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Social Media Marketing (SMM) Tools

"A complete guide for SMM Tools"
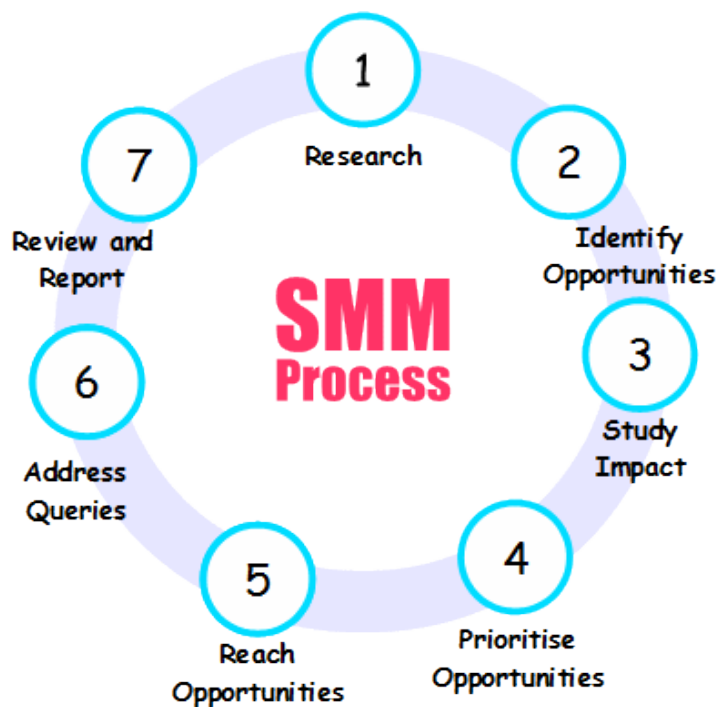
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20 Social Media Marketing (SMM) Tools

#1 Buffer

Details at https://bufferapp.com/
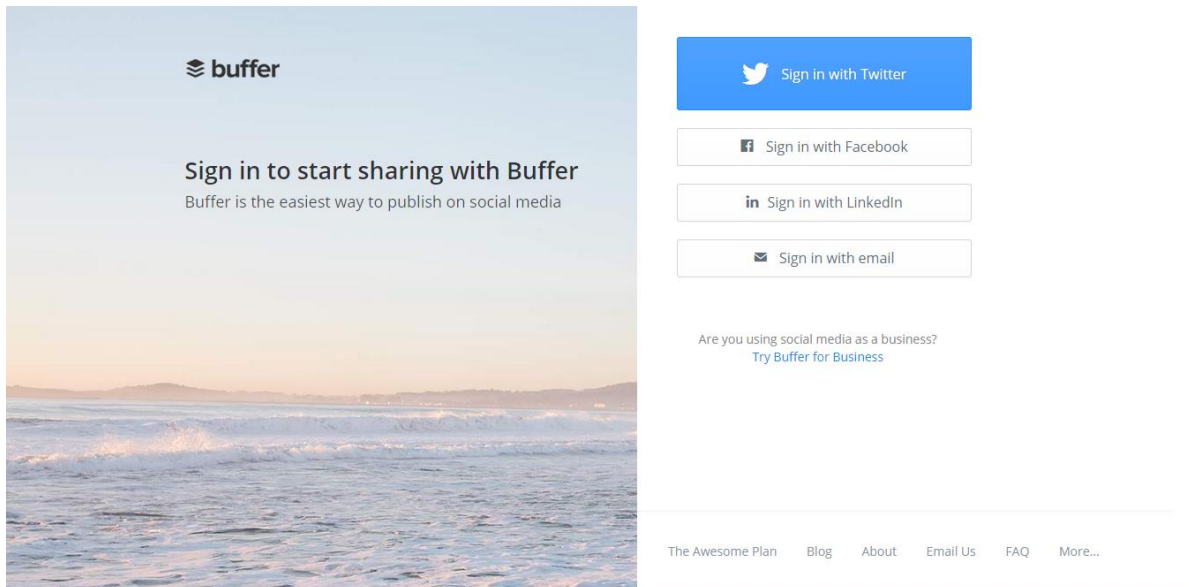
What is it? Buffer is one of the most widely used software application that helps to schedule posts on 3 major social media platforms viz. Facebook, LinkedIn and Twitter.

