

10 FREE MARKETING TOOLS TO HELP YOU IN THE DIGITAL WORLD

Whenever I am doing any training workshops, regardless of the industry or skill level, everyone loves it when I talk about the tools that are available. Finding digital tools that can help you with your job or even your life is great, especially when they're free!

I love finding good free tools. In fact, I put together a guide on my website with over 500 free tools that I update every few months. You can find it at andrewmilesdavis.com/marketing-tools

Anyway, here are 10 free tools that provide you with a lot of value.

Answer The Public

www.answerthepublic.com

Whenever I start a campaign, I always like to do some brainstorming. However, sometimes I don't want to 'think' and use tools instead. One tool I always turn to is Answer The Public because this tool lets you find out what questions and queries your consumers have by displaying what they're searching for in Google.

Portent Idea Generator

www.portent.com/tools/title-maker

Another tool that helps with ideas but also gives you great headlines is Portent Idea Generator. If you ever struggle to come up with concepts or titles then enter a keyword and give it a spin.

Google Trends

www.google.co.uk/trends

One of my favourite tools comes from Google and it is their trends tool. This tool lets you explore how Google's data can be used to tell stories including search demand of a particular word over a period of time in any region and also compares 2 similar words so you can spot trends, peaks, and troughs.

Ubersuggest

<https://neilpatel.com/ubersuggest/>

If you are into keyword research, competitor analysis, idea generation and overall online performance then this free tool by Neil Patel should be on your list of tools to use frequently. Ubersuggest helps you generate so many important factors for your content marketing strategy, production, promotion, and conversion.

Evernote

www.evernote.com

One of the most popular free tools on this list and there is a good reason for it. Evernote is a note-taking app that helps you capture and prioritise ideas, projects and to-do lists, so you don't miss anything. Also, unlike other note apps, it allows you to add images, share with others and syncs seamlessly with your phone.

Hootsuite

www.hootsuite.com

If you are looking after a number of social media accounts across multiple platforms then using a social media management tool is important. This is why Hootsuite is known as the daddy of them all. It allows you to manage, schedule, create and measure your social media all in one platform.

Canva

www.canva.com

If you are like me and cannot get your head around Photoshop then Canva is the tool for you. Canva is a simplified graphic-design tool that uses a drag-and-drop format and provides access to photographs, vector images, graphics, videos, and fonts. It is used by non-designers as well as professionals and has grown considerably over the last few years. Most designs you see on social media use tools like Canva now and they have a great mobile app.

Lumen5

www.lumen5.com

It's no secret that video content is being shown more and more in people's timelines but creating video can be difficult. Lumen5 is a video creation platform powered by A.I. that enables anyone without training or

experience to easily create engaging video content within minutes. Once you explore this tool, you will have so many 'a-ha' moments.

Smartsupp

<https://www.smartsupp.com/>

A website without a chat is like a brick-and-mortar store without a shop assistant. To offer a better customer experience and to help with conversions, most businesses now have some bot on their site to answer questions immediately. This is why if your website gets a lot of traffic, you should make sure you have an easy way for people to contact you and Smartsupp helps you with that.

Trello

www.trello.com

If you are working on many projects, then you need a way to stay on top of things and Trello helps with just that. Trello keeps track of everything, from the big picture to the minute details. Also it can help you stay up to date with all the free tools I have shown you.

So there you have it! 10 free tools that can help grow your business and I am sure you can use some of these in your personal lives as well. If you liked these then please visit my guide for plenty more free tools:

andrewmilesdavis.com/marketing-tools

Good luck!



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