My Favorite Social Tools

Hey,

Are you looking for some practical tips and tools to help with your social marketing?

I will outline a collection of tools and tips you'll want to consider using to improve your presence across social media.

Why Tools?

It takes a lot of time to create quality content, engage on social profiles and sustain online relationships that support your business goals.

Larger businesses and corporations often have teams of people dedicated solely to these tasks.

For smaller businesses that don't have the luxury of staff or financial resources, there are tools to help. But there are also efficient shortcuts and tips to help you get more out these technology tools.

By using some of these tips to strategically choose your tools, you can **get more out of your social media marketing**.

Here we go.

Monitor Your Visitors' Activity With Lucky Orange

The more you know about your website visitors, the more you **cater to their needs with content, layout and design**.

Lucky Orange monitors and interacts with your visitors and lets you:

- **View details of who's on your site now**, what pages they're visiting, where they've come from and how long they've been on your site
- **Interact with visitors in real time**, through a chat box

- **View real-time or recorded videos of your website visitors** browsing your site
- **View an overall heat map** which shows the key areas your website visitors are clicking on

You **see the time people spent on your site, how they found your site, the previous site they were on and the country they are browsing from**.

Start by recording sessions of individual users browsing your site and see where they're scrolling and what they click on. Then **interact with visitors while they're on the site** and **ask them questions about their experience** on your website or the content they're browsing.

Use what you learn to fine-tune your site.

Use Smush.it to Reduce the Size of Your Images

The load time of your page is one of many factors that Google uses to determine your web ranking, so it's important to **reduce the size of your images where possible**.

Smush.it is an image compression tool that's "lossless."

You **upload the images, reduce them and then download a version that's smaller in size but not in quality**.
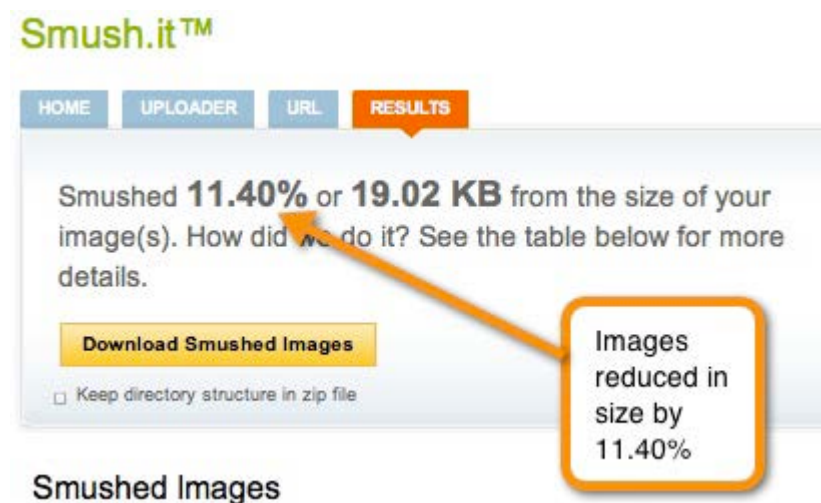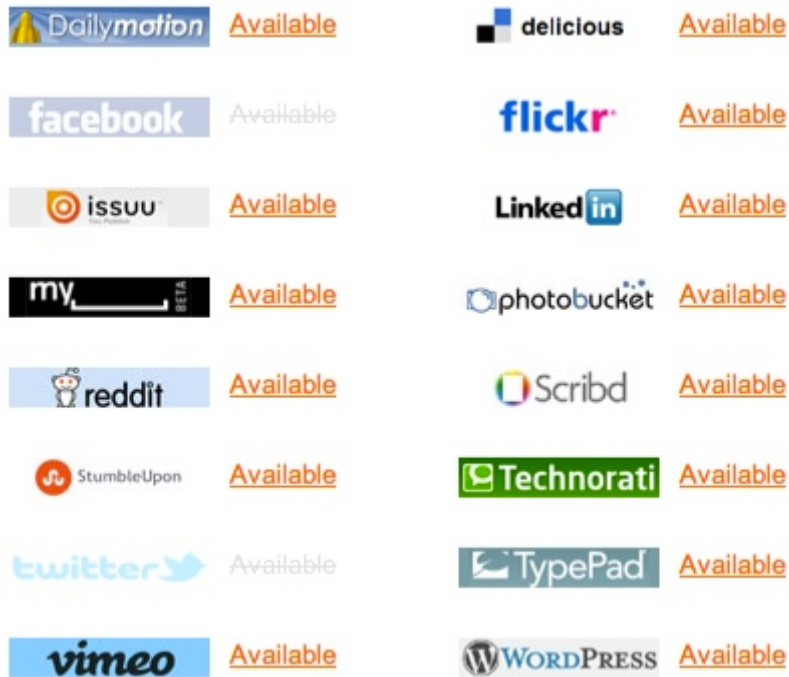

