

# 27 Free Marketing Tools I Couldn't Live Without...

*By Lee McIntyre*

[The Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

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Hype Free Internet Marketing For REAL People

One of the most popular questions put to me by readers of my blog post was “what tools do you use each and every day to run your business?”

I actually get asked this question a lot by my mentoring clients too, and so I thought it would be a nice idea to share with you the 28 top free marketing tools that I use daily to help me make money online.

Below you’ll find a list of internet marketing tools that can be used to take your business forward, and I personally use every tool weekly. In fact, my [\\$20,000 month](#) simply wouldn’t have been possible without the tools listed below.

And the best part of all is that each and every tool is 100% FREE too!

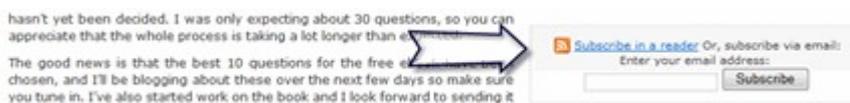
## 1. [Google Reader](#)

If you’re not currently using RSS to keep up to date with the best content on the web, then you really need to start today. Almost all blogs publish an RSS feed, and that means that if you use an RSS feed reader, you can have the content of that site delivered to you as soon as it happens.

You’ll never have to go looking for your favourite sites again, and once you start subscribing to your preferred RSS feeds, you’ll discover that you save a ton of time which you can now use to grow your business in other ways.

There are lots of different RSS readers out there, but my personal favourite by far is Google Reader which you can use by clicking [here](#). It's completely free, very easy to use, and it will save you loads of time.

Once you've signed up, get started by subscribing to my blog feed by clicking the subscribe in a reader link to the right of this post as shown below.



You'll then be asked which reader you'd like to receive this content in, and here you should click Google reader. Once you're subscribed you'll have all my future blog posts delivered into your reader directly, meaning you'll never miss a useful post again!



Do this now as I have plenty of top notch free content coming over the next few weeks and I'd hate for you to miss even a drop of it!

## 2. Roboform

If you want to earn more, and work less, then you really need to download [Roboform](#) today. Out of all of the different marketing tools that I've used, this one saves me the most time by far.

If you're anything like me then you'll have dozens of usernames and passwords for loads of different sites. I have so many passwords that remembering them would be impossible, so I once tried saving them in a spreadsheet, but found that really didn't save me much time at all.



Roboform makes the whole process much easier, as it saves all of your different login details inside a toolbar that sits at the top of your browser. To visit any site you just select it from the drop down menu and then Roboform takes you to the relevant page and logs you in.

This is a real timesaver, and if you have more than a couple of different logins then I'd urge you to download this today by clicking [here](#).

### 3. Stumbleupon Toolbar

If you want more traffic (and don't we all), then you need to download the Stumbleupon Toolbar today. As you surf the net you simply hit a little "thumbs up" icon on the toolbar, and this then gets added to your profile as a site that you like.



Each stumble brings a nice little burst of traffic to any site, but the real beauty happens when you build a network of friends and others start stumbling your sites on a regular basis.

Like all the social networking sites, the traffic isn't of a brilliant quality, but if you're going to use one social networking site to drive traffic then make it Stumbleupon.

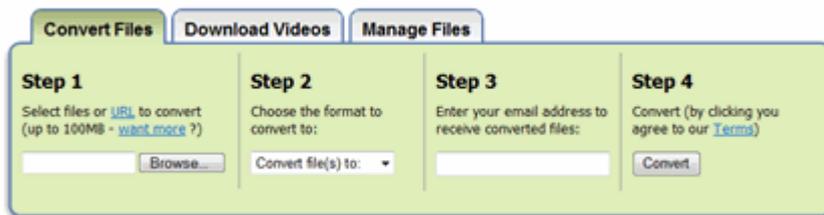
I previously used a secret pen name when using Stumbleupon, but have recently discovered the power of using my real name to drive traffic by participating more.

You can join for free by clicking [here](#), and then make sure you add me as a contact by clicking [here](#). I like to send lots of stumbles to my contacts, provided you produce nice posts, so make sure you add me right after you've joined.

