



TOP 10 APPS TO IMPROVE YOUR CONTENT

EXPAND

If you want to improve the traffic to your website and build relationships around your brand, you have to embrace and commit to content marketing. Tremendous success can be achieved for your business if you leverage the available online tools, apps, and software.

Managing and keeping up with regular posts can be time and labor intensive. Luckily, there are mobile/desktop resources available to make your content creation more successful – and easier. By utilizing the right resources, you can add more efficiency to your schedule and help attract a loyal following. Let us know how these work for you!

1. **Trendspotttr** predicts emerging trends, viral content, and influencers on social media platforms so you can make posts that will get a lot of action. One of the best features of this app is that it tailors the information provided based on the topic or audience of your choice.
2. **Canva** is a user friendly graphic design tool and allows users to choose from their huge stock of layouts, photos, and fonts to easily and quickly create beautiful visuals to share.
3. **ContentGems** uses personalized filters to present you with a feed of relevant content pulled from a giant database of sources across the web.
4. **Flipora** takes data from your social media accounts and curates the content it shown based on the information it gathers. It continually narrows down what it thinks the user would want to share, resulting in a feed full of shareable content and inspiration.
5. **Pagemodo** helps make your Facebook page look professional and beautiful even if you aren't a design expert. It also pulls suggested content to make generating your own content easier and includes a Post Designer tool to make all posts look as if they were designed professionally in a matter of minutes.
6. **Tint** allows you to stream social media content on your website in real time based on specific hashtags, users, and locations. You can show off your fans and feature the best feedback and engagement while filtering out others.
7. **PowToon** is a great free app that allows users to create their own free animated videos of professional looking quality in a half hour. It's a fresh way to share information and works well for sharing data and other information with audiences in an interactive way.
8. **Giffage** allows you to search for a GIF based on keywords right from your mobile keyboard. With a GIF for nearly every situation, you can increase shareability and stimulate a lot more engagement than with a still picture. You can also share GIFs of your own creation through the app.
9. **Hemingway App** works to improve the language used in content. You just copy and paste your post into the app and it highlights passive voice and provides feedback on how easy the post is to read, offering suggestions on how to improve the post for readability.
10. **ThingLink** makes content hyper-interactive by giving a new dimension to pictures. Links are strategically layered over photos with pop-up previews to make them interactive and clickable when scrolled over.