Use these smaller images to improve your social marketing performance.

Check the Availability of Your Business/Brand Name on Social Networks

To get an account that matches your company name on Twitter, Facebook, etc., you need to visit each social network and go through the whole registration process to discover if your name is available.

KnowEm searches over 550 social networks in an instant to **see if your name is available**.

Dailymotion	Available	delicious	Available
facebook	Available	flickr	Available
issuu	Available	Linked in	Available
my___ BETA	Available	photobucket	Available
reddit	Available	Scribd	Available
StumbleUpon	Available	Technorati	Available
twitter	Available	TypePad	Available
vimeo	Available	WORDPRESS	Available

Search through over 550 social networks to find out if your name is available.

You may not have time to register your name with all social networks, but you should certainly **consider registering it with the most popular ones**—even if you don't plan on using them immediately.

Analyze Your Competitor on Twitter Using Twitonomy

Twitonomy provides a detailed analysis of your competitor's Twitter account. Use it to:

- **Analyze the type of content your competitor sends and how it performs**. Model content that gets shared a lot into your own distribution.
- **Find out whom your competitor interacts with the most**. These may be people you should be interacting with.
- **Find out what hashtags your competitor uses quite frequently** to give you an idea of the category of content they're sharing.

137,125 tweets **33,057** following **45,417** followers **1,747** listed

Joined Twitter on May 27, 2008 as user #14,923,512

Digital & Social Media Communication Strategist, Breakthrough Business Strategies Radio
#BBSradio. #TechStreet Digital Dir. Making a Difference AND a Profit!
http://t.co/clIUtnpPBb 🇺🇸 Houston,Texas

Follows you ✔ **Following** ☰ Add to lists 💬 Tweet @prosperitygal

1.37 followers/following ❓ **38** listed/1,000 followers ❓

📊 Tweets Analytics ☁ Download & Print ▼

Last updated less than a minute ago 🔄 Update now

3,200 tweets from May 18, 2013 to August 10, 2013[1] 📋 Modify range

📊 **37.65** tweets per day ❓ 🔁 **51** retweets 2% ❓

@ **3,414** user mentions *1.07* ❓ 💬 **910** replies 28% ❓

🔗 **1,409** links *0.44* ❓ # **2,356** hashtags *0.74* ❓

🔁 **521** tweets retweeted *16.28%* ❓ a total of **686** times *1.32* ❓

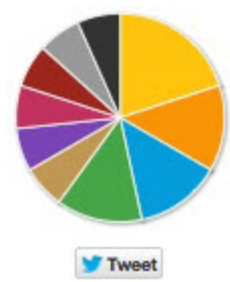★ **431** tweets favorited *13.47%* ❓ a total of **497** times *1.15* ❓

