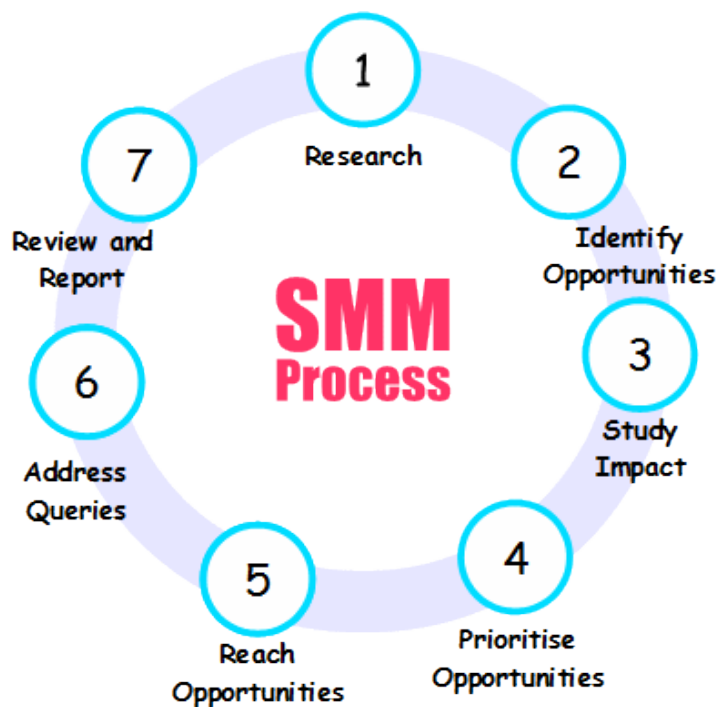


## Social Media Marketing (SMM) Tools

“A complete guide for SMM Tools”



CONTACT US

[info@digitalvidya.com](mailto:info@digitalvidya.com)

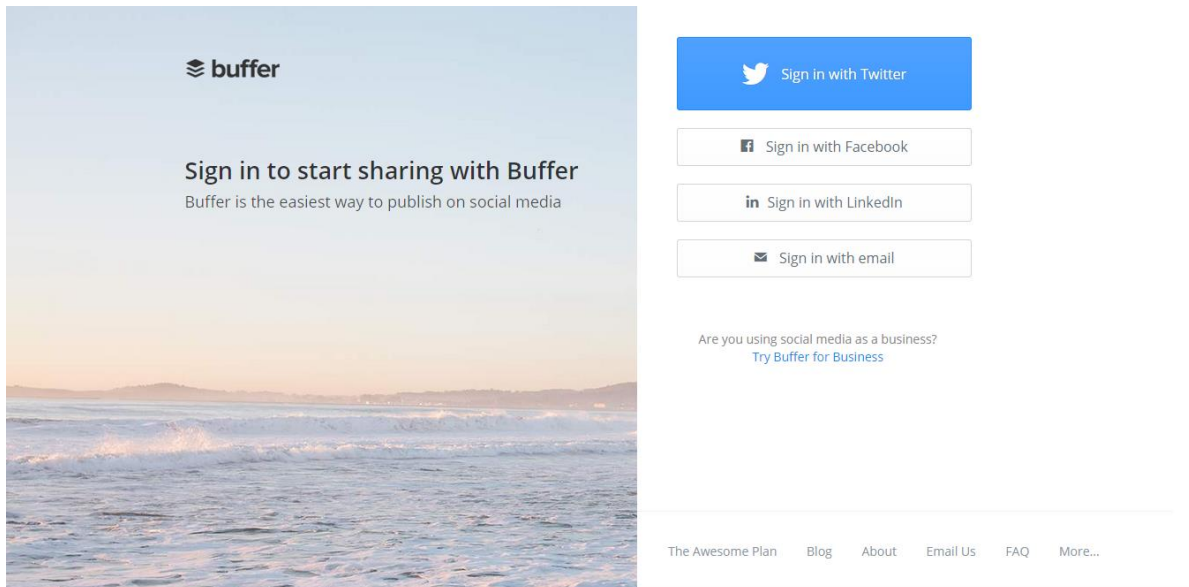
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## 20 Social Media Marketing (SMM) Tools