And if you're looking for a page to stumble to get you started then I think this article would be as good a choice as any.

#### 4. Zamzar

Zamzar is a fantastic free online tool that allows you to convert files from one format to another, without the need to download bulky software.



The screenshot shows the Zamzar conversion interface with four steps:

- Step 1:** Select files or [URL](#) to convert (up to 100MB - [want more?](#)) with a "Browse..." button.
- Step 2:** Choose the format to convert to: with a "Convert file(s) to:" dropdown menu.
- Step 3:** Enter your email address to receive converted files: with an empty text input field.
- Step 4:** Convert (by clicking you agree to our [Terms](#)) with a "Convert" button.

It supports a huge variety of different formats, and its perfect for those times when you need to convert something to a PDF fast, or when you need to turn a gif into a jpeg.

They have upgrade options available but I've always been more than happy with their free service.

#### 5. Good Keywords

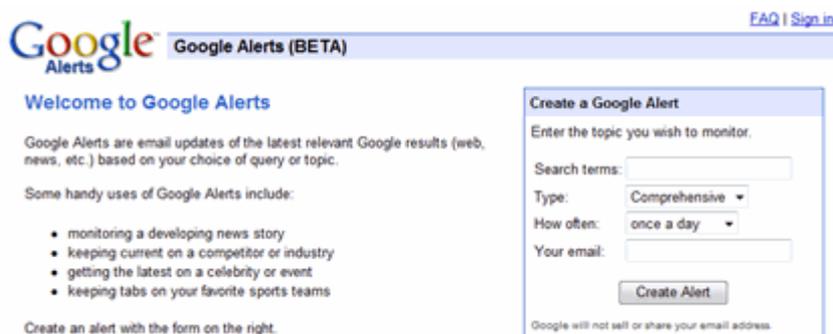
Good Keywords is a cool little downloadable program that helps you with your keyword research. It has loads of features, and is pretty fast at what it does too.



The only problem is that it's based on slightly out of date information, but it's still a fantastic starting point for your online keyword research.

## 6. [Google Alerts](#)

Google Alerts is another fantastic timesaver that is completely free, and which really helps me save lots of time during the day. You simply tell Google what keyword you'd like to monitor, and then when that keyword appears in Google, you get a nice little email telling you all about it.



This saves you having to spend time looking for new content on different topics, and instead you can let Google notify you as soon as anything relevant hits the net.

[Google Alerts](#) is a potent marketing tool too, and let me give you an example of you might use it to drive more traffic to your sites. This blog post is on free marketing tools, and so I might set up an alert to notify me whenever anything about marketing tools is discussed online.

Let's say there was a discussion in an online forum about which were the best marketing tools to use. I would get an email alerting me to this, and if I wanted I could join the conversation and tell them about this post!

I'd be careful not to spam of course, but I think you get the idea about how this powerful tool can be used to get your business message out there into cyberspace.

## 7. [Onlywire Bookmarklet](#)

Social bookmarking is huge right now, and it's a brilliant way to drive a ton of traffic for free. If you're not currently using social bookmarking as a way of driving traffic to your sites, then start today and enjoy the traffic that it sends you.

One of the problems with bookmarking is that the whole process of submitting your site across multiple different services is time consuming and tedious, but this is a problem that Onlywire fixes for you.



The Only BookMarklet You'll  
Ever Need!  
Efficient - Fast - Easy - Secure - Free

Do you use multiple social bookmarking services? Tired of having multiple shortcuts? Here is a simple free solution.

Use One "Bookmarklet" for all these services:

It's a 100% free service which allows you to bookmark your sites across loads of different services with one quick and easy click. Getting setup is a bit of a pain as you have to first register with lots of different services, but once you're up and running you can bookmark each site you like on lots of different services with just one click of the nice shiny button on your toolbar.

If you want backlinks and traffic then you need to start using this free tool today!

Go and give it a shot now, and you'll be surprised by how simple the service is to use. And if you want to practice bookmarking some different pages then don't be afraid of showing this blog some traffic love too.