📊 Tweet history

Download: 📊 Chart 📋 Tweets

twitonomy
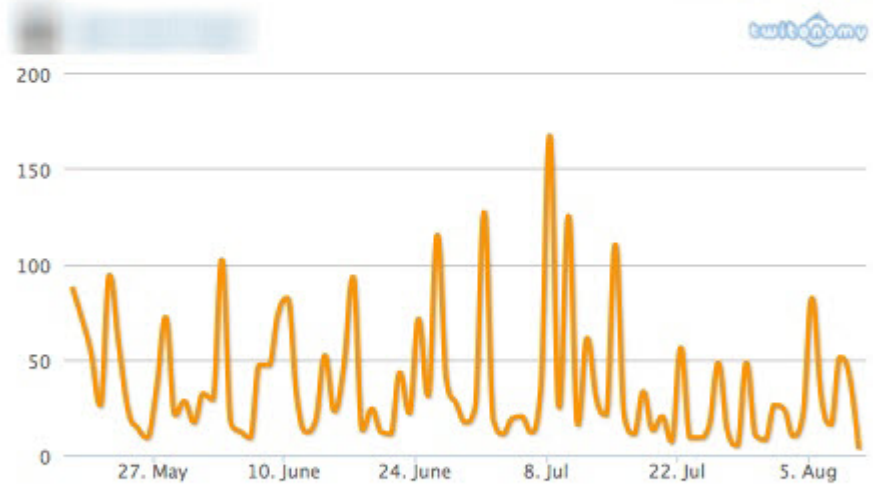
↑↓ Users most retweeted

@jon_rivers	**3**	
@JimVertuno	**2**	
@dianego	**1**	
@scottbekker	**1**	
@airfoilpr	**1**	

@colleenrey	**2**	
@WPC	**2**	
@ryantechkevin	**1**	
@cgi_msi	**1**	
@mahoekst	**1**	

🐦 Tweet

Use ClickToTweet to Encourage More Tweeting

To **encourage people to tweet content within your posts**, consider using [ClickToTweet](#).

Paste your text and/or link into the box provided and click Generate Link.

Add this link to your site. If visitors click on this link, a tweet is created with the original text already pre-populated.

Use a Click to Tweet button beside a great quote in a post, a promotion you're running or an event announcement.

Identify Blogs in a Niche With Inkybee

[Inkybee](#) is a blogger outreach tool that helps you **find the most relevant blogs in a particular niche**, run campaigns to target these blogs and track the results. It determines relevance by counting how many times the keywords you specify appear in the blog's posts.

For example, if you want to reach out to the top social media marketing blogs to see if they would be interested in linking to your content, then you would do a search for "social media marketing."

Once you enter the keywords relevant to your niche (e.g., social media marketing), Inkybee returns a list of blogs that are best suited. You then **sort the list based on blogs with the most audience, highest engagement, most posts per week, highest-ranked blog and much more**.

Blog	Audience	Engage-ment	Posts per week	Inbound links
Online Marketing… www.toprankblog.com Social media	200K to 1M	632	1	87469
Daily Blog Tips www.dailyblogtips.com Social media	200K to 1M	129	3	53062
Email Marketing… www.aweber.com/blog Social media	>1M	152	3	2269

Select relevant blogs from the niche, then **build a campaign to reach out to the blogs, build relationships and monitor results**. To monitor results, you **integrate with Google Analytics and track traffic from the blogs you reached out to**.

Use SqueezeCMM to Track Links Shared Across Social Media

If you share your posts in email or on Twitter, Facebook and other social channels, SqueezeCMM allows you to **create custom links in one pass for a variety of channels**.

Put in the link address and SqueezeCMM gives you a custom web address for email, Facebook, Google+, LinkedIn and Twitter.

When you send out your content, **use the relevant link for the channel and see exactly where traffic is generated from as a result of that link**.

A separate link is created for each channel.

Check Domain/Page Rank

Open Site Explorer allows you to check your domain/page authority. There's a limited free version that allows you to check 3 sites per day, so you can **check your site's authority and the authority of a couple of your competitors**.

The best way of increasing your domain authority is to **get businesses that are in a similar niche with a very high domain authority to link to you**.

Add Text to Your Photos With PicMonkey

When you share photos over social media channels, it's useful to add text to the picture so you have a better chance to **grab the attention of someone who sees the picture within their news feed on Facebook, Pinterest or other channels**.

PicMonkey is a free online photo editor that allows you to add text to your pictures.

Recycle Evergreen Posts Using SocialOomph

Evergreen content doesn't go out of date. Unlike the latest news, a post on strategy may always be useful.

