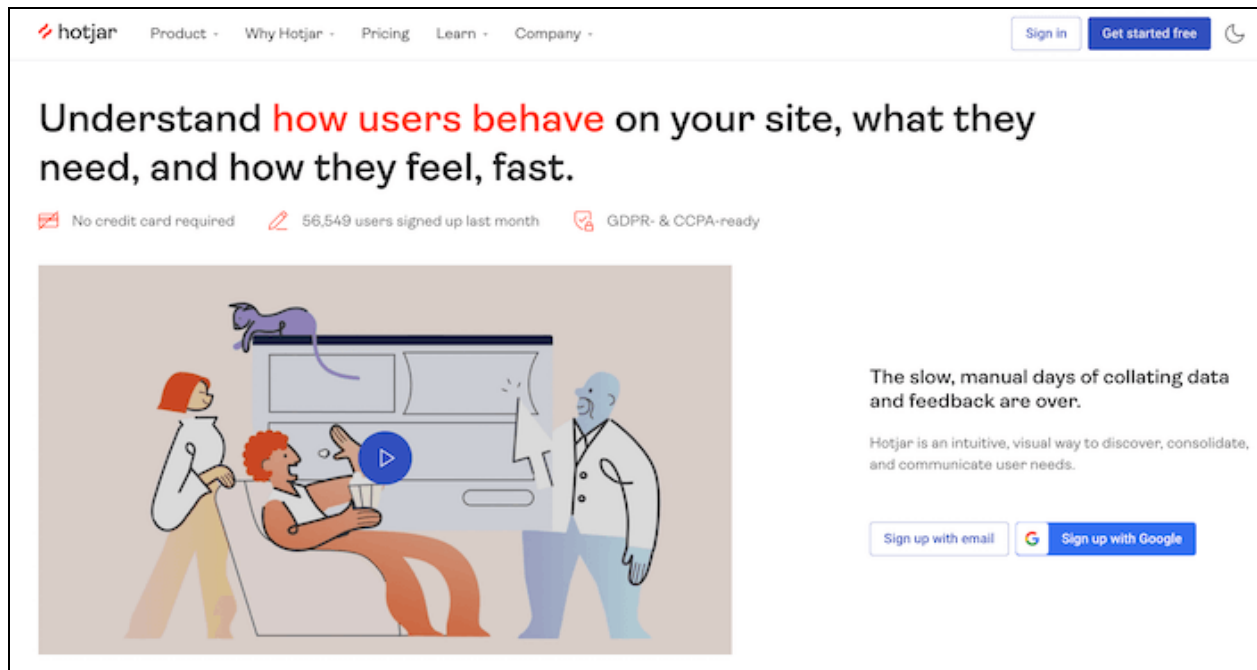
Airstory is an easy-to-use writing software that lets you organize and streamline your research and notes in one place. If you're using multiple apps like Asana, Google Docs, Evernote, and Dropbox to manage your research work, then switching to Airstory makes sense.

If you'd like to level up your research, writing, and collaboration, then Airstory is the perfect solution for your needs.

Price: Starts from \$25/mo

[Try Airstory free for 7 days](#)

45. [Hotjar](#)



The screenshot shows the Hotjar website homepage. At the top, there is a navigation bar with the Hotjar logo and links for Product, Why Hotjar, Pricing, Learn, and Company. On the right side of the navigation bar, there are buttons for 'Sign in' and 'Get started free', along with a moon icon. The main heading reads 'Understand **how users behave** on your site, what they need, and how they feel, fast.' Below the heading, there are three icons with text: a credit card icon for 'No credit card required', a document icon for '56,549 users signed up last month', and a shield icon for 'GDPR- & CCPA-ready'. The central part of the page features an illustration of three people (two women and one man) gathered around a computer monitor. One woman is pointing at the screen, which displays a play button icon. A purple cat is perched on top of the monitor. To the right of the illustration, there is a text block that says 'The slow, manual days of collating data and feedback are over.' followed by 'Hotjar is an intuitive, visual way to discover, consolidate, and communicate user needs.' At the bottom right, there are two buttons: 'Sign up with email' and 'Sign up with Google'.

Hotjar is a behavior analytics and website optimization tool that allows you to get an accurate picture of how users behave and interact with your site. It's a great tool for marketers, designers, and developers alike.

One of my favorite features on Hotjar is Heatmaps. Heatmaps are essentially visual representations of where users click, move, and scroll on your site. It takes the guesswork out of understanding user behavior and shows you exactly where users engage on your site.