### #1 Buffer

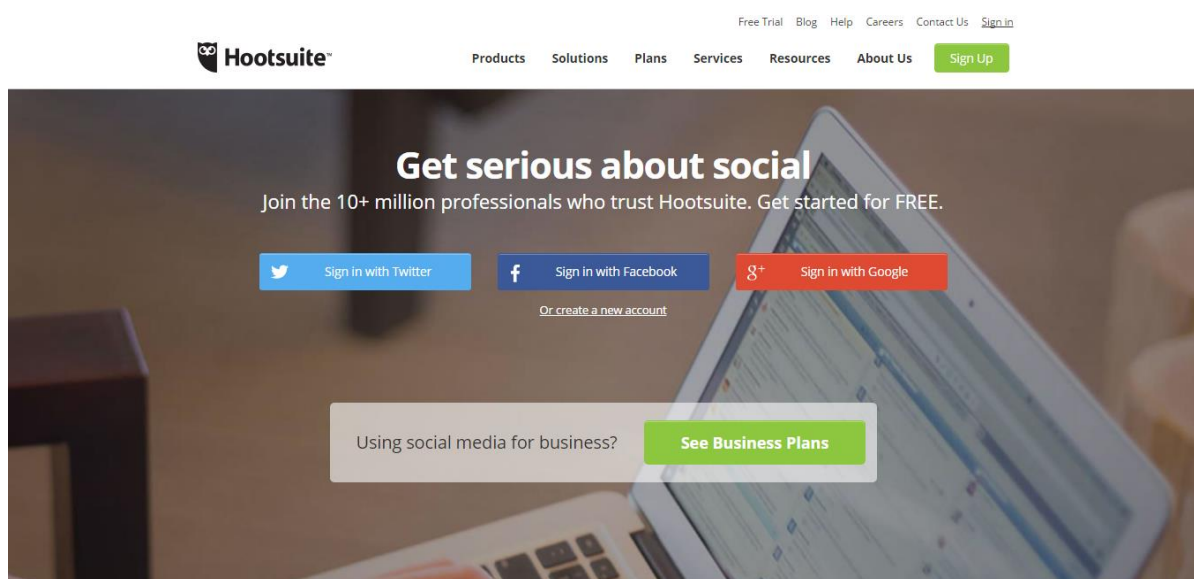


Details at <https://bufferapp.com/>

**What is it?** Buffer is one of the most widely used software application that helps to schedule posts on 3 major social media platforms viz. Facebook, LinkedIn and Twitter.

**What are the common uses?** This tool primarily helps in managing multiple social media accounts at the same time, schedule the content in a short span of time from anywhere on the web.

## #2 Hootsuite

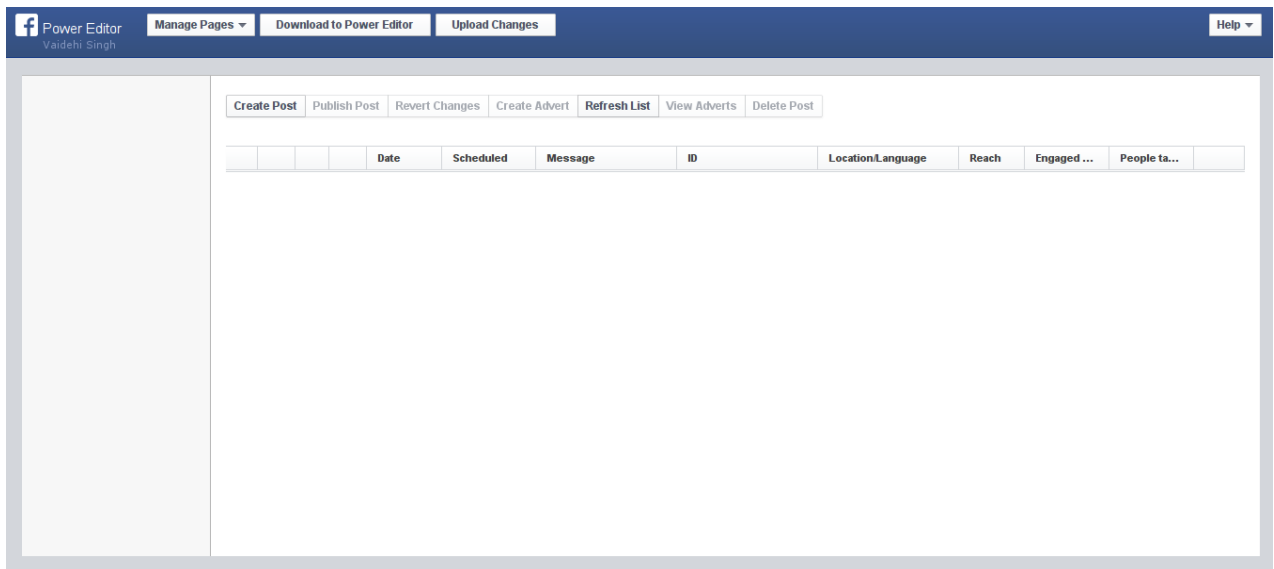


Details at <https://hootsuite.com/>

**What is it?** Started in the year 2008, Hootsuite is a comprehensive social media publishing tool.

**What are the common uses?** Hootsuite basically helps to get free reports by email, send messages from a single platform, streamlining the posts and scheduling of the tweets as well.

### #3 Facebook Power Editor



Details at <https://www.facebook.com/ads/manage/powereditor/>

**What is it?** An inbuilt Facebook tool, Facebook Power Editor is useful for someone who is running more than one Facebook Ads Campaign. It is used to create target audiences and considered to be a great tool to create an image for your campaign.

**What are the common uses?** This tool works like Adword Editor and simplifies Facebook Ad Campaigns.

## #4 Google Analytics

Google Analytics

Features Resources Access Google Analytics

Home Why Google Analytics Mobile App Analytics Grow with Premium

Turning data insights into action

"Conversion for one of our newest products increased 400% after Google Analytics showed us where we could make improvements."