If you've written lots of great articles, it's important to **keep promoting them to your audience members** who may not have seen them originally or who may have forgotten about them, and to new fans and followers.

With [SocialOomph](#), you **set up a queue and add your posts** to that queue. **Specify a time interval when a post should be taken from that queue and posted on social media channels**.

For example, you could put 50 posts in the queue and get SocialOomph to post one item from the queue every day. When all 50 posts have been published, it goes back to the start of the queue and sends each item again.

Queue Name:	Blog Posts
	10 characters entered.
Publish Interval:	Publish an update once every [6] [hour(s)]
	Queues cannot post more frequenty than once every 20 minutes.
Pause:	☐ Pause this update queue.
Email:	☐ Email me once when the last update in the reservoir h:
Account(s):	iancleary (Twitter)
	Publish the queue entries on these accounts.
Recycle Updates:	☐ When a new update is added to the queue, automatic: of the queue when it is published (meaning the queue w
Account Inclusion:	☐ When an update is published, randomly pick one of th update only to that account (leave blank to publish every same time).
Publish Only On These Days:	Monday / Tuesday / Wednesday / Thursday
Publish Only Within These Hours:	12:00 AM - 1:00 AM / 1:00 AM - 2:00 AM / 2:00 AM - 3:00 AM / 3:00 AM - 4:00 AM

Setting up a queue within SocialOomph is quite straight-forward.

If you only have a few posts or a few followers, make sure to **space out resending your posts** (e.g., every 2 weeks) so that the same people don't see the same posts too close together. This isn't so much of an issue if you have a lot of followers and many posts; in fact you may even be able to send out posts every few hours!

Generate Post Titles Using Tweak Your Biz Title Generator

A great post title makes a significant difference in the traffic you get and the number of times the post is shared.

The Tweak Your Biz Title Generator displays a variety of possible titles to use based on the keywords you enter.

Here are just some of the suggestions based on the keyword "Facebook Apps."

```
Apply These 10 Secret Techniques To Improve Facebook Apps
Believing These 10 Myths About Facebook Apps Keeps You From Growing
Don't Waste Time! 10 Facts Until You Reach Your Facebook Apps
How 10 Things Will Change The Way You Approach Facebook Apps
Facebook Apps Awards: 10 Reasons Why They Don't Work & What You Can
Do About It
Facebook Apps Doesn't Have To Be Hard. Read These 10 Tips
Facebook Apps Is Your Worst Enemy. 10 Ways To Defeat It
Facebook Apps On A Budget: 10 Tips From The Great Depression
Knowing These 10 Secrets Will Make Your Facebook Apps Look Amazing
Master The Art Of Facebook Apps With These 10 Tips
My Life, My Job, My Career: How 10 Simple Facebook Apps Helped Me
Succeed
Take Advantage Of Facebook Apps - Read These 10 Tips
The Next 10 Things You Should Do For Facebook Apps Success
The Time Is Running Out! Think About These 10 Ways To Change Your
Facebook Apps
The 10 Best Things About Facebook Apps
The 10 Biggest Facebook Apps Mistakes You Can Easily Avoid
The 10 Most Successful Facebook Apps Companies In Region
Think Your Facebook Apps Is Safe? 10 Ways You Can Lose It Today
Thinking About Facebook Apps? 10 Reasons Why It's Time To Stop!
10 Places To Get Deals On Facebook Apps
10 Reasons People Laugh About Your Facebook Apps
10 Amazing Facebook Apps Hacks
10 Awesome Tips About Facebook Apps From Unlikely Sources
10 Creative Ways You Can Improve Your Facebook Apps
```

A wide variety of post ideas is displayed.

