

Meta Title:- 15 Best Tools for Digital Marketing- Free

Meta Description:- Create social media content, send emails, and rank your website on top with these free [digital marketing tools](#) | Automate your Business with Buffer, Google Analytics, and more.

Top 15 Free Tools For Digital Marketing



Indeed, in the digital marketing space where changes occur each day, efficiently selecting the best tools for digital marketing is the sole differentiator to determine who wins the competition or not. There is a vast variety of tools that can be easily accessed for free to further expand the digital presence of the companies and marketing agencies.

With innovative ways to engage the audience and track growth, this gives companies way better possibilities. Let's be real: we're going to showcase what possibly might be the top 15 free digital marketing tools that can revolutionize your strategies and skyrocket your brand to unforeseen heights.

List of the top 15 free digital marketing tools:-

1. MailChimp

As digital marketing becomes ever more sophisticated, winning email campaigns and successful customer engagement definitely hold the key to the kingdom in the ever-evolving space of email marketing. However, there is one reliable platform that helps business craft compelling email campaigns, automate the work processes and, at the same time, remains the sole connection point with audience. It is Mailchimp. This **email-marketing tool** offer for more effective marketing that will ultimately help you connect better with your brand's audience and be closer to your target group in the digital space.

Best Features of Mailchimp

- Intuitive Email Campaign Builder
- Advanced Segmentation and Personalization
- Marketing Automation
- Insightful Analytics
- Integration Capabilities
- A/B Testing

Augmented by Mailchimp's multitude of tools, marketers are able to achieve the mission of creating and evaluating **email marketing campaigns**, and by doing so they make their audience have a deep engagement with their brands and achieve significant results.

2. Buffer

Witness Buffer, an all-around platform that assist you in managing your accounts. This platform is all about saving time and delivering outstanding results. Buffer offers a presetting place where you can create and plan your social media posts to appear on many channels in varying times necessary to maintain good management of content distribution. Buffer has a smorgasbord of features gathered together which attention of the **social media management** just at the fingertips of the marketers, furnishing the essential requirements into surviving in the competitive world of digital engagements.

Best Features of Buffer

- Social Media Scheduling and Automation
- Engagement and Analytics
- Link Shortener
- Hashtag Manager
- Content Calendar
- AI Assistant

Be it a small startup or a large enterprise, Buffer's features touch on all the requisites of the social media sphere that will enhance your social media efforts.

3. Google Analytics

In the world of e-commerce and online marketing, figuring out how people behave, what they like and dislike, and what they interact with on your site is a crucial element of a winning business strategy. It is here where Google Analytics proves to be an all-game-changing method. Google Analytics provides business with an opportunity to investigate website intricacies, identify user flow, and make business decisions based on such data. Be involved now as we scale the thorough effect of Google Analytics that naturally advances you to move data-driven decisions leading to you having control and enhance your online campaigns with unbeatable precision and effectivity.

Best Features of Google Analytics

- Comprehensive Data Reporting
- Real-Time Analytics
- Conversion Tracking
- Audience Segmentation
- Custom Reporting and Dashboards
- E-commerce Tracking

With this excellent diagnostic tool, businesses and marketers are empowered by the power of analytical features that are way beyond their comprehension, and Google Analytics leads the way in reshaping the digital strategies almost completely.

4. Hubspot CRM

HubSpot CRM is an outstanding CRM software that extends the role of CRM beyond the traditional sales and marketing, and provides multiple tools to enable companies streamline their sales processes, and analyze and interpret customer interactions for revenue growth. The HubSpot CRM is a veritable powerhouse with the ability to elevate as well as drive organizations towards greater heights of excellence through a customer relationship management process that has been optimized.

Best Features of Hubspot CRM

- Contact Management
- Deal Tracking
- Email Integration
- Marketing Analytics and Dashboard Software
- Integrations
- Marketing Automation

The HubSpot CRM packs a good number of tools to facilitate the management of customer relations effectively, automated marketing processes and the ability to learn more about the customers behavior and responsiveness.

5. WordPress

WordPress is the pillar of web development, which combines user-oriented design, high level of customization and functionality. WordPress has a powerful **content management system** underpinning it, which makes it very easy to develop posts, pages, and multimedia content as well as manage them. It offers a rich variety of themes, plugins, and customization alternatives so as to enable the users to customize their websites to have a required look and functionality in a very simple way.