Mariam Naficy, CEO Minted

Learn more

Mobile App Analytics  
Know how your mobile apps are performing, from discovery & download to in-app purchases.

Grow with Premium  
Get results now for your entire organization. Built for large organizations & the insights they need.

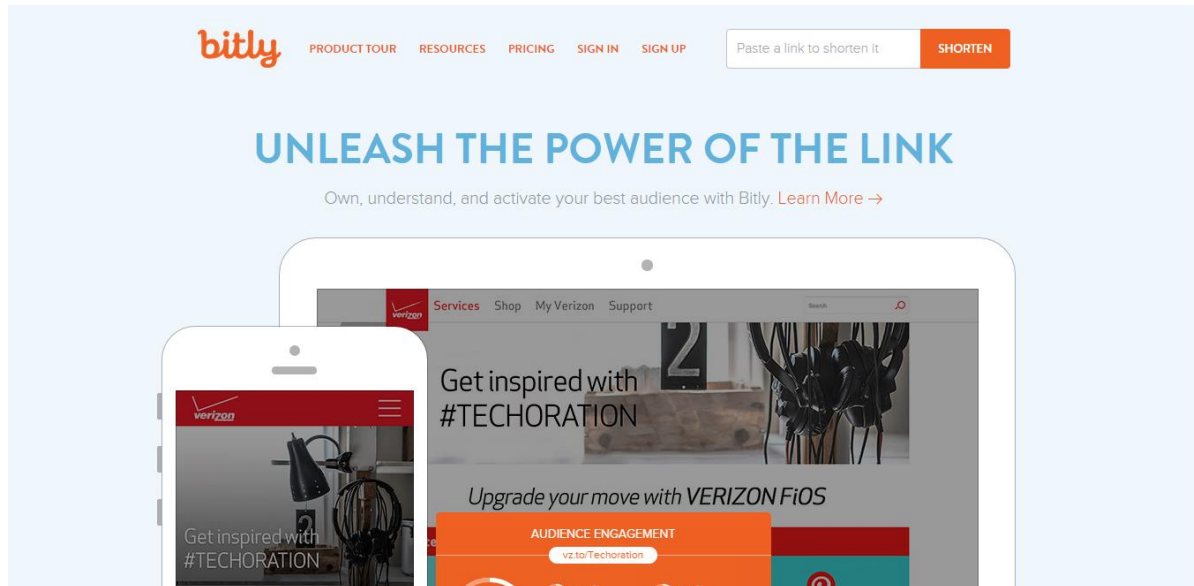
What's new  
3:02 AM  
Why Brands Need to Become Publishers /by +Cooper Pickett #publishing #content "The

Details at <http://www.google.co.in/analytics/>

**What is it?** One of the most widely used website statistics service, Google Analytics, the basic version of which is free however, there the premium if chargeable for a certain amount of fee.

**What are the common uses?** This extensively used tool helps to generate and track detailed statistics of social media traffic on the website.

## #5 Bitly



Details at <https://bitly.com/>

**What is it?** Bitly is a tool that is basically meant for shortening the URLs.

**What are the common uses?** This tool is used mainly to a great extent in the fields such as social networking, email, SMS etc. Moreover, this tool comes to the rescue of the companies that want to accelerate their brand awareness and track the marketing metrics.

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## #6 SocialMention

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socialmention\*

Real-time social media search and analysis:

 in All Search

Trends: [Adrian Peterson](#), [The Voice](#), [Willow Smith](#), [Ben Tate](#), [Keystone Pipeline](#), [Hold Your Haunches](#), [Gotham](#)

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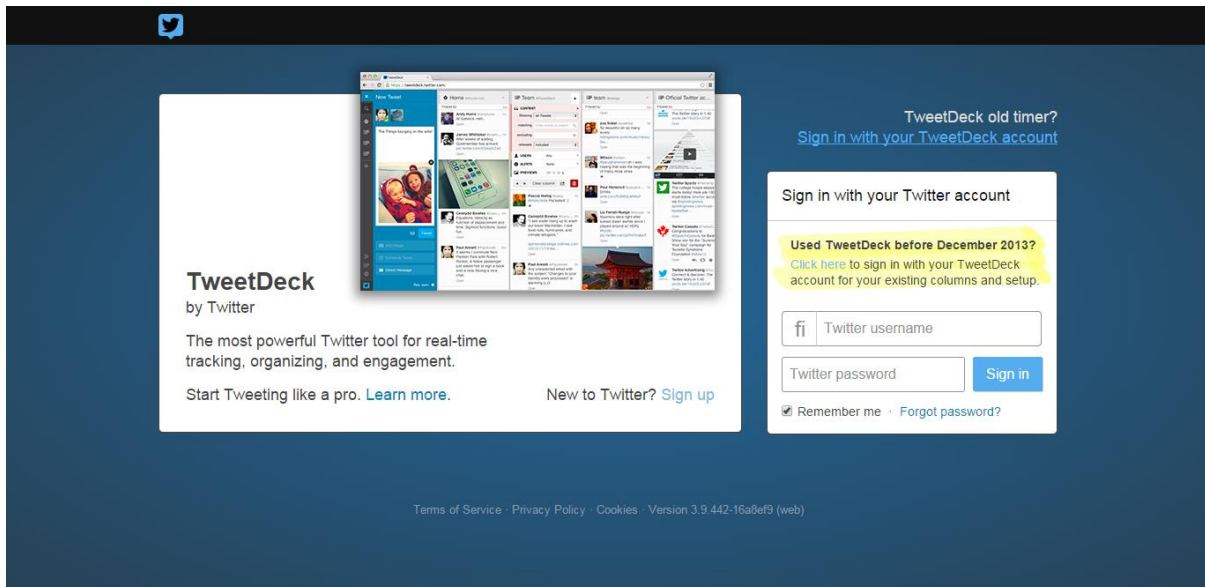


