21 WordPress Marketing Plugins You Must Have!

Blog2Social
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21 Hand-picked Wordpress Plugins to Help You with Your Marketing Tasks

See our special hand-picked collection of 21 must-have marketing plugins to boost your success, with everything you need from SEO to e-mail marketing and social media. All plugins fulfill specific marketing tasks. They are complementing each other and not overlapping in functionality. The basic functions of all plugins are free. Some have a premium option worth looking at, if you want to go pro. These smart plugins will help you to grow your traffic and improve user engagement and conversion on your site.

The very best WordPress plugins for marketing your blog will help you with the following marketing tasks:

- **Content marketing and writing plugins**: optimize and organize your content and writing
- **Search engine optimization**: marketing plugins for on-page SEO to maximize your ranking in organic search results.
- **E-mail marketing plugins**: blog subscription, opt-in forms and landing pages to build e-mail lists and leads.
- **Social media marketing, including automation**: You'll be sharing posts for great visibility and generating a ton of bonus shares from readers.

The 21 Best Wordpress Marketing Plugins You Should Know About

Best Wordpress Plugins for Writing and Content Marketing

The following plugins help you to easily find new content ideas, create fancy titles that make readers click, organize and schedule your posts and optimize your writing process. Simply, improve your productivity and efficiency.

1. My Curator

MyCurator (free & premium from $15/month) - delivers vibrant content for your site

Wordpress plugin My Curator helps you to discover and publish vibrant content from other sources on your blog.

2. Just Writing

Just Writing (free) - distraction-free writing for creating your blog posts

Wordpress plugin Just Writing enables distraction-free writing for creating your blog posts

3. Editorial Calendar

Editorial Calendar (free) - schedule and manage your blog content

Wordpress plugin Editorial Calendar helps you to organize and schedule your blog content

Best Wordpress Plugins for Search Engine Optimisation

The following plugins help you to optimize your site for readability and ranking in search results. They will make your posts and images easier to crawl, to set the right keywords at the right places and get a better visibility in search results.

4. Yoast SEO

Yoast SEO (free & premium from $89/year) - optimize your blog and content for the search engines

Wordpress plugin Yoast SEO helps you to optimize your blog posts for readability and search engines

5. PB SEO friendly images

PB SEO friendly images (free) Optimize your images for better indexing in the search engines

Wordpress plugin PB SEO friendly images automatically optimizes your images for the search engines

6. EWWW image optimizer

EWWW image optimizer (free & premium) - Compress your images for page load and ranking

The plugin compresses your images for more page speed

7. All in One Schema.org Rich Snippets

All in One Schema.org Rich Snippets (free) - Pimp up your listings

Wordpress plugin All In One Schema Rich Snippets boost CTR in search engines with great looking images and summaries of your post.

Best Wordpress Plugins for E-Mail Marketing

The following plugins help you to built and grow your e-mail lists, send out updates and newsletters automatically and create beautiful contact forms and opt-ins for your inbound marketing to collect more prospects, and improve conversion.

8. Contact Form

Contact Form 7 (free) - stay in touch with your website visitors

Wordpress plugin Contact Form 7 makes it easy for your website visitors to contact you

9. Icegram

Icegram (free & premium from $97/y) - create popups, a welcome bar and other optins for lead generation

Wordpress plugin Icegram helps you to create popups, a welcome bar and other optins for lead generation

10. Email Subscribers and Newsletters

Email Subscribers and Newsletters (free & premium from $78/year) - build email list from your website visitors

Wordpress plugin Email Subscribers & Newsletters sends automatic blog updates and newsletters to your subscribers

11. One Signal

One Signal (free) - send push notifications to your visitors whenever you publish a new post

Wordpress plugin One Signal sends push notifications to your website visitors whenever you publish a new post

12. Related Posts Thumbnails Plugins for WordPress

Related Posts Thumbnails Plugins for WordPress (free)

Wordpress plugin Related Posts Thumbnails guides your visitors to further reading material

13. Inline Related Posts

Inline Related Posts (free & premium from $47)

Wordpress plugin Inline Related Posts display related posts directly within your content.

14. Content Aware Sidebars

Content Aware Sidebars (free & premium from US$49/year) *WordPress plugin Content Aware Sidebars displays sticky content on different conditions and in different contexts on your sidebar.*

Best Wordpress Plugins for Social Media Marketing

The following plugins will help you to get more followers, likes and shares for your posts and images, to easily schedule and share your posts automatically on social media and to encourage comments and overall engagement on your site.

15. Simple Share Buttons Adder

Simple Share Buttons Adder: (free)

WordPress plugin Simple Share Buttons Adder makes it easy for your visitors to share your posts.

16. WWM Social Share On Image Hover

WWM Social Share On Image Hover (free and premium at $10)

Wordpress plugin WWM Social Share On Image Hover makes it easy for your visitors to share your images

17. Better Click to Tweet

Better Click to Tweet (free) - ready to use tweets for your readers

Wordpress plugin Better Click To Tweet displays tweetable quotes in your blog posts.

18. Flow Flow Social Hub

Flow Flow Social Hub (free & PRO from $39)

WordPress plugin Flow Flow Social Streams displays your social media updates on your site.

19. Blog2Social

Blog2Social (free & premium from $79/year) - smart social media automation: schedule and share your blog posts to social media automatically

WordPress plugin Blog2Social Smart Social Media Automation helps you to schedule and share your post on social media automatically.

20. WordPress Social Login

WordPress Social Login (free)

Wordpress Social Login lets your website visitors log-in and comment on using their social network credentials.

21. WP Discuz

WP Discuz (free)

Wordpress Plugin Comments WP Discuz encourages your readers to comment on your posts.

We hope this article helps you find some of the best WordPress marketing plugins for your blog or business website.

You may also want to take a look at our collection of 28 Very Best Social Media Plugins for Wordpress.

Melanie Tamblé

This list is a service of Blog2Social

With Blog2Social you can auto post, cross promote, schedule and automatically share your blog posts to social networks at the best times to post to profiles, pages and groups. Furthermore, you can add individual comments, hashtags and handles to address your target audience. For posting to blogging networks, you can use the HTML editor. Blog2Social is available as WordPress-Plugin or WebApp.