## 7. Gimp

Whatever you do online there's a good chance that at some point you'll need to use some sort of graphics editor. I normally use Fireworks, which is a tad on the expensive side, but when working at my friends house I often use Gimp.



It's completely free of charge, and has more than enough functions for most internet marketers to grapple with. If you can't stomach the idea of spending hundreds of dollars on an expensive graphics package (and I don't blame you!), then Gimp is a fantastic free alternative.

## 8. Picresize

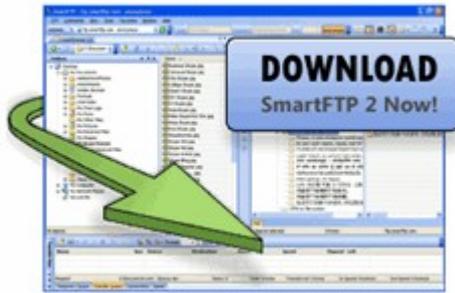
Whenever I make an ebook I always end up having to resize the pictures on the inside. Usually I'll use Fireworks or Snagit, but if I'm out and about and don't have access to those programs then I go running to Picresize.



It's a free web based image resizer, and you simply upload your image and then select how big you want it to be, and that's it. Your picture will be resized as quick as a flash, and then you're good to go!

I end up using this tool all the time, so I hope you find some value in it.

## 10. Smart Ftp



When it comes to getting your files uploaded to the net then you're going to need some FTP software.

The good news is that there's loads of different options available out there, but my favourite by far is Smart FTP.

It's quick, powerful, and pretty simple to use. And if you do get stuck then there's loads of free online user guides to help you on your way.

## 11. Copyscape

If you're ever worried about people stealing your content online (and you should be!), then you're going to want to check out Copyscape. The debate is still raging about whether penalties for duplicate content exists or not, but I'd still advise you to have a quick peep if anyone has stolen your content every now and then.



Simply type your website address into the box, and then click submit, and this free tool will rush off and check if anyone is copying your page when they shouldn't be.

A handy tool, and once again it's 100% free of course!

## 12. Camstudio



The internet is getting faster around the world, and 2008 really is going to be the year of video. I use video a lot, and I've seen first hand just how powerful a tool it can be to help you communicate your message to your target market.

I use Camtasia most of the time, but when I end up on someone's computer for a few days and I need to make a video fast, then I always turn to Camstudio.

It lacks some of the advanced functions of Camtasia, but it has enough juice in the tank to keep most of us happy enough. The only problem is that it doesn't have a button to turn down my northern English accent!

## 13. Google Analytics

This is a fantastic tracking and stats tool that probably doesn't get the credit it deserves because it's free.

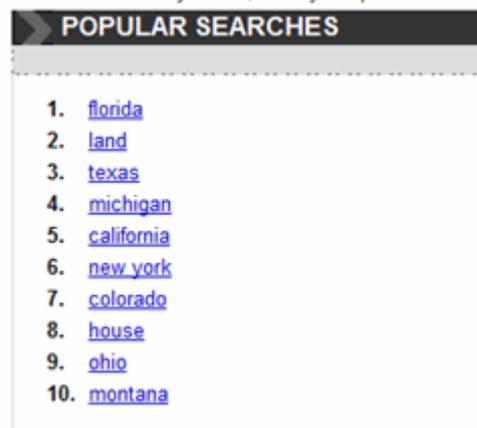
If you're marketing online then you need to be tracking your visitor numbers, and you really should be testing different elements of your marketing too.

I'm guilty of often not testing and tracking enough (does anyone else find it incredibly boring?), but I'm going to do much more in



2008. Download Google Analytics now and you'll be amazed by how powerful this tool really is.

## 14. eBay Pulse



Do you want to know what people are searching for online? Want to know what people are buying? Then head to the eBay pulse!