Details at <http://www.socialmention.com/>

**What is it?** One of the popular Social Media Marketing tool, Social Mention enables the user to trace and measure the performance of a company, product etc.

**What are the common uses?** Social Mention is a free tool that analyses the data in detail and bifurcates it into 4 categories viz. Strength, Sentiment, Passion and Reach.

## #7 TweetDeck



Details at <https://tweetdeck.twitter.com/>

**What is it?** This tool is a social media management dashboard used for the complete management of Twitter which is one of the most used social media platform.

**What are the common uses?** TweetDeck is an exhaustively useful tool basically meant for scheduling & tracking the tweets.



## #8 ShortStack



Get Your Free Copy of Our 2014 Holiday eBook [Download Now](#)

Start Free Today!

SHORTSTACK Pricing Features Resources Examples Blog Support Log in

Questions?

SHIRTSTACK

75% OFF ALL ORDERS!

Create Campaigns, Get More Business

Run contests and promotions from Facebook or anywhere. Generate Leads. Increase revenue.

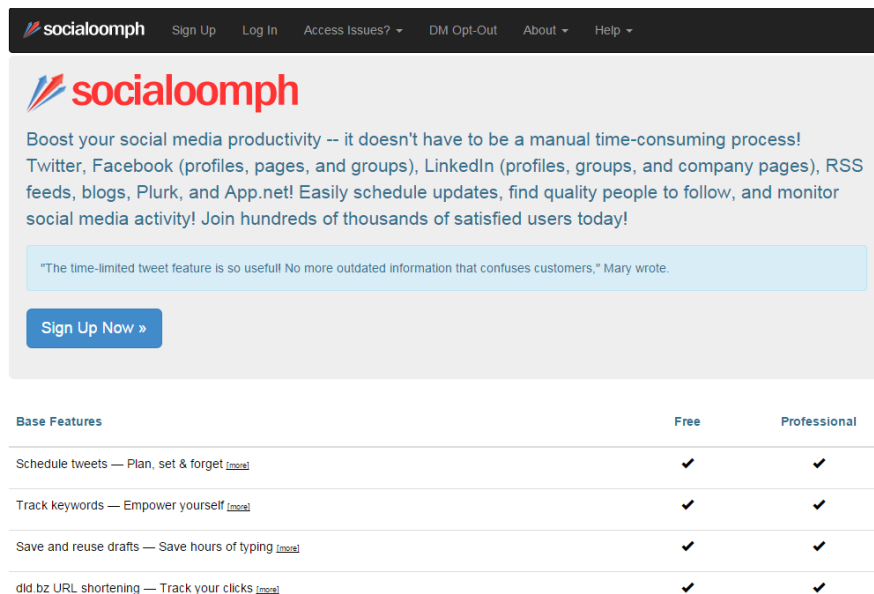
Start Creating Free Campaigns

Details at <http://www.shortstack.com/>

**What is it?** ShortStack is a campaign building tool, specifically used for Facebook.

**What are the common uses?** This tool readily helps to generate leads by running promotional contest, thus helps in increasing revenue.