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.

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#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.

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#3 Facebook Power Editor
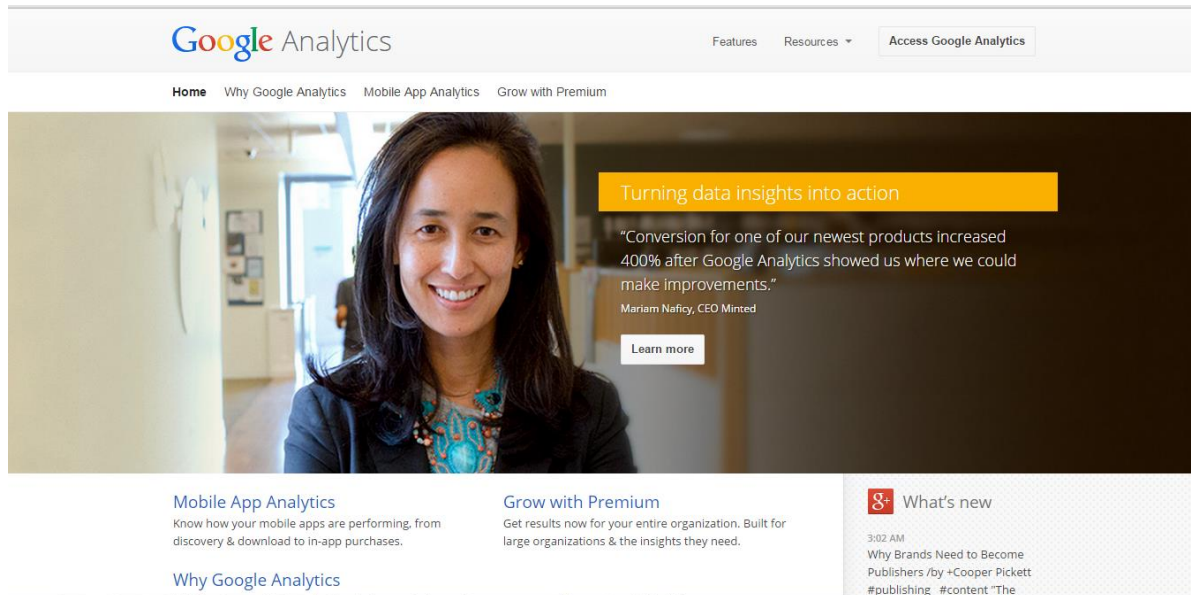

