



Content Development Tools

There are so many free and paid tools out there. Here are some free ones that you may want to begin experimenting with.

Use these quick links to access what you're looking for.

- [Email newsletter tools](#)
- [Content creation tools for videos, motions graphics and slideshows](#)
- [Content creation tools for blogs](#)
- [Content creation tools for infographics](#)
- [Webinar hosting tools](#)
- [Content creation tools for social media](#)
- [Image creation tools](#)
- [Animation tools](#)
- [Screen capture tools](#)

Email newsletter tools

[rasa.io](#) provides completely custom newsletters for each of your subscribers.

[MailChimp](#) allows you to cross promote your association across email, social media, landing pages and more from just one site.

[BEE](#) allows you to drag and drop entire rows or individual content elements, images directly from your desktop and to clone and rearrange your content quickly.

[GetResponse](#) helps you connect directly with your audience anywhere using personalized email marketing and webinars by offering prebuilt email templates to send your emails.

[Sender](#) provides subscription forms, web-push notifications and mobile responsive email templates.

Content creation tools for videos, motions graphics and slideshows

[Magisto](#) provides several video templates based on industry, need and platform.

[LinkedIn SlideShare](#) is a service for professional content including presentations, infographics, documents and videos that are uploadable privately or publicly in PowerPoint, Word, PDF, or OpenDocument format.

[Vidyard](#) provides a way to create, host and share videos.

[Animaker](#) allows you to create multiple animated video types including explainer, whiteboard and infographic videos.

[iMovie](#) is a free content creation tool for iOS or MacOS users for creating and sharing videos.

[Soapbox](#) is a Chrome extension that includes a split-screen view, allowing you to record your webcam and your screen at the same time.

Content creation tools for blogs

[WordPress](#) is a free program that you can use to create a website to grow your association's online presence.

[BuzzSumo](#) allows you to monitor topics to discover content ideas.

Content creation tools for infographics

[Easel.ly](#) allows you to take plain text data and transform it into infographics.

[Visme](#) provides templates and graphics to make presentations and infographics online with capabilities to publish online or download to share.

[Infogram](#) provides images, icons, templates and interactive charts and maps for infographic development.

[ThingLink](#) allows you to make your images, videos, and 360 content interactive with text, links, images, videos and calls to action.

Webinar hosting tools

[BigMarker](#) provides video development and sharing capabilities including automated webinars and training sessions.

[GoToWebinar](#) mobile app allows for participation no matter where you are, you can ask questions and participate in polls.

[Zoom](#) is a video and audio conferencing platform that allows for live meetings and webinars which can be recorded.

Content creation tools for social media

[Qzzr](#) is a simple online quiz tool that allows you to create and share custom quizzes so you can learn more about your audiences.

[Piktochart](#) can be used to create beautiful infographics, flyers, posters, presentations and reports.

[Pixabay](#) provides free images and videos to download and use for anything. Free for commercial use and no attribution required.

Image creation tools

[Adobe Spark](#) is a creation software that lets you combine text, images and video content for online sharing.

[Canva](#) provides a variety of free photos and templates for varying uses like social media, infographics, newsletters, logos, flyers and brochures.

[Photo Collage](#) provides a blank canvas where you can add your photos and position them to where you want them to be. You can also add text to the canvas.

Animation tools

[Boomerang](#) is a video app that is available as a standalone app and within the Instagram app. It allows you to take short stop motion videos to share wherever you like.

[Powtoon](#) allows you to create video content by using presentation-styled animation with avatars.

[Google Photos](#) has a built-in feature that works with the photos you upload to automatically create short movies and animations.

Screen capture tools

[Snip & Sketch](#) allows you to quickly grab screenshots, photos and other images with your pen, touch or mouse and save, paste or share the screen captures with other apps.

[CloudApp](#) can be used for creating screenshots, screen recordings and animated GIFs.

[Awesome Screenshot](#) is a browser extension for Chrome, Firefox and Safari that lets you capture web pages and add explanations that you can store, organize and share. You can record yourself and the screen, connect with other tools, annotate and share.