## #9 SocialOomph



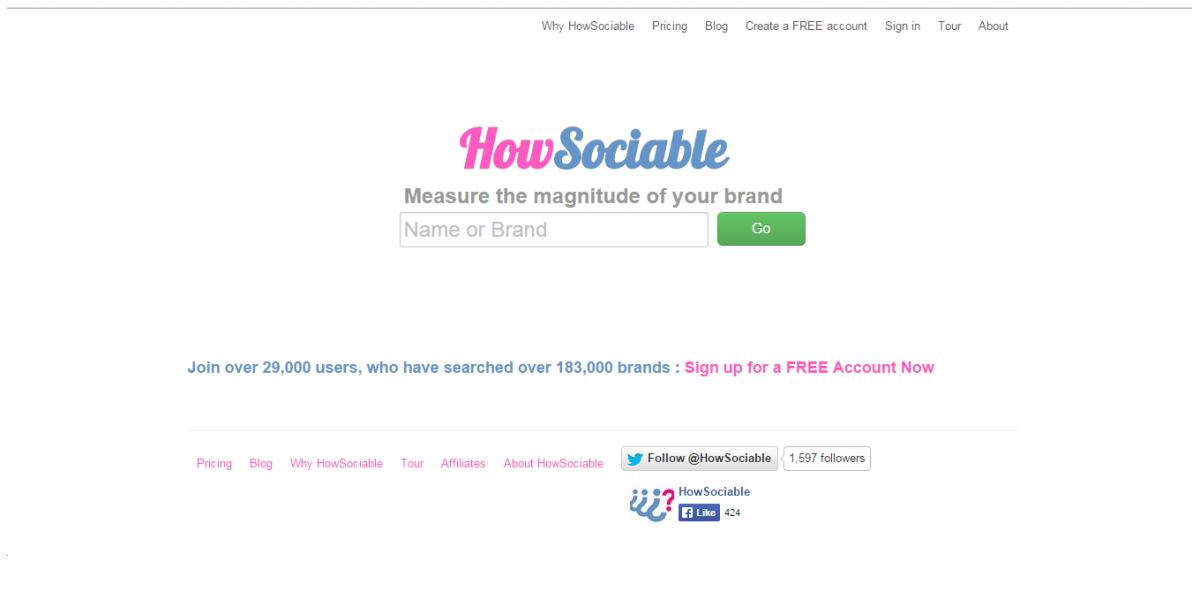
Base Features	Free	Professional
Schedule tweets — Plan, set & forget <a href="#">[more]</a>	✓	✓
Track keywords — Empower yourself <a href="#">[more]</a>	✓	✓
Save and reuse drafts — Save hours of typing <a href="#">[more]</a>	✓	✓
dld.bz URL shortening — Track your clicks <a href="#">[more]</a>	✓	✓

Details at <https://www.socialoomph.com/>

**What is it?** SocialOomph is a social media marketing tool that enables to get Twitter keywords' alerts on mail.

**What are the common uses?** A time-saving tool, SocialOomph helps to accelerate the traffic and increase the money flow.

## #10 HowSociable



Details at <http://www.howsociable.com/>

**What is it?** This is an extremely handy tool that allows the user to assess social media presence of his company as well as that of the competitor.

**What are the common uses?** The striking feature of this tool that sets it apart from the other social media marketing tools is that it displays scores for different social media platforms, thus allowing the user to focus on those social media platforms which need further development.

## #11 ContactUs.com

ContactUs.com

Home Product Tour Form Builder Features Pricing Plans Blog Sign Up Login

# Turn Your Website Traffic into Customers

Online Marketing Tools to Drive Web Engagement, Inbound Leads and Sales.  
Easy customization. No HTML skills needed. 61,001 users and growing.

Take the Tour Start Now For Free

\*Start a 14-Day Free Trial of Premium features, or just go with a forever free plan.\*