Details at https://www.facebook.com/ads/manage/powereditor/
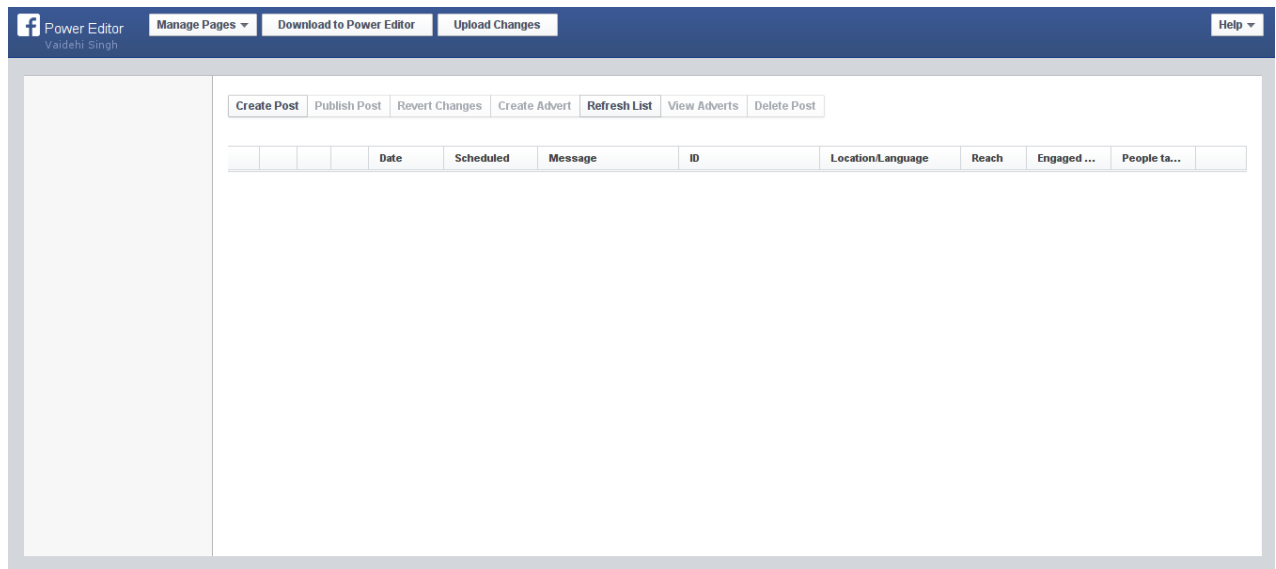
What is it? An inbuilt Facebook tool, Facebook Power Editor is useful for someone who is running more than one Facebook Ads Campaign. It is used to create target audiences and considered to be a great tool to create an image for your campaign.

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

#4 Google Analytics

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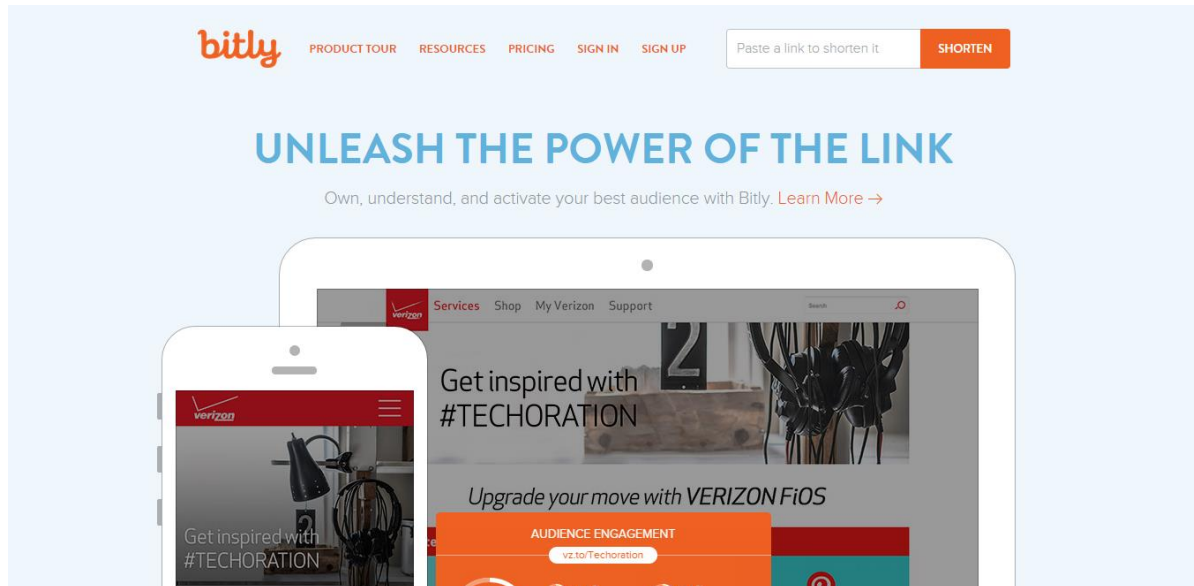
What is it? Bitly is a tool that is basically meant for shortening the URLs.

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.

#6 SocialMention

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.

