

The Best Free Tools for B2B Marketers



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Marketing

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ABOUT ME

Many B2B organisations are aware that they are missing out on revenue by not using marketing effectively but simply don't know where to start.

If you need an expert to undertake a project but don't want to hire a full time employee, these are just some of the ways I can help you grow your business:

- Revamping websites to grow traffic, boost applications and reduce your reliance on job boards
- Creating search-optimised content in a variety of formats that you can share again and again
- Produce documents like white papers and salary surveys that you can use for lead generation
- Help create a streamlined online registration process to delight your candidates
- Boost your employer branding to help you attract the top talent in your market
- Refine your branding and make sure it is consistent across all collateral and channels

To discuss your project requirements in more detail, get in touch:



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CONTENT CREATION



[InDesign Templates](#)

All the free templates that were originally (but are no longer) included with InDesign. Templates for books, brochures, letterheads, DVD labels and many more.

Free with registration



[PowerPoint Pitch Deck](#)

Sample sets of PowerPoint slides ideal for sales pitches. Includes many color themes, 16x9 and 4x3 aspect ratio slide sets, animated transitions, light and dark versions of each slide, dozens of charts and graphs.

Free with registration



[Readability Checker](#)

This tool will analyse a piece of content and tell you how readable it is using various measures.

Free



[SlideShare](#)

Created a set of PowerPoint slides for an event, presentation or training? Use LinkedIn SlideShare to share your presentation and embed on your website.

Free

DESIGN TOOLS



[Canva](#)

Canva makes creating designs for flyers, brochures, shareable social media graphics etc extremely quick and easy.

Free basic plan



[GoAnimate](#)

A simple tool which lets you create animated cartoon-style videos about your business.

Free 14 day trial



[Paletton](#)

A colour scheme designer tool that makes it easy to create colour combinations that work well together.

Free



[Piktochart](#)

An online app which helps you to create professional infographics without a designer.

Free basic plan



[Stock Images](#)

There are several sites that supply completely free stock images, including:

[Pixabay](#)

[Pexels](#)

[Unsplash](#)

Free



[Quozio](#)

Basic online tool that lets you create graphics from quotes and share them online.

Free

EMAIL MARKETING



[MailChimp](#)

Probably the UK's best-known email marketing services, MailChimp gives you templates to build professional HTML emails, as well as tools to create lead forms, research subject lines and automate workflows.

Free basic plan – 12,000 emails to 2,000 contacts each month



[PutsMail](#)

Need to know what your email will look like in the inbox? Litmus PutsMail lets you enter your HTML, subject line and up to 10 desired recipient addresses to see a fully functional preview of your campaigns.

Free

PPC ADVERTISING



[LinkedIn B2B Marketing Guide](#)

Guide to LinkedIn's marketing solutions, including content marketing campaigns, native advertising, sales lead generation, and brand awareness. Includes £50 free ad credits for your first campaign.

Free



[WordStream AdWords Performance Grader](#)

Get an instant report on the performance of your Google AdWords account. This tool grades your PPC campaigns against averages and best practices from other AdWords accounts.

Free



[Moat Ad Search](#)

If you need some inspiration when designing display or banner ads, you can use this tool to search for ad campaigns from top brands or competitors. You can see all the different variations of their ads and find out which websites they were last displayed on.

Free

PRODUCTIVITY TOOLS



[Dropbox](#)

Dropbox lets you store and share your documents, photos and videos online and access them from anywhere.

Free basic plan with 2GB of space



[Evernote](#)

Evernote works as a digital work space across multiple devices, like a virtual notepad. Use it to create lists, save and tag articles and collect information.

Free basic plan



[Feedly](#)

Feedly aggregates content from all the news sites, blogs and social media channels you follow, allowing you to read and organise information easily.

Free basic plan with up to 100 feeds



[Focus@Will](#)

Finding it difficult to concentrate in a busy office? Focus@Will supplies several "attention amplifying" music channels that are scientifically designed to increase attention span and focus.

2 week free trial



[If This Then That](#)

IFTTT is a web-based service that lets you link online services (Gmail, Twitter, Facebook, Dropbox, Instagram, and much more) to trigger automated actions, known as recipes. For example, you could automatically reply to certain emails or get a text message whenever a particular hashtag is tweeted.

Free basic plan



[LastPass](#)

LastPass creates and remembers secure passwords for all website logins. You only need to remember one master password to access it anywhere.

Free basic plan



[Trello](#)

Trello is a collaborative project management tool that gives you an easy visual way to organise and prioritise tasks.

Free basic plan

SOCIAL MEDIA



[Bitly](#)

Bitly allows you to create a custom trackable shortened link for any URL. You can then track who clicks on the link to view your content.

Free



[BuzzSumo](#)

If you're thinking of writing a blog or article to share on social media, BuzzSumo allows you to look up that topic and see how well previous content has done. You can then judge what will be most likely to appeal to your audience.

Top 9 results only are free



[HootSuite](#)

HootSuite enables you to manage multiple social media accounts from one central location, including Twitter, Facebook, LinkedIn, MySpace and other social networks.

Limited free plan includes 3 social profiles and 1 user



[Klout](#)

Your Klout Score is a metric you can use to measure your social influence. Klout also suggests shareable content.

Free



[Social Mention](#)

You can use Social Mention to set up instant email notifications whenever your brand name, an employee's name or even a competitor's name is mentioned on social sites, including blogs, networking sites, video sites, social bookmarks and more.

Free



[Tweriod](#)

Tweriod analyses both your tweets and your followers' tweets to give you the best times to tweet and boost your impressions.

One free report per month

TRAINING & CERTIFICATION



[Google AdWords certification](#)

Free certification for all Google AdWords' channels, including search, display, mobile, video and shopping.

Free



[HubSpot Academy](#)

The HubSpot Academy offers certification courses, documentation, and training programs to help marketers and sales reps to learn all things inbound and HubSpot.

Free



[LinkedIn Learning](#)

Loads of online courses in business, creative and technical skills. Completing a course allows you to add it to your LinkedIn profile.

1 month free trial

WEBSITE MANAGEMENT



Google Tools

Google offer a host of free tools that are essential for web development, including Google Analytics, Google Webmaster Tools and the Keyword Planner (found in AdWords).

A few less well-known tools include:

[Mobile Friendly Testing Tool](#)

[Page Speed Insights Tool](#)

[Structured Data Testing Tool](#)

[Structured Data Markup Helper](#)

Free



[Open Site Explorer](#)

A great tool which you can use to find and copy backlinks to your competitors' websites.

Free



[SEO Spider](#)

This tool crawls through your website and produces a report showing you any problems on your website, eg missing tags, incorrect anchor text or broken links.

Free