I used to sell on eBay in the teaching niche and know the market well. eBay is a tremendous market place, and you get a

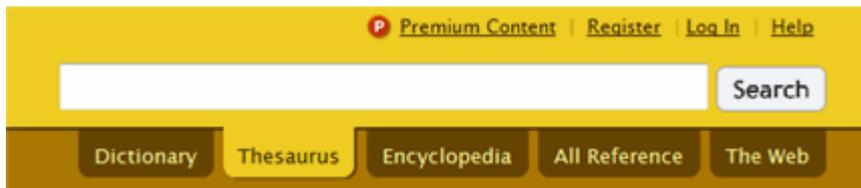
more pure interaction here between buyer and seller than almost anywhere else online.

The eBay pulse shows you not just what people are searching for, but what people are actually buying, and that's powerful information to have at your finger tips. The majority of eBay searches will be from qualified buyers looking to spend money, so this is certainly an extremely powerful free marketing tool.

While normal keyword research tools might show you what people are searching for, the eBay pulse shows you what they are actually buying, and every marketer should dip into this site when doing market research.

### [15. Thesaurus.com](#)

There's hardly any task that I can think of that has the potential to give me brain freeze than writing copy. Whether I'm writing a short email to my list, or producing a sales letter for an upcoming product, you can pretty much guarantee that my head will go blank for a minute or two before I get to the send button.



[Thesaurus.com](#) is a great tool for those situations when you just can't think of the best word to use. Simply type the word you have in mind into the box above, hit search, and you'll be presented with a pile of alternatives.

This is a great tool that should be in your bookmarks if you ever suffer from similar brain freezes.

### [16. Gigasize.com](#)

Do you ever find yourself with huge files that are simply too big to send via email? Yeah, me too! Normally I'd just upload to my server, but when I find myself without FTP access I often use Gigasize.

The Easiest way to  
**Upload & Download**  
Share your files now!

It's a cool tool that allows you to upload and share big files super fast. Next time you find yourself with a huge file that needs transferring, then have a look at this nice little free tool and you'll have those files sent before you know it!

## 17. Alexa

For those who don't know, Alexa is a free tool that allows you to find out the traffic levels of any site online. It can be a tad unreliable, but it does give you a good indication as to how many hits a site is getting.



Now, making money online is all about traffic AND conversions, and there's plenty of people with lots of sites who have low traffic levels but high conversions at high price points.

But if you're ever a bit suspicious that a marketer is "exaggerating" claims about their success then you can learn a lot by snooping around Alexa. For example, there's one semi prominent marketer who's always banging on about how amazing he is, and how many sales he enjoys every day.

The guy has one site, selling one product at a modest price point, and yet Alexa barely gives him a second look. Now before any

marketing wannabes, and self proclaimed internet millionaires start complaining in the comments below, I agree that Alexa does have its quirks.

Having said that, when a marketer is claiming to have made seven figures of direct response sales of a \$27 product, and yet Alexa shows them as having a minuscule amount of traffic, it's time to join the dots and not look back.

If you understand its limitations, then Alexa can be a fantastic free marketing tool that helps you quickly cut through the online hype.

## 18. [Stock.XCHNG](#)

Do you ever want to brighten up your sales pages? Want to add some life to your blog? Then head to [Stock.XCHNG](#) and grab some photos completely free of charge.

**Welcome to [Stock.XCHNG](#),  
the leading FREE stock photo site!**

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**Whether you just want to browse our huge image gallery or want to share your personal photos with others, this is the site for you!**

I use this site an awful lot, and there's a huge amount of quality pictures that you could start using today. Some of the pics come with some restrictions from the author (check before you use them), but most have unrestricted right attached.

This is my first stop whenever I need images online, and my niche sites would be a lot more sad looking without it.