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#7 TweetDeck

Details at https://tweetdeck.twitter.com/
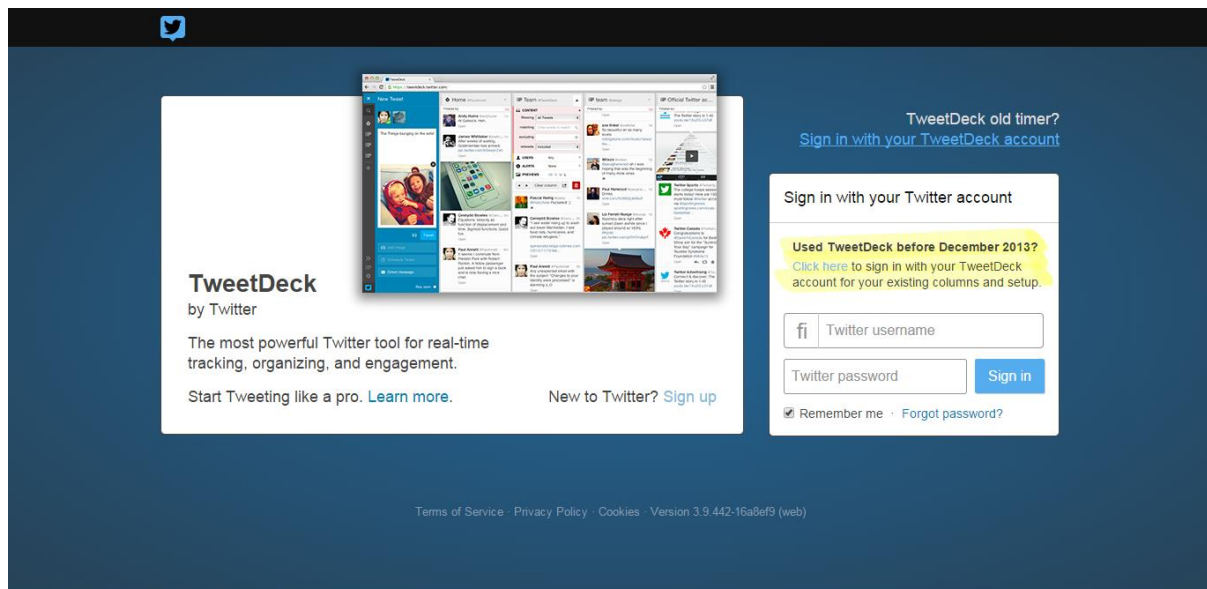
What is it? This tool is a social media management dashboard used for the complete management of Twitter which is one of the most used social media platform.

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

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#8 ShortStack

Details at http://www.shortstack.com/
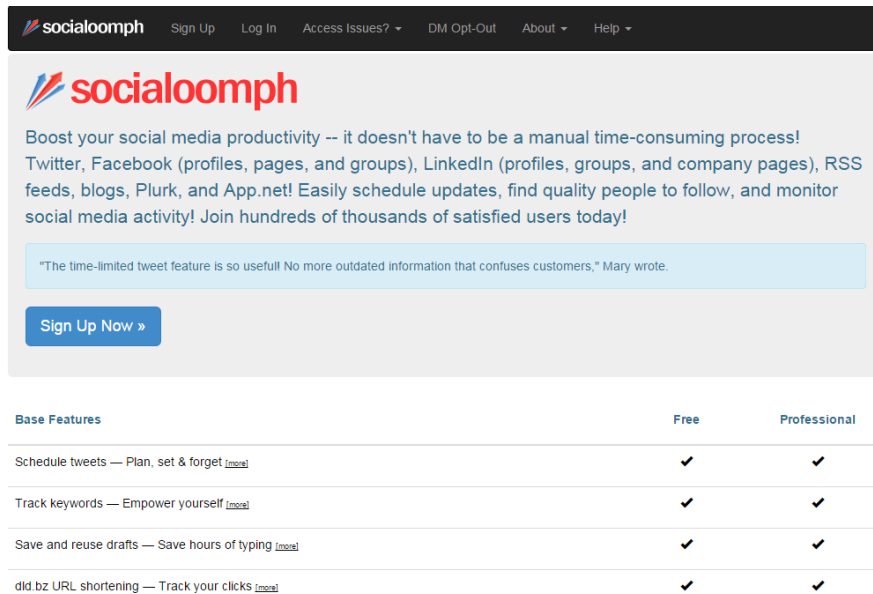
What is it? ShortStack is a campaign building tool, specifically used for Facebook.