Unlock Premium Plan Power Features! Free for 14-Days | Start Free Trial Now

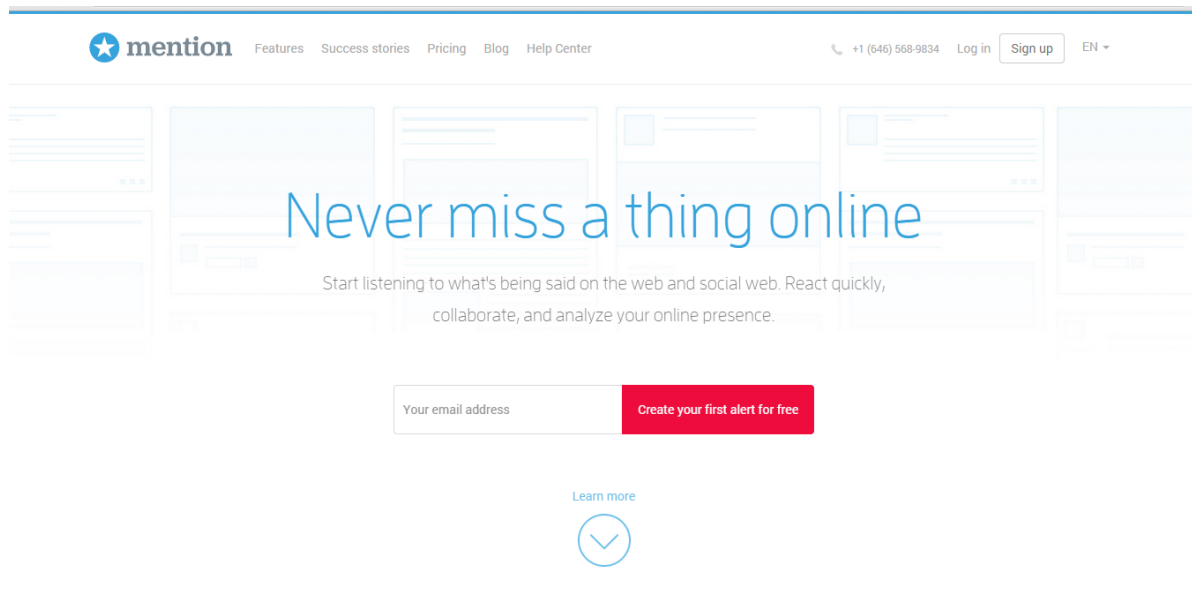
Contact Sales  
ContactUs.com

Details at <http://contactus.com/>

**What is it?** This tool basically an online contact building form that adds contact forms to Facebook pages.

**What are the common uses?** ContactUs.com enables the user to generate leads and perform end-to-end engagement.

## #12 Mention.com

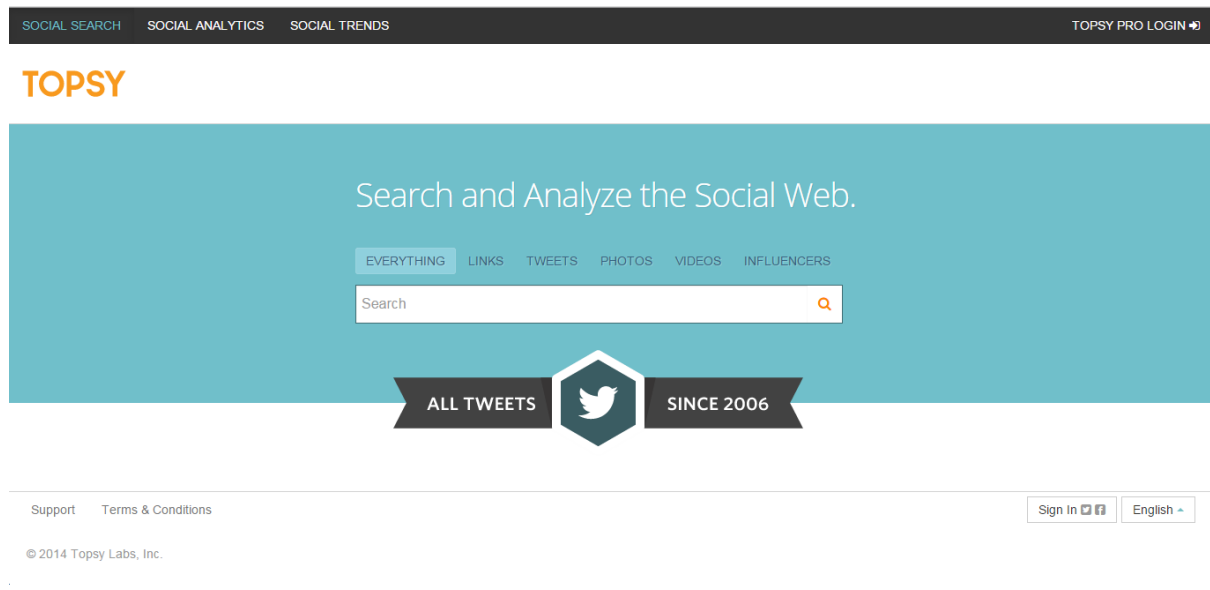


Details at <https://en.mention.com/>

**What is it?** Mention.com is a social media marketing tool that allows to see what is being said about the user's company.

**What are the common uses?** This tools helps to analyse and quickly respond to the online presence.

## #13 Topsy



Details at <http://topsy.com/>

**What is it?** Topsy is a social media analytics tracking tool.

**What are the common uses?** This tool helps the user to search the tweets by time & place and analyse the sentiments of every single tweet.

