

Multi-Platform Posting & Social Media Management (Free)

- **Buffer** → 3 social accounts free, schedule posts (IG, FB, LinkedIn, Twitter, Pinterest)
- **Later** → Instagram + multi-platform post scheduling (free tier)
- **Metricool** → FB, IG, LinkedIn, Twitter, TikTok, Google My Business automation
- **Canva Free** → Social posts design + direct posting integration

Analytics & Tracking

- **Google Analytics** → Website traffic
- **Matomo (Self-hosted)** → Privacy-friendly analytics free
- **Ubersuggest Free** → SEO research, keyword tracking
- **Fathom Lite** → Open-source analytics (no tracking issues)

Cold Email & Outreach (Beyond Apollo)

- **GMass (Free tier)** → Gmail cold email automation
- **Yet Another Mail Merge** → Google Sheets → Gmail merge
- **Hunter.io** → Email find + verify (50/mo free)

Automation / Productivity

- **Zapier Free** → Connect apps (5 zaps, 100 tasks/month)
- **IFTTT** → Social posts, reminders, alerts automation
- **Notion Free** → Client CRM + content planning
- **Trello Free** → Project pipeline & task management

Client Communication

- **Calendly Free** → Schedule meetings easily
- **Tawk.to** → Free live chat on website
- **Loom Free** → Record & send quick video walkthroughs

SEO + Website Helpers

- **PageSpeed Insights** → Google's tool to test speed
- **Yoast SEO (Free)** → WordPress SEO optimization
- **Ahrefs Webmaster Tools** → Free backlink & site audit

Cold Email & Lead Prospecting Tools (Free Options)

- **Hunter.io** – Email finder with 25 free searches/month. Solid accuracy and good fit for finding client emails.
[persana.ai](https://hunter.io)
- **Snov.io** – Includes email/domain search, warm-up tools, even CRM features in free tier. Email automation bhi hoti hai.
[salesforge.aiReply –](https://snov.io)
- **Smartlead** – Reddit pe users recommend it for automated follow-ups and warm-up features in free tier.
[Reddit](https://www.reddit.com/r/smartlead/)

LinkedIn Automation Tools (Free / Safe Enough)

- **Botdog.co** – Safer and simpler LinkedIn automation compared to Waalaxy. Cloud-based, more compliant.
[Redditbotdog.co](https://www.reddit.com/r/botdog/)
- **IFTTT** – Not full-on LinkedIn outreach, but automates LinkedIn content publication. Free plan available.
[Skylead](https://www.skylead.com/)