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

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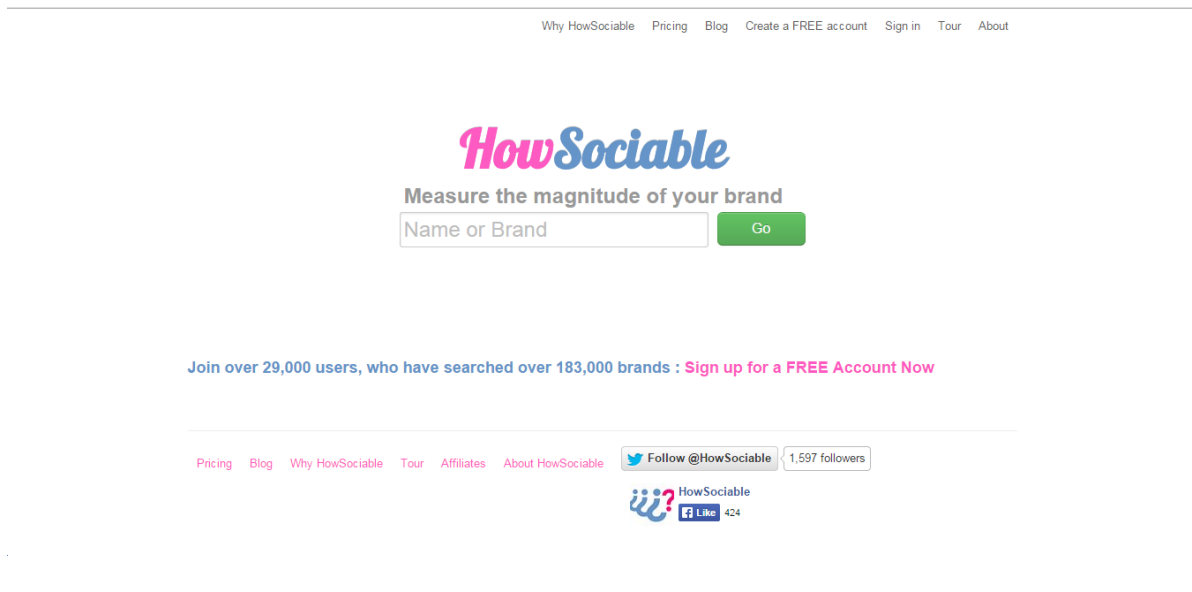
#9 SocialOomph

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.

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#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