## 19. Mailinator

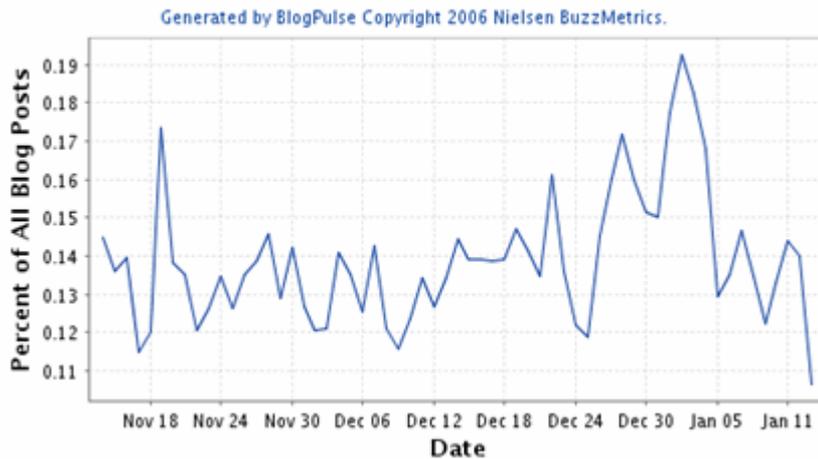
Do you ever come across a squeeze page and they want you to enter your email address just to see their offer? Generally speaking I don't mind giving up my email address to get something of value but having to opt in to see a sales page is just plain crazy. One tool that I use from time to time to overcome this issue is Mailinator.



It's a free tool that allows you to create disposable email addresses for those moments when you really don't want to give up your address. In fact, you don't even have to sign up in advance and you can even create new disposable email addresses on the fly.

## 20. Blogpulse

Blogpulse is a fantastic free research tool that allows you to discover what's hot and what's not in the blogosphere.



You can track conversations in blogs, and see the trends of particular keywords over a period of time. It took me a while to get my head around this at first, but if you just dive right in you'll quickly discover that this is pretty powerful free tool that helps you keep track of the latest happenings in the blogosphere.

## 21. Google Docs

Have you noticed how many Google applications are in my list of the best 28 free online marketing tools? Their model of giving away such services for free and then making money off the adverts is simply brilliant, and I think we could all learn a lesson by watching how they do this.

Google Docs is one of my favourite online tools, and it really does make my life so much easier. It's basically a place to store your documents online, with the added benefit that you and others can edit files at the same time.

You don't end up with lots of different versions of the same file flying around, and you don't have to download your file each time

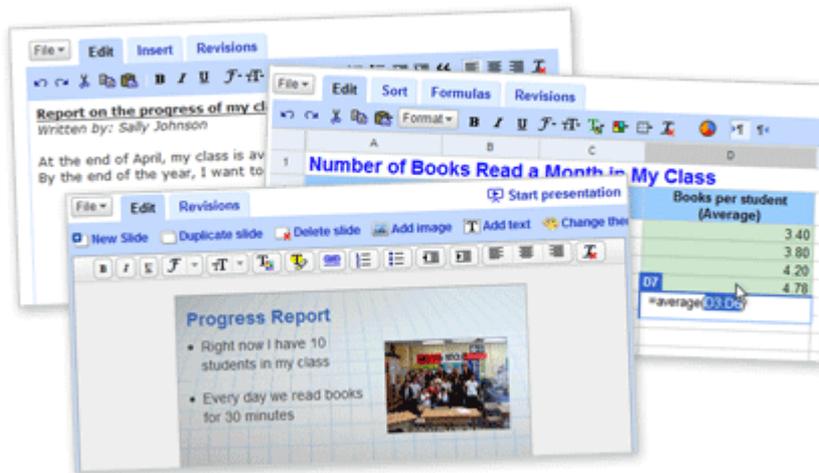
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you want to open it. In short, it's brilliant and once again it's 100% free.

**It's free -- you don't pay a nickel**

[Take a tour of Google Docs](#) | [Watch a video](#)



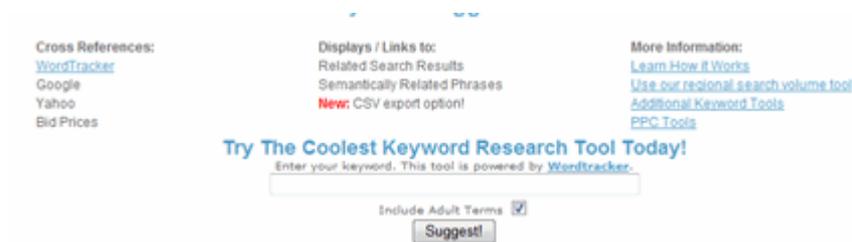
To give you an idea of one of the ways that I use this tool, I have a checklist of class activities that my customer support manager performs each day. After each task she ticks a box showing it's been done for the day, and I can quickly login and check that we're upto date and on top of things.