Best Features of WordPress:

- User-Friendly Interface
- Customization:
- SEO-Friendly
- Content Management
- Community Support
- Versatility

The fusion of user-friendliness, customization capabilities, and powerful features in WordPress makes it a great option for website creation, helping people and businesses build a strong online visibility effortlessly in turn.

6. Hotjar

Hotjar comes out on top among the platforms that enable the in-depth analysis of user behavior and collection of feedback. In addition, this tool facilitates the process of understanding and improving users' experience. Comprising heatmaps, records of website visitors, surveys and more, Hotjar helps companies understand the user behavior, preferences and problems. Offers a visual review of user journeys on websites, spotting drop-off points and optimizing conversion funnel to intensify user involvement and conversion.

Best Features of Hotjar:

- Visitor Recordings
- Heatmaps
- Conversion Funnels
- Feedback Polls
- User Interaction Analysis
- In-Depth Analytics

Hotjar's wealth of features allows businesses to record, analyze and optimize their user experience and gives the data-driven directions for a successful website and improved user engagement.

7. Canva

Canva, as a popular graphic design tool, distinguish itself by virtue of the friendly interface, plenty of features, and unique availability that spans both desktop and mobile. It truly is their number one option when it comes to small business owners, social media marketers, and individuals wanting to produce high-quality graphics quickly and easily. Canva is a platform with an extensive functionality that meet the needs of different designers, and it provides freedom and ease-of-use to the designers and their lovers of the world.

Best Features of Canva

- Comprehensive Design Elements
- Collaborative Editing
- Vast Library of Templates
- User-Friendly Interface and Tools
- Customization and Branding
- Content Organization and Sharing

Balancing of its versatility, collaboration, and ease of use, Canva is identified as a leading design platform that provides its users a solid ground to express their creativity.

8. Hootsuite

Hootsuite, a complete platform for managing social media that enables both individuals and companies to simplify their social media activities, increase engagement, and run marketing campaigns that generate conversion. Hootsuite enables users to post to the social media platforms with the schedule options and maintain the content consistency at the same time. It has all-inclusive analyses and reporting functions so that users can know the progress of their social campaigns and make informed decisions using the data. Users can take advantage of Hootsuite for developing, tracking and improving social media ad campaigns for many social media platforms at once.

Best Features of Hootsuite:

- Social Media Scheduling
- Content Curation and Management
- Social Listening and Monitoring:
- Analytics and Reporting
- Integration Capabilities
- Social Ad Management

Hootsuite's feature-rich and versatile toolkit makes it an irreplaceable asset to marketers and businesses who wish to master their social media presence and take advantage of all available features from social media platforms.

9. QuillBot

QuillBot is an **AI-powered editing tool** that makes the writing process faster, transforms sentences and all the texts are of great quality. This ground-breaking platform presents writers with a variety of capabilities such as rewriting, clarifying and customizing to fit the spectrum of writing purposes. QuillBot, one of the best writing assistance tools that offer several innovative attributes and functionalities designed to support writers, students, professionals, and lecturers in producing superior content at ease and with convenience.

Best Features of QuillBot:

- **Paraphrasing Tool**
- Multiple Writing Modes
- **Grammar Checker.**
- **Plagiarism Checker**
- Content Optimization
- Thesaurus Integration
- Custom Writing Modes

With such innovative capabilities as intelligent paraphrasing and plagiarism prevention, QuillBot is an indispensable and multifunctional **AI-based writing tool**, helping people rewrite content, grammar checking and overall writing improvement across numerous genres and application fields.

10. Zapier

The Zapier platform is the most used tool for automation, and it connects various apps together to automate monotonous tasks, facilitate smooth processes, and improve efficiency for individuals and businesses. This controlled platform has a capability of "integrating" and "automating" processes in different applications without the need for "complex coding", therefore it is a flexible solution for companies who want to simplify the **workflow management**. Zapier's experiential collaborative feature enables your team to create and run automation workflows together thereby improving teamwork and workflow efficiency

Best Features of Zapier:

- Automation Workflows (Zaps)
- Multi-Step Zaps
- Application Integration
- Custom Triggers and Actions
- Scheduled Tasks
- Filtering and Data Transformation
- Task Notifications
- Team Collaboration

Zapier's versatile tools enable users to automate tasks, integrate apps seamlessly, and enhance the effectiveness of workflows. This leads to a decrease in working time and increased productivity in the business environment and other platforms.

