

Free Marketing Tools

Use **Google Alerts** for reviewing mentions of your product name by entering keywords. You can set up Google Alerts to monitor certain keywords, such as your blog name, your business name and your personal name, and you will receive an e-mail any time they find those keywords in their search. With Google Alerts, you can be instantly notified when and where any bad content was placed on any social media platform and be able to respond accordingly.

Use **Hootsuite** for posting updates to social networks and reviewing what others are saying. It enables you to quickly post to all the main social networks including Google+ company pages and review conversations and messages.

Use **LinkedIn** to share your company story and introduce your product.

Use **Instagram** to share a photo of your company at work and how people can get your product or service.

Twitter is an excellent way for a business to build relationships with customers and assist in retaining them as well.

A **Facebook** page is a great free marketing tool for businesses. These pages let businesses identify themselves – not just through listing product offerings and services, but also by sharing links, images, and posts on a customizable page to give a better sense of a business's personality and character. Your Facebook business page is a great spot to develop your brand identity and show your human side. Facebook is where you can loosen the tie a bit – don't be afraid to be funny.

Quora is similar to sites like Wikianswers and Yahoo! Answers, but with the promise of getting real answers from people with firsthand experience and expert knowledge of the subject.

Trello is a collaboration tool for to-do lists. You can assign a “board” to each team member where they list tasks they have to do, tasks they are working on and tasks they have completed. You can also assign other team members to tasks on your list, give yourself deadlines and priority labels, and even write checklists within individual tasks if necessary.

PowToon is the brand new Do-It-Yourself animated presentation tool that supercharges your presentations and videos. You can use it for creating

- marketing videos
- explainer videos
- sales videos

- “infographic” videos
- educational videos

Graphic River is a great place to buy affordable stock images and illustrations for as little as \$1.

Wikimedia Commons is a great place to search for creative commons photos and illustrations.

Shutterstock

Another quality stock photo site that is less expensive than iStock Photo.

About.me provides a single place for building a (free and easy) personal home page, creating a central point of contact, marketing your business, providing easy ways to interact, tell your story, and connect with others.

WeTransfer enables you to easily send files up to 2GB size for free, or for about \$10 per month, to send files as large as 5GB plus get extras like password protection and online storage.

Movie Maker, one of several applications preloaded on the Windows operating system, Windows Movie Maker provides the basics, in addition to advanced features such as the ability to add special effects and upload video to various websites.

Blender is a free open source platform that allows you to transform your videos into animated showcases complete with mesmerizing visual effects and interactive features. Key features of this package include 3D modeling, camera tracking, and texturing, in addition to video editing. Also included is an integrated game engine, which supports video game creation. If your goal is to wow your viewers with spectacular presentations, Blender can help.

Magisto is a free tool that puts a different twist on video editing. What this tool does is create short, entertaining videos from your raw footage. Magisto goes through your content, finds what it likes, and uses that to automatically create the best possible video. From there, it allows you to add titles and music to jazz things up. All videos you create can easily be shared across popular social networks.

Use **Gimp** if you need a basic image-editing software. It is an open-software photo editor that provides users with a good suite of image manipulation.

Mailchimp is a great option when it comes to free email marketing. Send newsletters to your customers or special for free.