**Tools to Make Branding Way Easier**

Building a brand from scratch can be an emotional roller coaster. Marketing is a key element that decides how long you will sustain in the market competition. But marketing is not everyone cups of tea, it is board and complex. In recent years various tools are evolved in the digital world to boost up the promotions. Various tools increase productivity but are quite costly. But the market is full of tools in alternate which are free of cost. Some of them are listed below:

**• Buffer** - Buffer is a software application designed to manage various social media accounts networks, by providing the means for a user to schedule posts to Twitter, Facebook, Instagram, and Linkedin, as well as analyse the trends.

**• Wix** - Wix.com Ltd. is a web development platform to create HTML5 websites and mobile sites through the use of online drag and drop tools. Users may add various functionality such as social plug-ins, contact forms to their web sites using a variety of third-party applications.

**• Canva** - is a graphic-design tool website it uses a drag-and-drop format and beneficial for the beginners in the designing. It provides a ton of template, fonts to make great brand collateral.

**• Due** - is a tool that offers a time-tracking app to assess how much time is spent on a various marketing project to increase productivity.

**• Mailchimp** - is an email-based marketing tool available to increase productivity and manage various email.

If you’re bootstrapping a business, then you should understand the importance of money and invest wisely. With the above mention tools, a beginner can easily develop a brand from scratch and promote it well.