In the past I had to download the file before checking, and we ended up with out of sync versions, so this way is much easier for everyone.

I can also check my spreadsheets on the move, and there are lots of other powerful features. Can you tell how much I love Google Docs yet?! If you've not already using it then check it out and let me know what you think in the comments below.

## 22. SEO Book Keyword Tool

I change my mind almost daily about my favourite free keyword research tool, but the one I currently use is the SEO Book Keyword tool.



It gets its results from Wordtracker, and what I especially like about this tool is that it provides nice links to other relevant resouces right next to the search results.

I'll probably be using a different tool by next week, but right now this is one gets my vote!

## 23. Seo Chat Tools

**SEO Tools**  
AdSense Calculator  
AdSense Preview  
Advanced Meta-Tags  
Alexa Rank Tool  
Check Server Headers  
Class C Checker  
Code to Text Ratio  
CPM Calculator  
Domain Age Check  
Domain Typos  
Future PageRank  
Google Dance  
Google Keywords  
Google Search  
Google Suggest  
Google vs Yahoo  
Indexed Pages  
Keyword Cloud  
Keyword Density  
Keyword Difficulty  
Keyword Optimizer  
Keyword Position  
Keyword Typos

As regular readers will know, I don't usually play the SEO game with many of my blogs, and I instead prefer to get the bulk of my traffic from viral ebooks and direct links from other sites.

Having said that, I do have some niche blogs that I build with the intention of ranking in the SERPS, although I never find this business model as much fun.

If I'm being honest I find the whole idea of following various processes in order to get pages ranked well in the search engines to be a bit on the tedious side. Does anyone else feel the same? Anyway, when I am looking to get on the front page of Google then I usually end up visiting SEO chat quite a bit. They have loads of useful SEO tools, and you can see a sample in the screenshot to the left.

If SEO is your game, then you're going to want to check out this site often!

#### [24. Blogger.com](#)

If you want to start making money online, but don't have a lot of money to invest, then you're going to want to check out [Blogger.com](#)



The screenshot shows the Blogger.com homepage. At the top left, there is a section titled "What is a blog?" with a "TAKE A QUICK TOUR" button. Below this are four icons: "Publish thoughts" (a notepad and pencil), "Get feedback" (two speech bubbles), "Post photos" (a stack of photos), and "Go mobile" (a smartphone). To the right, the text "Create a blog in 3 easy steps:" is followed by a numbered list: "1 Create an account", "2 Name your blog", and "3 Choose a template". At the bottom left, a small text block says "A blog is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for FREE." At the bottom right, there is a large orange arrow pointing right with the text "CREATE YOUR BLOG NOW" inside it.

For those who don't know, [Blogger.com](#) allows you to create a free blog in seconds, meaning that you have a new page live online in minutes.

It's worth remembering though that you won't own the blog, and that Blogger could suddenly pull the plug one day (it happens!), but

this is still a great way to get up and running fast without any upfront costs.

Blogger is a great place to start with your first blog, and is especially useful for those who don't yet feel comfortable enough to give Wordpress a bash.

## 25. Big Boards

Have you ever spent ages looking for forums in your niche so that you could do some research or maybe some subtle marketing?

Yeah me too!

Well one cool free tool that I now use to speed up this process is Big Board which is a free directory showing the busiest forums out there.

Sort and filter options:  
Sort by... Software filter Language filter

Currently browsing message boards using all softwares, all languages, and sorted by posts.

