

FREE AI TOOLS YOU SHOULD USE AS Content Creators

CONTENT RESEARCH

- AnswerThePublic – Trending questions.
- Google Trends – Topic popularity.
- Exploding Topics – Rising ideas.
- BuzzSumo Free Plan – Viral content discovery.
- Quora – Audience queries.
- Reddit – Real community insights.
- AlsoAsked.com – People Also Ask questions.
- Ubersuggest Free Plan – Keywords + content ideas.
- Keywordtool.io (Free version)
- Soovle – Multi-search engine suggestions.

COMPETITOR RESEARCH

- SimilarWeb Free – Website traffic.
- Ubersuggest Free Plan – Competitor SEO data.
- SEMrush Free (limited) – Competitor keywords.
- Wappalyzer – Competitor tech stack.
- Sitelike.org – Similar websites.
- Social Blade – YouTube, Instagram stats.
- VidIQ Free Plan – YouTube competitor analysis.
- TubeBuddy Free – YT competitor data.
- Ahrefs Free Tools – Backlinks + SEO insights.
- Phlanx Influencer Audit – Competitor social engagement.

AUDIENCE RESEARCH

- Meta Audience Insights (Free in Ads Manager)
- SparkToro Free – Audience interests.
- Reddit + Subreddit Stats
- Google Analytics (Free)
- YouTube Analytics
- Instagram Insights (Native Free)
- TikTok Analytics (Native Free)
- Facebook Page Insights
- AnswerThePublic – Audience questions.
- SurveyMonkey Free Plan – Direct audience feedback.

VIDEO GENERATION

- Pictory Free Plan – Script to video.
- Heygen– Create Your Own AI Avatar
- Synthesia Free Demo – AI avatars.
- Lumen5 Free – Blog → video.
- Runway ML (Free credits) – AI video magic tools.
- Kapwing Free Plan – AI tools + editing.
- Veo 3 – Turn anything into videos
- FlexClip Free – Templates + AI.
- Designs.ai Videomaker
- Animoto Free – Drag-and-drop video maker.

IMAGE GENERATION

- Nano Banana
- Adobe Firefly Free Plan
- Bing Image Creator (DALL·E)
- Hugging Face Diffusion Models
- DeepAI
- Craiyon (ex DALL·E mini)
- NightCafe Free Credits
- Playground AI
- Fotor AI Art
- RunDiffusion Free Trial

GRAPHICS & DESIGN

- Canva Free – Templates + social graphics.
- Figma – UI/graphics collaboration.
- Gravit Designer – Vector graphics.
- Pixlr – Online Photoshop alternative.
- Krita – Digital painting + design.
- Photopea – Photoshop jaisa browser editor.
- GIMP – Open-source Photoshop.
- Crello (VistaCreate Free) – Canva alternative.
- Inkscape – Vector illustrations.
- Snappa – Social media graphics.