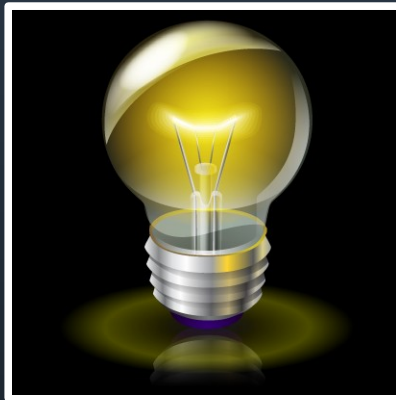




25 Must Have Marketing Tools

For Any Business, Entrepreneur, or

IDEA!



Because Every Idea Deserves Marketing



The right tools can make a huge difference to your ability to market any business, product , service or idea. There used to be a time that great software cost more than most entrepreneurs could afford. No more. A highly competitive and innovative market has led to many companies using ‘freemium’ strategies to marketing, resulting in a proliferation of fantastic free tools.

This guide contains 25 of the best that we have come across. Whether you are looking for something to help you create amazing presentations to video syndication, we’ve got it covered.

Some are completely free (often open source) and some are a free ‘lite version’ with a premium paid version available. We also included a few extra paid tools that we came across just because they are so cool and useful and worth every cent (most come with free trials).

Finally, some of the products, we use, have used or have tested. Some, our clients, colleagues and friends have recommended , others are award winning and some just have great reviews. We hope you find this guide useful.

Team iDefine TV





shoutlet®

enterprise social management software

Shoutlet is a marketing tool that allows users to easily create, distribute, and track Web 2.0 formats. Create RSS feeds and audio/video podcast feeds. Launch and track text messaging campaigns. Manage and track email marketing campaigns - including social bookmarking. Distribute RSS feeds through RSS widgets. Upload video and syndicate to free video-sharing sites through Shoutlet. Distribute video through media player widgets that are easily emailed to friends, embedded to social networks and blogs, and more.

<http://www.shoutlet.com/>





pagemodo

Pagemodo enables small businesses to quickly design and publish a stunning business Facebook Page for free. A Pagemodo-powered Page dazzles and captivates Facebook visitors, turning them into fans and customers.

Thanks to Pagemodo's Pagebuilder, entrepreneurs don't need to have any design or technical skills to design a clean, professional, and engaging Facebook Page. Pagemodo provides everything entrepreneurs need: a wide variety of gorgeous and customizable templates, easy-to-add features like slideshows, videos, contact forms, and maps, and powerful social media tools like fan coupons and "like" gates.

<http://www.pagemodo.com/>





Easy-to-use applications that enable anyone to quickly create & manage a custom Facebook page.

<http://northsocial.com/>





Boosket

Boosket offers a new tool to promote and recommend products on Facebook fan pages. Reward your community with your latest product catalog, special offers, promotions or private sales.

<http://boosket.com/en>





PlaceLocal app automates the process of creating, selling and managing rich custom display advertising. Using just a business name and address, the application can create a high quality custom ad in under one minute, thus removing the barrier for small businesses to advertise locally online.

<http://www.placelocal.com/>





Website Grader is a free SEO tool that measures the marketing effectiveness of a website. It provides a score that incorporates things like website traffic, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective.

<http://websitegrader.com/>





WORKetc
CRM + PROJECTS + BILLING

WORKetc is a total small business software management tool and Intranet. WORKetc systemises many of your daily activities such as tracking billable time, managing customer support, marketing and invoicing - making them easily accessible through the single interface.

<http://www.worketc.com>





BlogUpp! represents a new form of free web promotion. It uses RSS to mutually share blog articles within the widget, along with the snapshot of promoted blog, non-obtrusively and interactively. There is no signup to use it, the setup can be done in seconds, and no maintenance is required afterwards.

<http://www.blogupp.com/>





An analytical engine designed to help business make better decisions. Collaboration tools to collect, integrate, analyze and share marketing knowledge with colleagues. Create online marketing surveys and lead generation web forms to gather intelligence and improve marketing investments.

<http://www.mineful.com/>





SlideRocket is a revolutionary new approach to presentations. It's the only presentation software that allows you to create stunning presentations, manage them intelligently, share them securely and then measure the results. SlideRocket goes beyond traditional presentation tools by harnessing the power of the Internet and making everything available to you in an integrated and intuitive online interface.

<http://www.sliderocket.com/>





PRLOG

Press Release Distribution

PRLog was founded to help small, medium and large businesses and organizations in their online activities. Currently, the website offers following services: Press Release Distribution, Press Room Hosting, Business Directory, Job Listings, Product Directory, Expert Directory.