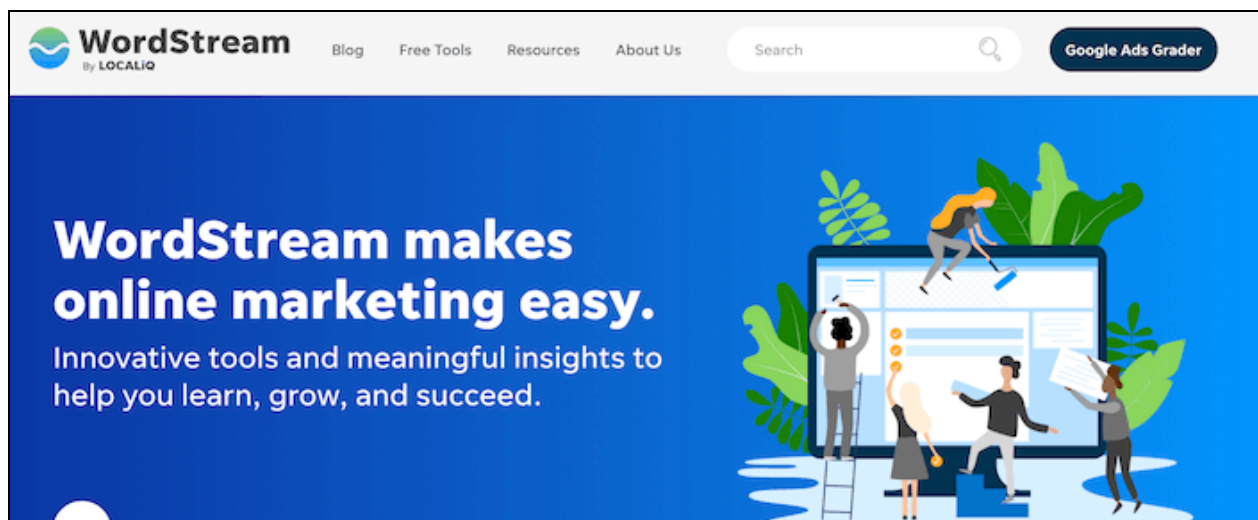
In addition to heatmaps, Hotjar also has other features like recordings, surveys, live feedback, and more, alongside dozens of integrations with

popular tools like WordPress, Zapier, Slack, Asana, Shopify, etc. to streamline your work.

Price: Free (35 daily sessions); paid plans start from \$31/mo

[Try Hotjar for free](#)

46. [WordStream](#)



WordStream offers a suite of free marketing and advertising tools designed to optimize your PPC and SEO campaigns. For me, the most useful WordStream tool is the Google Ads Performance Grader. It essentially generates an instant report for all your Google ads campaigns, with scores in 8 key areas, including wasted spend, CTR, best practices, quality score, mobile optimization and more.

WordStream also offers a Facebook Ads Performance Grader that helps you identify missing opportunities to reach more people, drive more leads, and capture more conversions.

In addition, WordStream has a few more tools in its suite, including Google My Business Grader, Google Ads Landing Page Grader, Smart Ads Creator, and Keyword Tool.

If you run Google ads and Facebook ads extensively, then you need a tool like WordStream to eliminate the guesswork from your advertising efforts.

Price: Free

[Try WordStream for free](#)

47. OneStream Live



As organic reach continues to decline on top social channels like Facebook, Instagram, and LinkedIn, live videos continue to garner a ton of engagement. According to [Hootsuite](#), live videos earn 3x more watch time on Facebook than regular videos.

The video streaming market is projected to hit [\\$330.51 billion](#) by 2030. If you're not using live videos to engage your audience, you're missing out on a huge opportunity.

Having said that, doing live stream videos is not without its challenges. From facing network issues to the likelihood of going off script, you can't have complete control over your videos.

A cloud-based tool like [OneStream Live](#) can solve these issues by allowing to live stream pre-recorded videos across all major social media platforms, including Facebook, Instagram, YouTube, Periscope, and more.

With OneStream Live, you can have total control over your output and schedule the same stream multiple times across different channels to reach a wider audience.

The best part? You can get started with OneStream Live for free. OneStream Live's free plan lets you connect two social accounts and live stream up to 10 minutes of pre-recorded content on your preferred social channels.

Price: Paid plans start from \$10/mo; the free plan lets you connect 2 social accounts.

[**Try OneStream Live for free**](#)

Summary & Further Reading

So these are the 47 content marketing marketing tools I'd recommend to step up your content marketing game and reach your marketing goals.

Content marketing is a long-term strategy that takes time and commitment. Luckily, the aforementioned tools can help you set and measure your content marketing goals.

Want to keep learning about content marketing? We've got you covered! Check out these content marketing resources from our blog:

- [13 Best Content Marketing Podcasts to Listen to Now](#)
- [How to Use Semrush to Maximize Your Content Marketing ROI](#)
- [9 Best AI-Powered Content Creation Tools for Marketers](#)
- [25+ Places You Should Be Sharing Your Content](#)
- [BuzzSumo: The Ultimate Guide](#)

Thanks for reading!

Thanks for taking the time to read this eBook. Please visit 99signals.com for more actionable SEO and content marketing tips.