Rank	Board name and description	Posts	Members
1	<b>Gala Online</b> Anime roleplaying community	1254311673	11128424
2	<b>IGN boards</b> General video gaming message boards	172659919	1255254
3	<b>Nexopia</b> Picture rating, sex and relationships forums	147851464	1269466
4	<b>FaceTheJury</b> Real life picture rating forums	140550134	552000

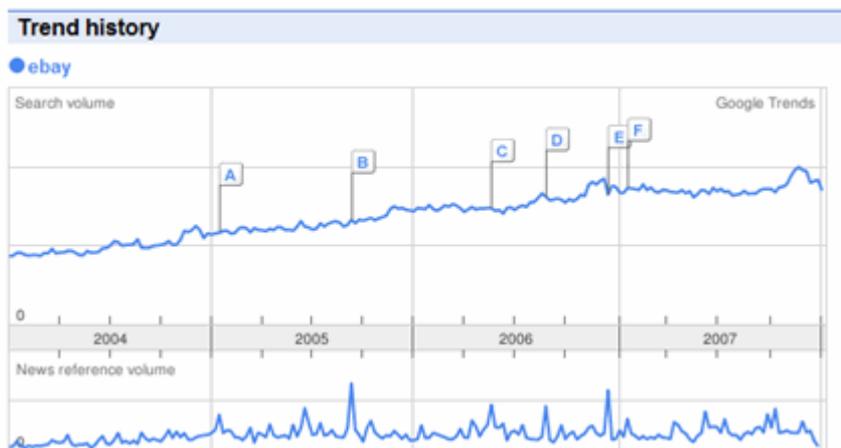
You can search for forums in your niche, and you can even filter the results according to data such as post count, traffic, or number of members.

This is a really useful free tool that has saved me a bundle of time.

## 26. Google Trends

Yep, another Google offering has made it to the list of the top 28 free marketing tools. People can say what they want about potential Google world domination, but boy they know how to make good free tools!

Google Trends is an absolutely brilliant tool that allows you to see graphs of search volume over a period of time. In the picture below I've typed in eBay and then a graph is instantly populated showing me a comparison of how many people are searching for this now, as compared to in the past.



This is a great niche research tool, and it can be used to get a real feel for whether future search terms on a particular topic are likely to go up or down.

**Try Free!**



## 27. Nvu

When it comes to building my webpages I usually use Dreamweaver, but I still also sometimes use the 100% free NVU as well.

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Download 

Dreamweaver is expensive, and if you can't afford such a high upfront investment then NVU is a pretty solid alternative.

In fact, I only use Dreamweaver as that's what I was trained to use as a teacher, but if I was starting from scratch today I'd probably just stick with the free NVU software.

If you're looking for a free HTML editor then give NVU a try today.

My name's **Lee McIntyre**... and thanks for taking the time to read this report. (I hope I've shared some useful information with you!)

For more marketing tips and tricks why not check out my **FREE newsletter**... [CLICK HERE](#) to check it out now!

## Before You Go...

If you're looking to start an online business, then you might be interested in the Lee-McIntyre.com products below...

### **24 Hour Product Creation**

Discover Lee McIntyre's favourite method for creating your own high quality info products and entering any niche in 24 hours or less

[\*\*Download 24 Hour Product Creation Now!\*\*](#)

### **Mailing Lists Unleashed**

If you want the real secrets on creating a dynamic and highly profitable mailing list that will make you money at the click of a button then you need this powerful step-by-step manual now.

[\*\*Download Mailing Lists Unleashed Now!\*\*](#)

### **Project New Web**

The rules of internet marketing are rapidly changing. If you want to know how a tired and frustrated school teacher went from ZERO to earning \$20,000 per month in less than 6 months (and how you can do the same too!) by simply ignoring the old rules then check out Project New Web now.

[\*\*Download Project New Web\*\*](#)

### **Automatic Traffic Blast**

Would you like a totally hands-free traffic system that drives more traffic to your websites than you can reasonably handle? Check out Automatic Traffic Blast now and discover how Lee McIntyre sits back whilst others drive traffic to his websites for him... and how you can install this powerful system into your business today!

[\*\*Check Out Automatic Traffic Blast Now!\*\*](#)

### **Super List Building System**

This is the big one! If you're looking for a complete system for building the most important asset of your online business as quickly as possible... then you absolutely must check out the advanced list building techniques in this hefty 8-DVD boxed set that's literally overflowing with "the good stuff".

[\*\*Check Out The Super List Building System Now!\*\*](#)

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