Research a Hashtag Conversation With Tagboard

A hashtag is a way of grouping a conversation around a particular topic. They are particularly popular on Twitter, but have found their way into other platforms like Google+ and Facebook.
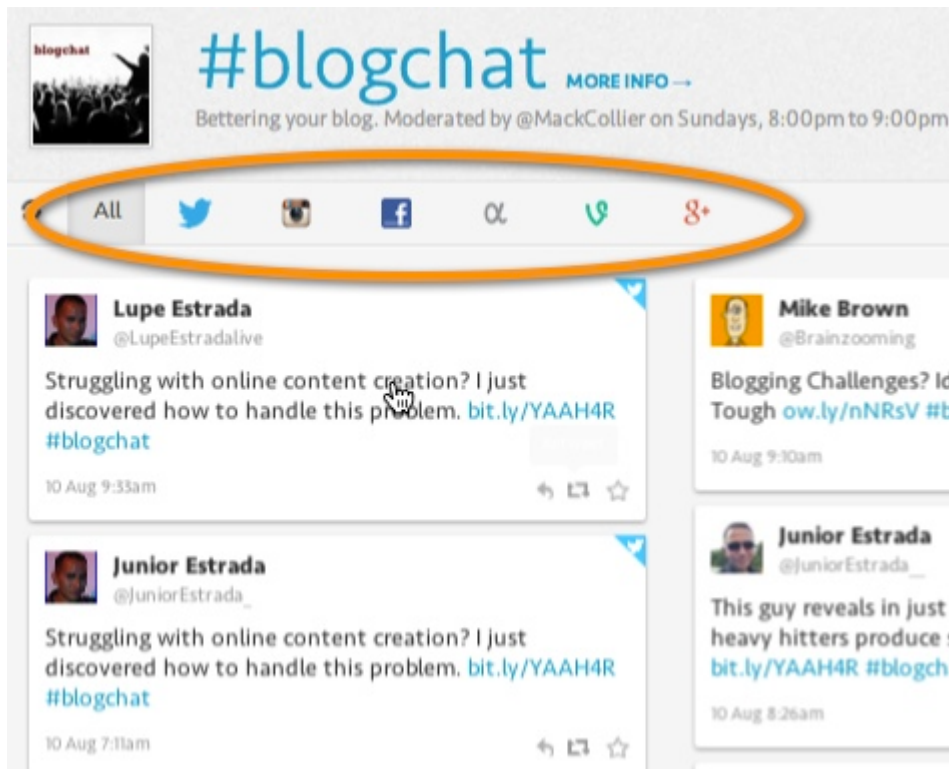
View all of the conversations happening around a particular hashtag.

If you want to **research conversations about something important to you**, Tagboard allows you to **view conversations based around a hashtag across a variety of social media platforms**.

Attract Attention With Hellobar

When someone is on your site, a good way to attract attention is a popup. A less intrusive way to get attention is to **use Hellobar to display your call to action**.

Hellobar is a thin bar that appears across the top of your page after a time that you specify.

You **configure the text, the color and the call to action** and have it up and running in a couple of minutes.

Unroll.me—Manage Your Email Subscriptions

Unroll.me combines any subscriptions you have—newsletters, LinkedIn groups, Twitter accounts, etc.—into one email to reduce clutter in your inbox.

Set up Unroll.me and **view all of your subscriptions in one place** and **unsubscribe to any of them with the touch of a button**.

You'll easily **see which subscriptions don't add any value**, so you have more time to **read the subscriptions with content that matters**.

Use Google Keyword Planner for Keyword Research

Recently, Google retired their Keyword tool and replaced it with the [Google Keyword Planner](). To use the Google's Keyword Planner, you don't need to run any advertisements on Google using Adwords but you do need to register for a Google Adwords account.

One useful feature of the Google Keyword Planner is the ability to **set the minimum search volume for keyword research**. For example, if you research the keywords 'Social Media Tools' and similar keywords, you can specify a minimum search volume.