Most of the services and features on PRLog are free.

<http://www.prlog.org/>





i-Newsire claim to be the fastest and easiest press release distribution service and free press release submission online. Google News Inclusion in 1 hour of your Premium Press Release publication. Clients range from Fortune 500 companies to many small and medium sized businesses.

<http://www.i-newswire.com/>





Animoto automatically produces beautifully orchestrated, completely unique video pieces from your photos, video clips, and music.

<http://animoto.com/>





TubeMogul InPlay is the leading online video analytics solution for publishers, online video platforms and video sharing sites. TubeMogul one load provides a single point for deploying videos to the top video and social networking sites

<http://www.tubemogul.com/>





Stupeflix

Stupeflix is a rest web service that turns your pictures, videos, and text into professional videos. Differentiate your service with video produced from your own content. Create one or thousands of video ads and spread them all over the web. Instantly expand your product line to video (mobile, web, and dvd).

www.stupeflix.com/





SOCIALTWIST
The power of relationships

Tell-a-Friend Free (TAF Free) is the free offer from SocialTwist. This is primarily designed for bloggers to share their content across social networks and also across bookmarking sites like Delicious, Digg, and others. Visitors click on the Tell-a-Friend button on your site to open up sharing with others.

<http://tellafriend.socialtwist.com/solutions-freeoffer>





Viewbix empowers companies to leverage their videos by inserting interactive apps and sharing that experience across the web, mobile and social networks.

Companies are looking for ways to maximize their reach across the web, mobile and social networks. Yesterday they shared a video hoping to drive traffic. Today, they share a fully interactive Viewbix that allows their customers to engage and transact while watching their videos.

<http://www.viewbix.com>





ClipSyndicate enables broadcasters and other video content producers to realize new revenue streams and extend their brand into the Long Tail of the Internet by syndicating video clips to thousands of vertical web sites looking for specific content of interest for their end-users.

<http://www.clipsyndicate.com/>





Yakaz is a search engine for all local classified ads on the web. Cars, motorbikes, housing etc.
Quickly find all classifieds that match your search on the web.

<http://www.yakaz.com/>





vFlyer is a classified ad creation, management and submission platform that enables online sellers to quickly and easily create attractive classified ads or virtual flyers that can be posted on dozens of leading online marketplaces in a few simple clicks. vFlyer's goal is to make classified ads as easy and effective as possible for individuals and businesses selling online.

<http://vflyer.com>





PayPerPost is an automated system that allows you to promote your Web site, product, service or company through the PayPerPost network of bloggers. Advertise on blogs to create buzz, build traffic, gain link backs for search engine ranking, syndicate content and much more. You provide the topic to Payperpost blog advertising network and their bloggers create stories and post them on their individual blogs.

<https://payperpost.com/>





Bre.ad allows you to customize your own digital billboard to recommend anything you want. Some bakers choose to promote their personal brand; others like to recommend their favorite things.

<http://bre.ad/>





MagMyPic allows users to combine their picture with custom made Magazine covers in the likeness of popular Magazines. MagMyPic is an affiliate marketing effort that works to distribute and market subscriptions to each of the magazines displayed on MMP while providing a fun and entertaining way for users to display their picture.

<http://magmypic.com/>





Sendloop includes all professional features that you will need for your email marketing campaign combined with a very easy to use interface. In just a few minutes, you will get your account up and ready to send your first email campaign.

<http://sendloop.com/>





Rhythm is enabling ad-supported mobile content with a broad suite of mobile advertising solutions for operators. Rhythm's technology enables advertising that has broad reach, sharp targeting and precise frequency management. Rhythm automates key business processes and enables measurement and reporting to each member of the mobile advertising value chain. In addition, Rhythm sources content and sells advertising on behalf of operator customers.

<http://www.rhythmnewmedia.com/>



The NetFlix For Entrepreneurs & Small Businesses



Reach millions of TVs.

Why limit to web videos?
Broadcast like major networks
and reach TV sets directly.



Your videos



Our viewers

www.iDefineTV.com

678-636-9422



Join Us.... Because



Marketing Success Requires Reach.
How 's Yours?

Our Network. Your Videos. Our Viewers. iDefine TV.

www.iDefineTV.com
678.636.9422



* The average American spends 4 or 5 hours
watching TV everyday - *New Yorker*



Apple iTV



BOXEE



Roku



ASK how to RECEIVE your FREE MEMBERSHIP on iDefine TV

