The complete
INBOUND MARKETING
resource list

Pipeline **ROI**

Say goodbye to searching the web for the right tool or website for blog graphics, stock photography, and more. We've compiled a list of the most helpful places to take care of any inbound marketing task.

INFOGRAPHIC TOOLS

1. **Piktochart** — More than 1,000 images to choose from, with pre-programmed themes and the ability to share your complete infographic. Free package available. ➡

2. **Visually** — Create infographics that can pull in your social media stats, like Twitter and Facebook. Free when you sign in with your Facebook, Twitter or Google account. ➡

3. **Infogr.am** — A wide variety of charts, graphs, and maps available to use, and you can also upload your own pictures and video. Takes place inside an Excel style spreadsheet. Free to use. ➡

4. **Easel.ly** — Offers a dozen free template that are customizable with fonts and colors. It allows you to access a library of arrows, connector lines, shapes. This is a free web-based tool. ➡

PHOTO EDITORS

1. **Fotor** — If you need to jazz up, edit, or Instagram-ify an image, check out Fotor. This free photo editing website allows you to easily create collages, or add text and effects to images. ➡

2. **Pixlr** — This website is the closest thing to free Photoshop you'll find online. If you need to add more complex effects or layers to an image, this photo editor is your friend. ➡

3. **PicMonkey** — No need to download a software, this remarkable free photo editing process is completely online. It allows you to edit, touch up, and create collages out of your pictures. ➡

4. **GIMP** — Open-source application for all of your advanced image editing needs. Image retouching, editing, resizing, cropping, photo-montages, free-form drawing, and much more are offered through this free downloadable program. ➡

STOCK PHOTOGRAPHY

1. **Pixabay** — Searchable database with over 330,000 stock images, vectors, and illustrations. Free for commercial use. ➔

2. **Dreamstime** — 30,000,000 free and paid images in a searchable database. An account is required to use any images. ➔

3. **Death to the Stock Photo** — Subscribe to this site, and receive a monthly zip file of high-resolution landscapes, portraits, and abstracts. Free for commercial use, no attribution required. ➔

4. **Unsplash** — Free photo resource with usage restrictions of 10 photos to use every 10 days. Known for "do-whatever-you-want, hi-resolution images". Awesome source for landscape and city images. ➔

5. **Gratisography** — High-resolution photos for personal and commercial use for free. They add new pictures weekly, and all are free of copyright restrictions. ➔

6. **Pexels** — An image-based search engine with over 800 high-quality photos. It's a truly free tool, without copyright restrictions. ➔

7. **StockSnap.io** — Searchable database, sorted into categories and allows you to post to social media instantly. Free for use, no copyright restrictions, and no attribution required. ➔

TOOLS FOR BLOG GRAPHICS

1. **Canva** — Thousands of ready-to-use templates, images, and fonts available to create your custom image creation. Free tool that can be compared as a simpler version of Photoshop. ➔

2. **Pablo by Buffer** — The goal of Pablo is to help you design social media and blog graphics in 30 seconds. It's a free tool that combines basic text and a graphic to create a simple, professional-looking image. ➔

3. **Placeit** — Place your company's screenshots into images of real-world environments of people using phones, tablets, and laptops. Small images are free, but if you're needing a higher resolution image, you can purchase them individually or with a subscription. ➔

SOCIAL MEDIA SCHEDULERS

1. **Buffer** — Schedule your social media all across the board in one centralized place. Buffer also offers an optimal scheduling tool, which shows you the best times to post to each account for your audience. A free version allows you to schedule up to 10 updates at a time, but the $10/month plan allows up to 100 at a time. ➡

2. **Hootsuite** — This social media management tool also links to every one of your social media accounts. It allows you to control your social media profiles, pages, feeds, groups and offers 50 other tools inside the scheduler. It's not a free tool but they offer a 30-day trial of their pro version. ➡

3. **Commun.it** — This scheduler is designed specifically for Twitter. You can manage multiple profiles and schedule posts to go out. Better manage your relationship with your followers with this free tool. ➡

ORGANIZATION TOOLS

1. **Trello** — Organize all of your ideas into neatly organized cards you can share with your team. Assign tasks, set due dates and customize different stages in each project. This tool is completely free to use. ➡

2. **Wunderlist** — Create a list to organize your day all in one app. Beyond making lists, it also allows you to set reminders and an area for events to schedule your work accordingly with tasks and meetings. You can download Wunderlist on any device, and there is also a free Chrome extension. ➡

3. **Evernote** — Keep track of any and all notes you need saved in this computer based note taker. Save web pages, images, and files to this organizer in addition to your notes. You can download Evernote on a PC or Mac, or get the free iPhone or Android app. ➡

4. **MindNode** — As you brainstorm, this app lets you map out your ideas in a visual representation. You can organize your thoughts in graphic format, connecting each idea. This is a free tool. ➡

CONTENT TOOLS

1. **BlogAbout** — Type in a subject you want to blog about, click next and watch as it gives you ideas upon ideas of what title our blog. Brainstorming made easy. Completely free tool to use. ➔

2. **GatherContent** — Instead of having multiple word documents over one blog subject, the GatherContent tool was made to collaborate your content into one place. Cloud based, 30-day trial available. ➔

3. **LiveJournal** — Open-source platform to have your own online journal for your blog ideas and writing. You can share your journal or keep it to yourself. The web application offers a 2 week free trial. ➔

GENERAL ANALYTIC TOOLS

1. **Optimizely** — A/B test your website or landing pages to help increase conversion rates with this tool. This allows you to measure, test, and improve your marketing. Free version for commercial use. ➔

2. **Google Analytics** — Provides you with critical information about your web traffic. It tracks the behavior of your visitors — where the traffic is coming from, what content they view and how many engage on your site. This is a free service that every company with a website should be using. ➔

3. **Moz** — Track and understand your organic traffic, keyword rankings, link profiles, domain authority and your competitors SEO tactics through this SEO tool. A free 30-day trial is available, and there are paid plans. ➔

GENERAL ANALYTIC TOOLS

1. **Followerwonk** — This site can identify the interests of your followers on Twitter by searching their bios. This social media analytics tool measures you against your competitor in followers and key relationships, for free. ➔

2. **SocialBro** — Similar to Followerwonk, SocialBro also provides analytics through Twitter. In addition to managing your twitter, you are able to target your business niche, find relevant audiences, filter search, and create lists of people you are interested in targeting. A free version is offered, as well as paid plans. ➔

3. **Sprout Social** — This social media tool has some of the best analytics out there. It creates nice-looking reports that are available to download in PDF format. There is a 30-day free trial available and plans start at $59/month. ➔