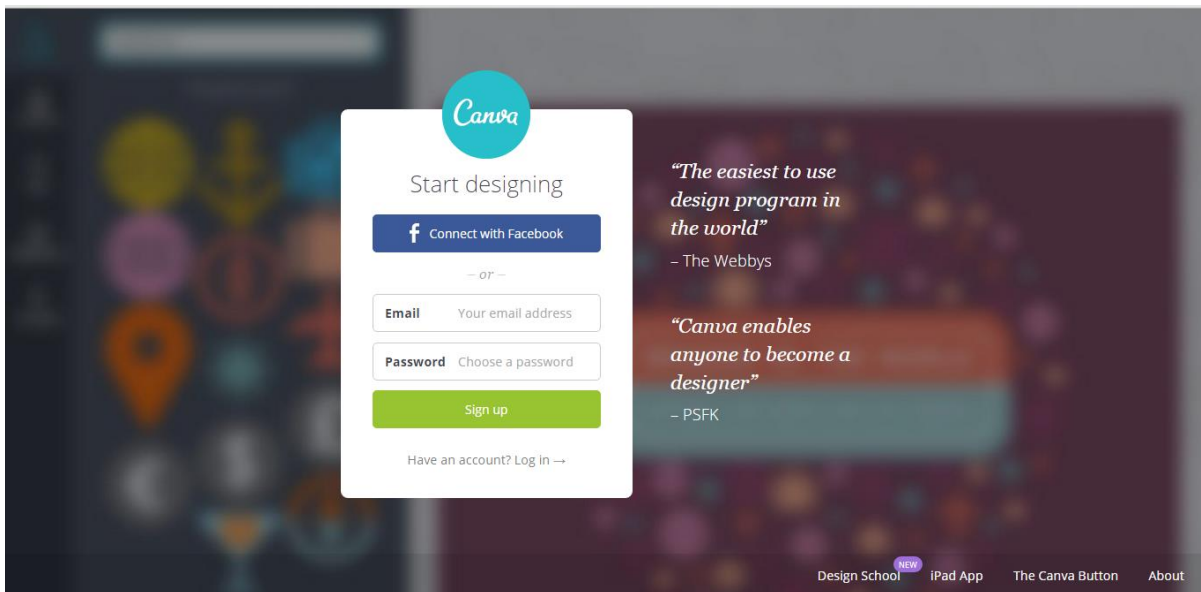
## #14 Just Unfollow



**What is it?** Just Unfollow is an interesting social media marketing tool that enables the user to trace and find Twitter and Instagram followers.

**What are the common uses?** This tool is useful to those users who wish to get and expand their network on Twitter and Instagram by following the right set of people.

## #15 Canva



Details at <https://www.canva.com/>

**What is it?** Canva tool is meant for making simple designs, especially Facebook cover pages.

**What are the common uses?** Primarily, this tool is used to create designs viz. Facebook covers, posters, blog graphics, presentations, flyers etc.



## #16 Tweet Archivist

The screenshot shows the homepage of the Tweet Archivist website. At the top, there is a navigation bar with the text 'TWEET ARCHIVIST' on the left and 'FEATURES', 'PRICING', 'FAQ', and 'LANGUAGE: English' on the right, along with a 'SIGN IN' button. Below the navigation bar, a teal banner reads 'Track #Hashtag Analytics Across' followed by icons for Twitter, Instagram, Vine, and tumblr, and the text 'With Tag Sleuth [TRY NOW!]'.

The main content area features a green line graph icon and the text 'Essential analytics for measuring a Twitter hashtag campaign or search.' Below this is a search bar with the placeholder text 'ENTER A TERM, HASHTAG, OR QUERY:' and a 'TRY IT NOW FREE!' button. A small link 'How to search twitter >' is located below the search bar.

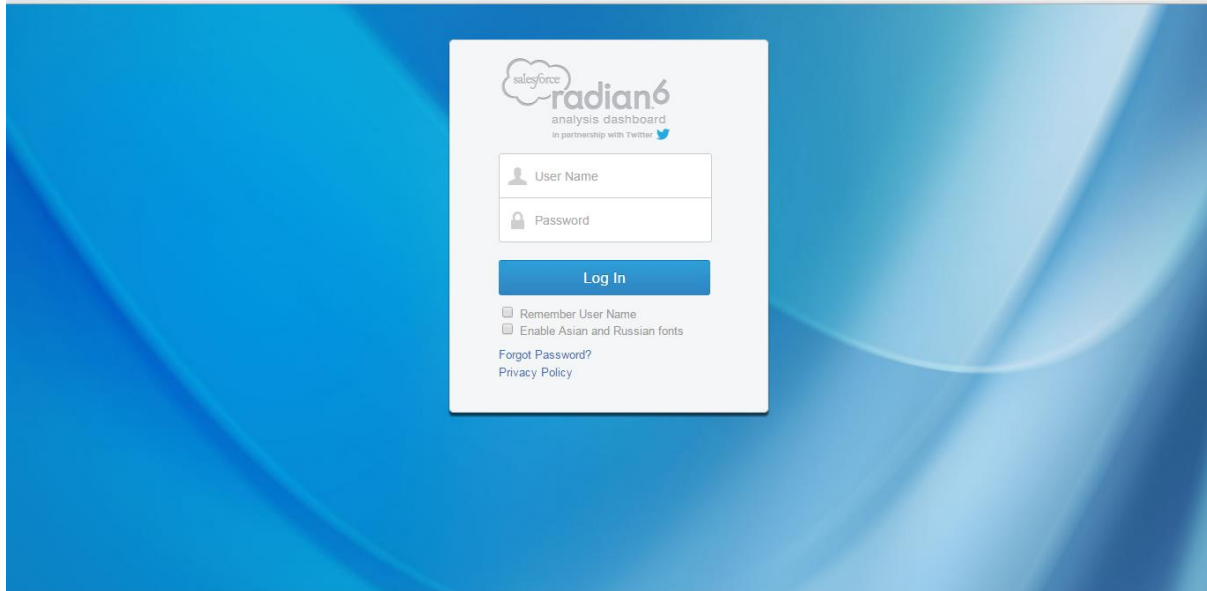
At the bottom, there is a promotional section with a blue box stating '3 ARCHIVES FOR \$14.99 A MONTH' and an orange 'SUBSCRIBE NOW' button. To the right, it says 'Start tracking with Tweet Archivist.' and 'ACTIVATE A TRIAL SUBSCRIPTION FOR THREE DAYS. NO CREDIT CARD REQUIRED.'

