


10 FREE MARKETING TOOLS YOU NEED

CONTENT CREATION & DESIGN

1. Canva – Create stunning social media posts, flyers, presentations, and more!

 Link: www.canva.com

- Drag-and-drop design editor
- Free templates, images, and fonts

2. Unsplash – High-quality, royalty-free images for your marketing needs.

 Link: www.unsplash.com

- Free professional photos
- No attribution required

SOCIAL MEDIA & SCHEDULING

3. Buffer – Schedule social media posts and track performance.

 Link: www.buffer.com

- Free plan includes 3 social accounts
- Easy-to-use scheduling tool

4. Later – Plan, schedule, and auto-post content for Instagram, Facebook, and more.

 Link: www.later.com

- Visual planner for Instagram
- Free plan includes 10 posts per platform per month

EMAIL MARKETING & AUTOMATION

5. Mailchimp – Send professional marketing emails and newsletters.

 Link: www.mailchimp.com

- Free plan for up to 500 subscribers
- Email templates & automation

6. HubSpot CRM – Manage leads, track interactions, and grow your customer base.

 Link: www.hubspot.com

- Free customer relationship management (CRM)
- Tracks emails, calls, and tasks

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SEO & WEBSITE OPTIMISATION

7. Ubersuggest – Find keywords and track your website’s SEO performance.

🔗 Link: www.neilpatel.com/ubersuggest

- Free keyword research tool
- Website traffic insights

8. Google Analytics – Track website traffic and understand visitor behavior.

🔗 Link: analytics.google.com

- Free insights into your website’s performance
- Helps improve marketing strategies

VIDEO & CONTENT CREATION

9. CapCut – Edit short-form videos for TikTok, Instagram Reels, and YouTube Shorts.

🔗 Link: www.capcut.com

- Free, beginner-friendly video editor
- Perfect for social media content

10. AnswerThePublic – Discover what people are searching for and create content that ranks!

🔗 Link: www.answerthepublic.com

- Find popular search queries in your niche
- Helps with blog & video content ideas

Bonus Tip!

These tools work even better together! 🎯 Use Canva + Unsplash for graphics, Later for scheduling, and Mailchimp for email marketing—all for free!

👉 **Want more marketing tips?** Check out our blog for more resources!