The #1 question we're always asking at Openprise is, "What content will help our prospects and customers?" It dawned on us that one thing we could do is share our favorite free apps that make our days more productive.

Here are the apps we couldn't do without:

**Openprise**

Ok, we're more than a little biased, but we know it's tough to run a campaign when you don't have good quality data to segment. And, good lead scoring—forget about it. We're here to help. Upload a list of *Job Titles*, and nothing else, and we'll run those titles against the Openprise platform and send you back a spreadsheet identifying *Job Function* (Marketing, Finance, Sales…) and a *Job Level* (Executive, Manager…) for your entire database for free. Sure, we do a lot more than that, but it's a good start to get to know us.

**Grammarly**

MS Office has a good spelling and grammar checker, but what happens when you're not in Word? Grammarly's got you covered with a free Chrome add-in that works when you're cranking out social media posts, filling out forms, and anything else online. Bonus points for helping promote the use of the Oxford comma. You need this. www.grammarly.com

**CrazyEgg**

Crazy Egg website heatmaps are slick. Place your bets with co-workers about where visitors are going on your website. Register for a free website heatmap. Pay off your lost bets. Make a lot of changes with real data to back it up. Rinse and repeat. www.crazyegg.com/heatmaps

**Hubspot Marketing Grader**

Hubspot's free Website Grader is an oldie but a goodie. It evaluates your site against key metrics like performance, mobile readiness, SEO, and security. Fill out two fields and you're off and running. They've also got great content on just about every B2B marketing topic we can think of.  www.website.grader.com

**Google Alerts**

Take 10 seconds to keep tabs on what all your competitors are up to. Just do it, now. www.google.com/alerts

**Canva**

We like how easy it is to use Canva to create compelling social media graphics. Canva has millions of stock photos and every font you can think of. We also get a healthy dose of inspiration every time we log on. www.canva.com

**Unsplash**

We cringe when we see the obligatory stock photos of well-dressed, yet casual thirty-somethings in post-industrial workspaces huddled over their Macs. Even our San Francisco-based customers that really do look like that dislike them. They're supposed to be aspirational, we know, but enough is enough. Your brand should be unique and authentic, right? It's not technically an app, but we love this site to find the right photos for our brand: www.unsplash.com

**Hootsuite**

Hootsuite has a free social media listening tool that doesn't take weeks to learn. You can post across all your social profiles from one dashboard. Start with this before you even think about spending big bucks. www.hootsuite.com/plans/free

**Google Analytics**

There are marketing teams that implement Google Analytics and forget about it. Make it part of your team's dashboard. You need to know where your traffic is coming from, what it's doing on your site, and how that's changing over time. www.google.com/analytics

**Google Sheets, Google Docs, & Google Drive**

We know, we know, you like Microsoft Office. We do too. But, if you want to know how much budget you have left at any given time, having your whole team apply their spend against a monthly budget spreadsheet in a shared location is the way to go. Also, if you've ever been stuck playing press release review pinball, having a single, current version with everyone's feedback history is a godsend. Putting all your marketing assets in a single, searchable repository isn't a bad thing either. www.google.com/drive