Details at <http://www.tweetarchivist.com/>

**What is it?** This amazing tool helps to save the tweets before they disappear.

**What are the common uses?** Once the user activates Tweet Archivist, it is assured that the tweets do not get missed.

## #17 Radian6

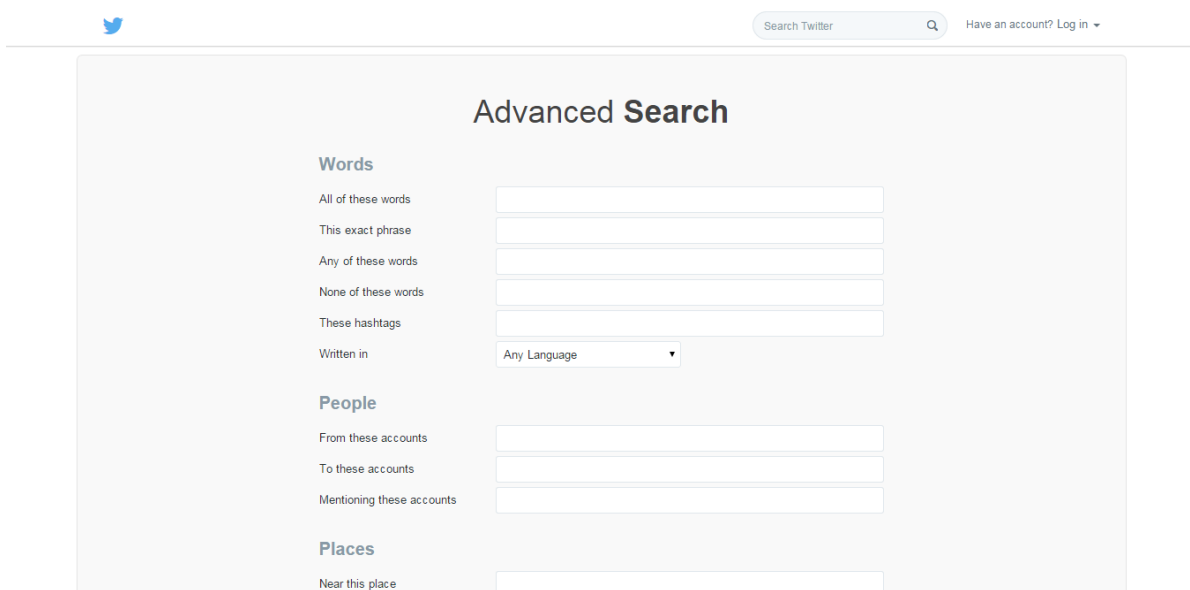


Details at <https://login.radian6.com/>

**What is it?** This platform helps the user to keep a check on the conversations all across the social web world.

**What are the common uses?** Radian6 is one such platform that allows the user to fetch the results from over 150 million sites and other sources viz. Blogs, forums, photos and video sharing sites etc.

## #18 Advanced Twitter Search



The image shows a screenshot of the Twitter Advanced Search interface. At the top, there is a search bar with the text "Search Twitter" and a magnifying glass icon, followed by a link "Have an account? Log in". Below this is the "Advanced Search" section, which is divided into three main categories: "Words", "People", and "Places".

- Words:** This section includes five input fields for text-based filters:
  - All of these words
  - This exact phrase
  - Any of these words
  - None of these words
  - These hashtags
- Written in:** A dropdown menu currently set to "Any Language".
- People:** This section includes three input fields for account-based filters:
  - From these accounts
  - To these accounts
  - Mentioning these accounts
- Places:** This section includes one input field for location-based filters:
  - Near this place

Details at <https://twitter.com/search-advanced>

**What is it?** Advanced Twitter Search is an inbuilt Twitter tool.

**What are the common uses?** This is an extremely helpful tool that helps to find latest news and events happening around the world, at a faster pace.

## #19 Pagemodo



Grow Your Business with Powerful Social Media Marketing Tools - For Free.

Start Now! Connect with Facebook

As Seen On: Inc. TC Mashable smallbiz technology

Details at <http://www.pagemodo.com/>

**What is it?** Pagemodo is one such social media marketing tool that is meant for designing and promoting Facebook apps.

**What are the common uses?** This tool simplifies the process of social media marketing by helping the user to design ads in such a way that fetches & engages more customers across the social channels.

## #20 Followerwonk



**followerwonk**  
A Moz app

SIGN IN WITH   
Link your Moz account

Search bios Compare users Analyze Track followers Sort followers

### Twitter Analytics: Find, Analyze, and Optimize for Social Growth



Followerwonk helps you explore and grow your social graph.

- Dig deeper into Twitter analytics: Who are your followers? Where are they located? When do they tweet?
- Find and connect with new influencers in your niche.
- Use super-actionable visualizations to compare your social graph to others.
- Easily share your reports with the world.

SIGN IN WITH   
TWITTER

Details at <https://followerwonk.com/>

**What is it?** Followerwonk is a social media marketing tool that enables to find influencers on Twitter.

**What are the common uses?** An extremely useful source, Followerwonk is used by thousands of people and companies for social analytics viz. Twitter analytics, social graph tracking, segmenting followers etc.

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