
Tools to Better Manage Social Media Marketing

TOOL TO USE	WHY?
www.tacticscloud.com	Find people to follow on Twitter and create a twitter list
www.leadsocial.com	Target engaged fans and measure ROI
www.getlittlebird.com	Target the right influencers
www.grouphigh.com	Target bloggers
www.pikochart.com	Create your own infographics
www.topsy.com	Find the most linked content
smo.knowem.com	Find out if your site is optimized for social media sites
www.opensiteexplorer.org	Find out your domain and page authority
Moz.com/tools/seo-toolbar	Find out domain and page authority of sites as you search through Google
www.semrush.com	Find out what your competitor is ranking on
www.optinmonster.com	Convert more visitors with a popup that can be set only to appear when visitors are about to exit
www.ontraport.com www.marketo.com www.infusionsoft.com www.hubspot.com	Marketing automation tools – manage your contacts, selling and marketing at one place.

www.viewbix.com	Generate subscribers in your video.
www.leadpages.net	Invest in high converting landing pages
www.postacumen.com	Find actionable Facebook analytics
www.steadydemand.com	Monitor analytics for Google+
www.statigr.am	Monitor analytics for Instagram
www.brand24.com	Monitor brand/keyword mentions
google.com/analytics	Monitor web traffic
www.postplanner.com	Use the discovery engine in PostPlanner to find viral pictures to share
www.pinalerts.com	Track your competitors to find out who is pinning their content
www.editflow.org	Set up your editorial calendar in WordPress
Barometer.agorapulse.com	Compare your Facebook performance with your competitors
www.canva.com www.picmonkey.com www.pixlr.com	Create imagery for your social media posts.
www.inpwr.com	Find out popular content that people are reading and sharing.