11. Answer the Public

Answer The Public is a valuable tool which provides its users with information based on the input, that is, queries of users, and hence individuals and companies are able to get better insights of the current trends, search data, and users' preferences. Such all-inclusive platform provides a quite useful point of view as visuals are presented to user for taking actionable decisions to better content creation, better SEO and better decisions. There are numerous practical scenarios where Answer the Public can benefit businesses, from identifying user intent to improving content strategies for higher engagement and visibility.

Best Features of Answer the Public

- Keyword Research
- Visual Data Representation
- Content Ideation
- User Intent Analysis
- Competitor Analysis
- Localized Insights
- **SEO Optimization**

The multi-faceted and user-friendly nature of Answer the Public makes it a handy solution for building recent content strategies, getting SEO objectives achieved, and obtaining of the data-driven insight as to progress of the business growth and online visibility.

12. BuzzSumo

BuzzSumo is a cloud based tool that helps marketers and creators to know what are trending topics, who are the influencers, and what are the competitors' content strategies. Initiated in 2014, BuzzSumo continues to deliver great analysis result with a huge database that is highly unparalleled. This helps marketers ensure that their content and social media strategies are workable.

Best Features of BuzzSumo:

- Content Discovery and Ideation
- **Competitor Analysis Tools**
- Influencer Discovery and Engagement
- Comprehensive Social Media Analytics
- User-Friendly Dashboard and Customization
- Chrome Extension
- Projects and Collaboration

The greatness in BuzzSumo's features enables the users with powerful tools such as content discovery, competitive analysis, influencer engagement, and social media analytics, that are useful for putting in place extra effective content marketing strategies, and getting the best results.

13. Google Trends

Google Trends is a comprehensive device that offers to a user a possibility to process the search data, analyse the trends and determine the most popular topics in various locations. This user-friendly platform enables businesses and individuals to make use of instant statistics, contraining their search terminus and identifying trending issues, that further translate into knowledgeable decisions and good marketing strategies.

Best Features of Google Trends

- Real-Time Data Access
- Comparative Analysis
- Historical Search Data
- Geographic and Regional Insights
- Category-Specific Data
- Customizable Data Visualization
- Related Queries and Topics

Through various aspects of Google Trends, giving analysis of search habits, getting to know user preferences, and making wonderful marketing strategies is easy for users.

14. Trello

Even though Trello is a comprehensive **project management tool**, it offers users the option of having the flexibility of organizing tasks and collaboration remains simple at the levels of projects. It is renowned for its simple and easy operation, a great number of customization features, which makes it very useful tool to use in teams or for an individual.

Best Features of Trello:

- Visual Task Management
- Customizable Workflow
- Integration and Automation
- Collaboration and Communication
- User-Friendly Interface
- Cross-Platform Accessibility
- Flexibility for Different Workflows

Trello stands out as an excellent tool, with visual task management, flexibility, integration capability and accessibility as its impressive features that make it a versatile and useful application for collaborative **project management** and teamwork.

15. Grammarly

Grammarly, which is a popular **writing assistant** platform, not only supports the correctness, clarity, and readability of texts through artificial intelligence, but it also improves the quality and readiness of the language used by the writer. The range of services that Grammarly provides enables its users to polish both writing and communicative skills, it also helps the users in exuding a positive attitude and enhances their image across different devices.

Best Features of Grammarly

- Advanced Writing Assistance
- Cross-Platform Functionality
- **Plagiarism Detection**
- AI-Powered Writing Suggestions
- User-Friendly Interface
- Customizable Writing Goals
- Grammarly Premium Features
- Integration with Writing Tools

Grammarly stands out due to the fact that it has a wide range of quality features, such as the advanced writing assistance, plagiarism detection, cross-platform functionality and artificial intelligence (AI)- based suggestions. .

Conclusion

The top 15 digital marketing tools that we discuss above have different ranges of functionalities, from design and social media management to analytics and organization of projects. This approach gives businesses and marketers opportunity to improve efficiency, stimulate engagement and achieve outstanding results in the fast-growing digital environment.

Are you prepared to lift your digital identity and gain unlimited success in the digital universe? Luxe Marketing, one of the leading digital marketing agency in Dubai, welcomes you to discover the whole power of your brand through our specific knowledge and cutting edge solutions. Together we can create persuasive ads, maximize your online presence, and take your business to new heights of digital stardom. Get in touch with us now!