

[Content is the core of affiliate marketing](#) as it enables a foundation for affiliate link promotion. Optimization of content and maximizing its performance are some of the top tasks you will need to focus on. The following tools can help:

#1 Portent's Content Idea Generator

If you are all out of ideas, here is a tool for you. Type the subject and reload until you get some ideas you like. Just be careful, you might end up with some crazy suggestions such as “The Hunger Games Guide to Sunglasses”, “Will Sunglasses Ever Rule the World?”, but keep reloading until you find sensible ideas.

CoSchedule Headline Analyzer – Once you have the title, use this analyzer to improve the viral potential of that title. You will have to sign up using an email address to see the title score and how you can optimize it to drive more clicks.

#2 Content Idea Generator

You will need to register for a free account and to answer some question about your website (and products you want to promote), and the tool will generate hundreds of content ideas that can be used for blog posts, social media updates, e-books, podcasts, etc.



#3 Buzzsumo

The tool shows you which content is being shared, and this is useful for discovering new content ideas. It also shows who shares the content so that [you can find influencers for an outreach campaign.](#)

#4 SharedCount

Use this tool to find out the number of shares a URL gets. It is handy for analyzing your content, but it is also great for spying competitors.

Free images – Visual content increases the performance of content, which is why it is helpful to include images as a part of your content marketing. There are numerous websites online to find free images, including Pixabay, Pexels, and Unsplash.

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Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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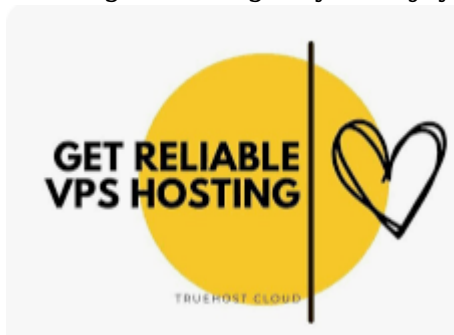
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