

CONTENT MARKETING - BASIC TOOLS

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Content Marketing tools come in different shapes and sizes. What will work for you is totally dependent on your business requirements and the scope of your content marketing strategy. The tools listed below cover the three central aspects of content creation, management, and optimization.

Content Creation and Publishing Tools

These tools will help you create a website from scratch, build your blog, and send emails to your subscribers and publish almost any kind of content. Known as content management tools, these range from the simple and free ones such as **Wordpress** and **Drupal** to the paid ones such as **Sitecore** and **Tridion**.

Conversion and Data Capture Tools

What these tools do is allow you to build online registration forms and surveys for your key landing pages. They capture data of customers visiting these landing pages, which can be integrated with sales tools like Salesforce.com. Examples include Wufoo, Equola, Manticore, etc.

Content Optimization Tools

These are tools that help you to deliver specific content to targeted customers. Once users come to your website and identify themselves, these tools push content which are relevant to these users.

For instance, let's say you own a travel website and a user comes and identifies himself as a tourist looking for cars in the city, now these tools will filter your content and provide the user only the relevant information, while hiding the irrelevant ones. Examples of such tools include Google Website Optimizer, Adobe Omniture, Autonomy Optimost, etc.

Social Media Management and Listening Tools

These tools are excellent for managing and tracking the content for your social channels such as Facebook and Twitter. One of the most frequently used tools is **Hootsuite**, which allows you to centrally schedule your social media posts. For Twitter, you can use **Tweetdeck** and for further analysis, you can grab tools like **Radian6** and **Sysomos**.