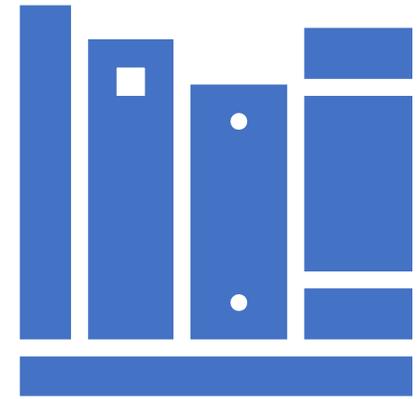


# Free Social Media Tools for Businesses



 **LUSTOSA  
MARKETING**  
STAND OUT FROM THE CROWD

# Headline Analyzers

1

**Headline Analyzer:** This free tool allows you to analyze how effective your ad will be at reaching customers in an emotional way. The analyzer will determine which of the following emotions will be impacted the most: intellectual, empathetic or spiritual.

2

**Coschedule:** This tool analyzes blog post headlines and gives a quality score than determines the headlines ability to result in social shares. The tool will also provide a quality score that ranks your headline's ability to increase traffic and add value to your SEO.

# Content Tools

3

**Portent:** Enter a subject and Portent will generate ideas for social content. Use the idea generator to write blog posts, create memes or develop videos.

4

**Hubspot Blog Topic Generator:** Fill in three fields with topics you'd like to write about and this blog topic generator will provide a week's worth of blog titles within seconds.

5

**National Day Calendar:** Never miss another National Day celebration. Visit the website to check the calendar for upcoming National Day celebrations or sign up for newsletter to receive National Day notices via email.

# Image Editors

6

**Canva**: Use pre-sized templates to create professional looking social media images. This tool has simple drag and drop features. Choose from hundreds of free stock images and cool fonts.

7

**Recite**: A very simple tool used to create quote images in a matter of minutes. Type a quote then choose from the various quote images that are generated.

# Video Editors

8

**Windows Movie Maker**: A free video editor included as part of the Windows Essential package. This software is included with every version of Windows. It's very easy to learn to use and it has many great features that get the job done.

9

**Lightworks**: This video editing tool has so many editing features that it's been used to help produce Hollywood movies. Lightworks Free offers full editing power and export to their preferred upload partner Vimeo at 1080p resolution. The free version has a seven-day renewable license that all users can activate immediately after installation

# Tracking and Analyzing

10

**BuzzSumo** This is an awesome resource for analyzing the social engagement of any given piece of content. You can also monitor the performance of content competing for relevant industry keywords, allowing you to see how your content marketing campaigns are stacking up against the competition.

11

While it's not solely a social media analytics tool, **Google Analytics** is one of the best ways to track social media campaigns and even help you measure social ROI. You likely already have an account set up on your website to monitor and analyze your traffic right now. But did you know you can access and create reports specifically for social media tracking, too?

# Social Media Management

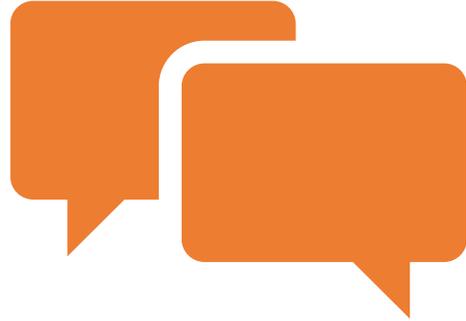
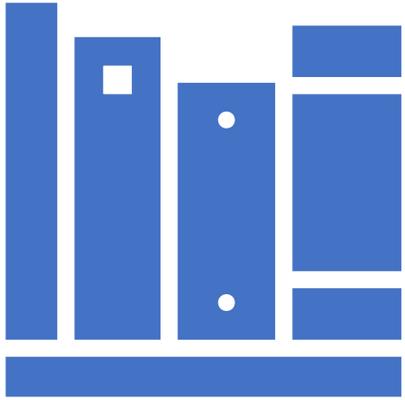
12

**Hootsuite**: This is one of the top social media management tools available. Hootsuite lets you manage all of your social networks from one platform. Use Hootsuite to schedule updates, engage your audience, and grow your brand. There's also an analytics feature available.

# Stock Images and Videos

13

This is one of my favourite tools from the entire list. I use **Pexels** a lot and recommend for photos and videos. All of the images are under listed under a Creative Commons Zero (CC0) license, meaning they are free for personal and commercial use with no attribution required.



# Lustosa Marketing

Celestelustosa.com | [marketing@celestelustosa.com](mailto:marketing@celestelustosa.com)