Use LeadPlayer for Video Email Subscription

[LeadPlayer]() allows you to **include an email subscription form or a call to action within your video**.
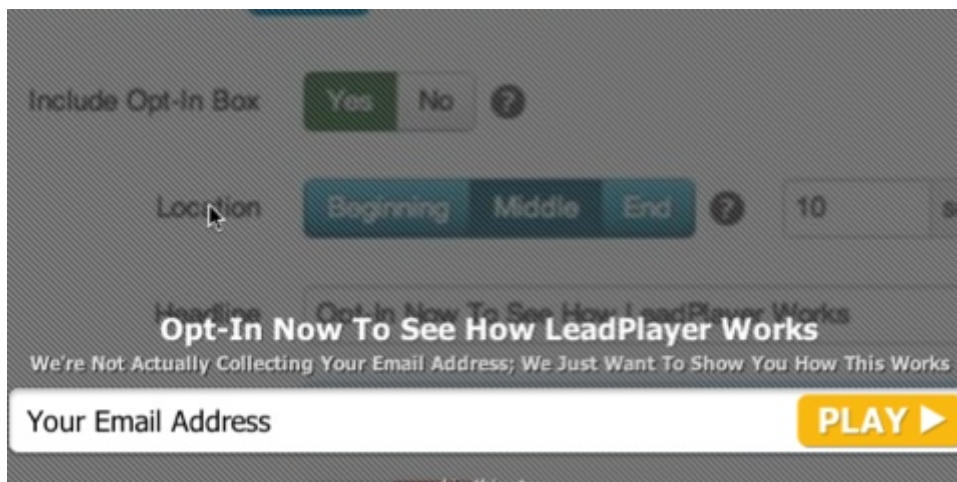
The Subscribe option appears within the video.

Use it to **display a free introduction for your video and then show a subscription form** that must be completed to reveal the remainder of the video, or include a clear call to action that generates clicks to your sales page.

Use Social Crawlytics to Find Out What's Popular on Competitors' Sites

[Social Crawlytics]() crawls through any website and displays a report to show which posts get the most shares, and on which social networks those shares occur.
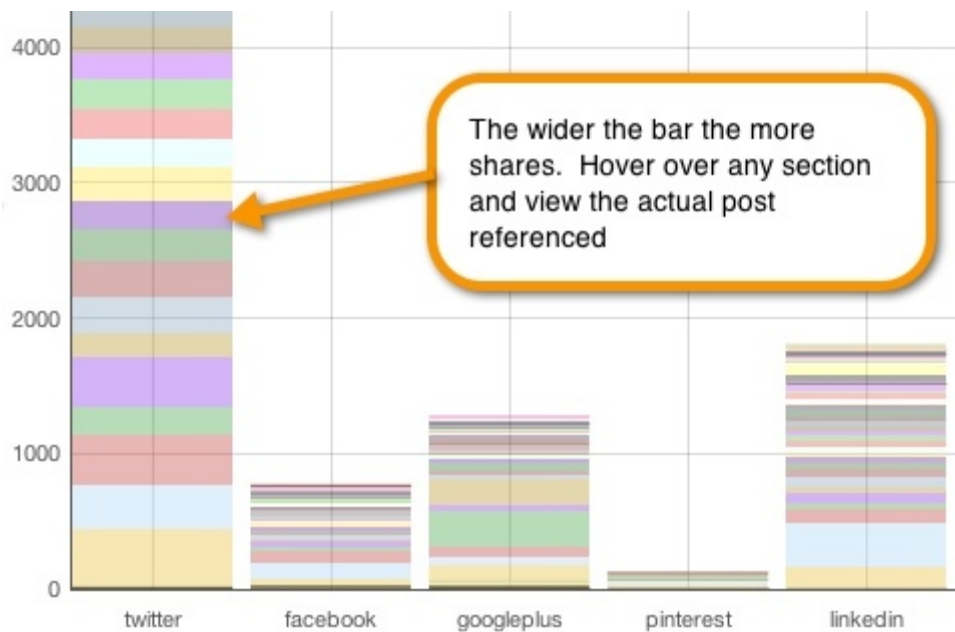
Social Crawlytics is a very useful research tool.

This report shows that content from this site is shared most often on Twitter. Each of the colored areas indicates a blog post and if you hover over any area, you **see the name of the post and the number of shares it's received**.

This is a great research tool to **find the most/least popular content on a competitor's site**. If you find really popular content from a competitor, it's likely that similar content will be popular for you.

Use Topsy to Get Ideas for Content

Topsy is a social media search engine that searches for content based on a keyword and filters the results based on the content that has the most links.

Use the results to **find inspiration for types of content you can create and distribute** on your own site and networks.

You want to see the most popular content based on links for any time (i.e., not just for the last 30 days).