Low and No-Cost Tools to Supercharge Your Marketing

Social Media
Buffer: a software application for the web and mobile, designed to manage accounts in social networks by providing the means for a user to schedule posts
Crowdfire: powerful social media tool used by businesses and individuals all over the world to drive social media engagement and growth
Later: scheduling Instagram posts in advance can help you save time and ensure that your profile is well-curated and consistent.

Photography
Burst Shopify: stunning stock images, perfect for blogs and websites
Snapseed: photo-editing app that gives you the option to fine-tune your photos
Photoshop Express: a powerful image editing experience that offers you a lot of control over your photos

Branding & Graphic Design
Canva: create beautiful designs with your team. Use Canva's drag-and-drop feature and layouts to design, share and print business cards, logos, and presentations
Adobe Color CC: find the perfect color coordination with Adobe Color CC, a great color-palette generator
Google Fonts: robust selection of free fonts
Venngage: infographic maker that's perfect for non-designers
QR Code Generator: A QR Code is a two-dimensional barcode readable by smartphones, directing them to your content.

Data, Analytics & Metrics
Google Analytics: measure advertising ROI as well as track your Flash, video, and social networking sites
Hotjar: a powerful tool that reveals the online behavior and voice of your users
Survey Monkey: create and publish online surveys in minutes

Email
HubSpot Email Marketing and HubSpot CRM: free email hosting tool allows marketers to create beautiful, personalized marketing emails easily. Powerful features, without the price tag
Mail Chimp: all-In-One integrated marketing platform for small businesses to grow their business on your terms

Content Management & Web Creation
WordPress: Create a free website or build a blog with ease on WordPress.com
Medium: an open platform where readers find dynamic thinking and instigate thought leadership

Writing
Hemingway App: identifies long words that can be replaced with shorter ones, long sentences and pesky adjectives
Grammarly: helps you write mistake-free in Gmail, Facebook, Twitter, LinkedIn, and any other app you use.

Video
Adobe Spark Video: online and mobile design app. Easily create stunning social graphics and more
Pixabay: Discover royalty-free music to fit any content
iMovie: uncomplicated and uses a simple drag-and-drop interface for moving files from your drive to your workstation