

Internet and Social Media Marketing Free or Free Trial Tools

Thanks to Jeannine Morber, Stevenson University, jmorber@stevenson.edu

Websites and Blogs

- Blogspot/Blogger <https://www.blogger.com> Free
- Wix <https://www.wix.com/> Free Version
- Weebly <http://weebly.com> Free Version
- Squarespace <https://www.squarespace.com/> Free Trial
- WordPress <https://wordpress.com/> Free

Website Analytics

- Google Analytics <https://analytics.google.com/> Free
- Google Search Console <https://search.google.com> Free
- Hubspot Website Grader <https://website.grader.com/> Free
- SpyFu <https://www.spyfu.com/> Free Version

Video Editing & Screen Capture

- Animoto - <https://animoto.com/> - Free Trial
- Soapbox <https://wistia.com/soapbox> Free Version
- Loom <https://www.useloom.com/> Free
- Hyfy <https://www.hyfy.io/> Free Version
- Openshot <https://www.openshot.org/> Free
- cloudApp <https://www.getcloudapp.com/> Free Version

Graphic Design and Image Content Creation

- Canva <https://www.canva.com/> Free version
- Stencil <https://getstencil.com/> Free Version
- BeFunky <https://www.befunky.com/> Free
- Pablo <https://pablo.buffer.com/> Free
- Piktochart <https://piktochart.com/> Free Trial

- Picmonkey <https://www.picmonkey.com> Free Trial
- Snappa <https://snappa.com/> Free Trial

Photo Editing

- Pixlr <https://pixlr.com> Free Version
- Fotor <https://www.fotor.com/> Free Version
- Ribbit <https://www.ribbet.com/> Free Version

Royalty Free Stock Photos & GIFs

- Pexels <https://www.pexels.com/> Free
- Shot Stach <https://shotstash.com/> Free
- Unsplash <https://unsplash.com/> Free
- Visual Hunt <https://visualhunt.com/> Free
- Giphy <https://giphy.com/> Free
- Pixabay <https://pixabay.com/en/> Free

Content Curation Tools

- Feedly <https://feedly.com/i/welcome> Free
- The Tweeted Times <http://tweetedtimes.com/> Free
- Listly <https://list.ly/> Free
- Paper.li <https://paper.li/> Free
- Scoop.it <https://www.scoop.it/> Free
- Pocket <https://getpocket.com/> Free
- PublishThis <https://www.publishthis.com/> Free Version

Form Builders

- Jotform <https://www.jotform.com/> Free Version
- Google Forms <https://www.google.com/forms/> Free
- WuFoo <https://www.surveymonkey.com/mp/wufoo-online-forms/> Free Version

Email Marketing

- MailChimp <https://mailchimp.com/> Free Version
- Constant Contact <https://www.constantcontact.com/index.jsp> Free Trial

Influencer Identification

- Kred <http://home.kred/> Free
- Followerwonk <https://followerwonk.com/> Free
- Buzzsumo <https://buzzsumo.com/> Free version
- Tweetreach <https://tweetreach.com> Free

Social Media Monitoring

- SumAll <https://sumall.com/> Free
- Google Alert <https://www.google.com/alerts> Free
- Social Mention <http://socialmention.com/> Free Version

Social Media Management

- Hootsuite Platform <https://hootsuite.com/#> Free Version
- Tweetdeck <https://tweetdeck.twitter.com/> Free
- SproutSocial <https://sproutsocial.com/> Free Trial
- Zoho social <https://www.zoho.com> Free Version
- Shortstack contest maker: <https://www.shortstackapp.com/> Free version
- Twitter Audit for Fake followers -- <https://www.twitteraudit.com> Free
- Facebook Frame Maker -
https://www.facebook.com/fbcameraeffects/manage/?frame_studio=true# Free

Mobile App Maker

- Appypie <https://www.appypie.com/> Free Version
- BuildFire <https://buildfire.com/>