Details at http://contactus.com/
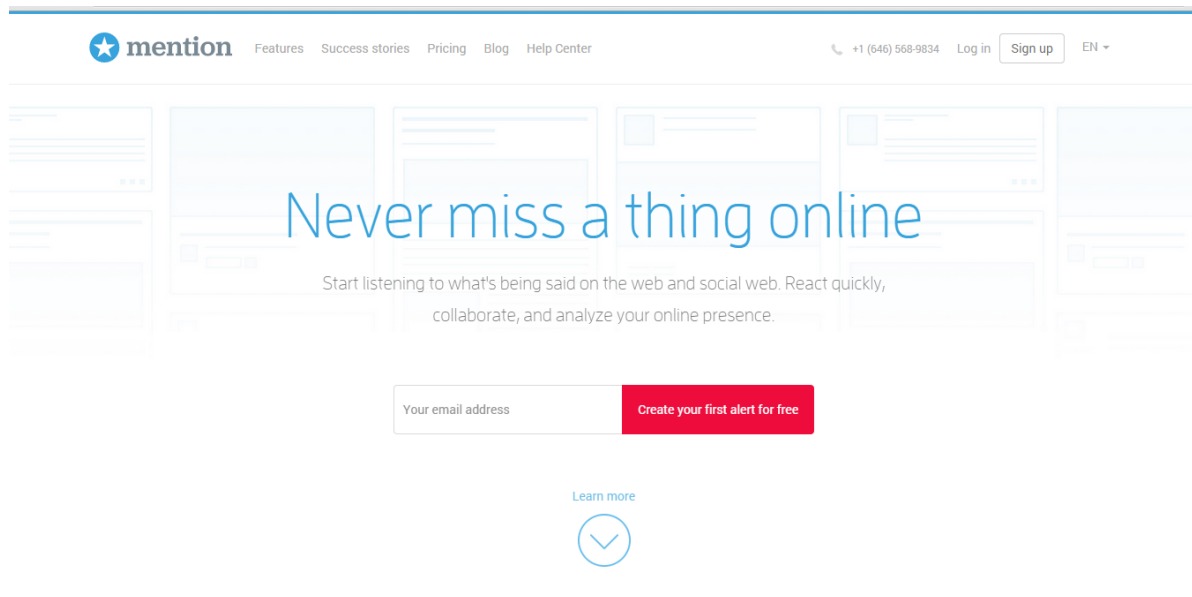
What is it? This tool basically an online contact building form that adds contact forms to Facebook pages.

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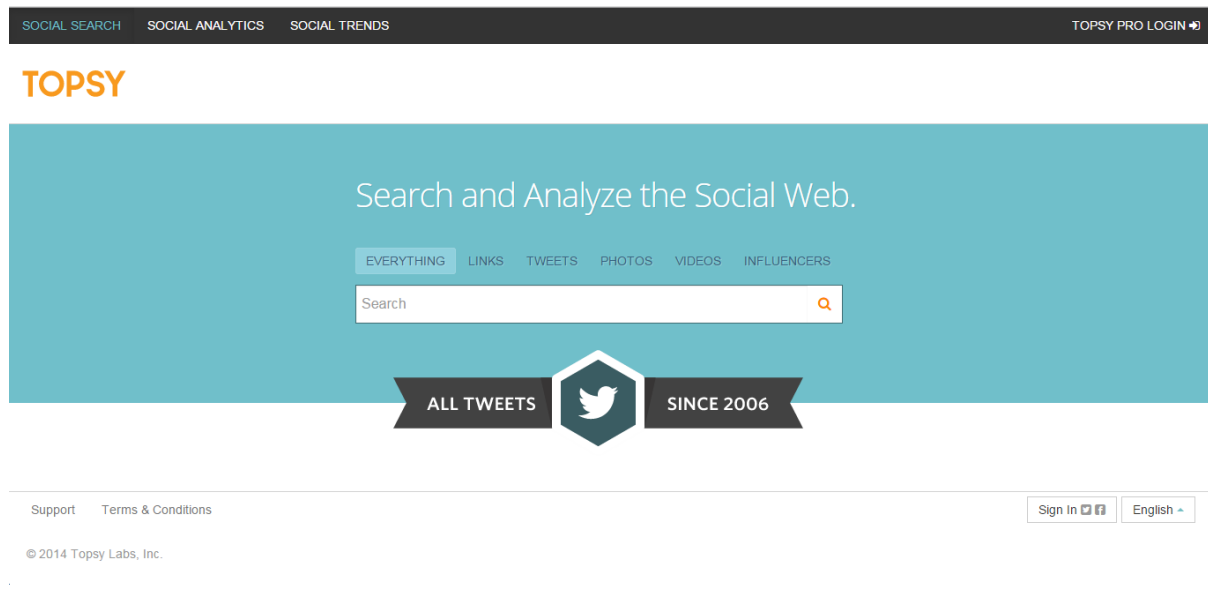
#12 Mention.com

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

Details at https://www.justunfollow.com/

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

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.
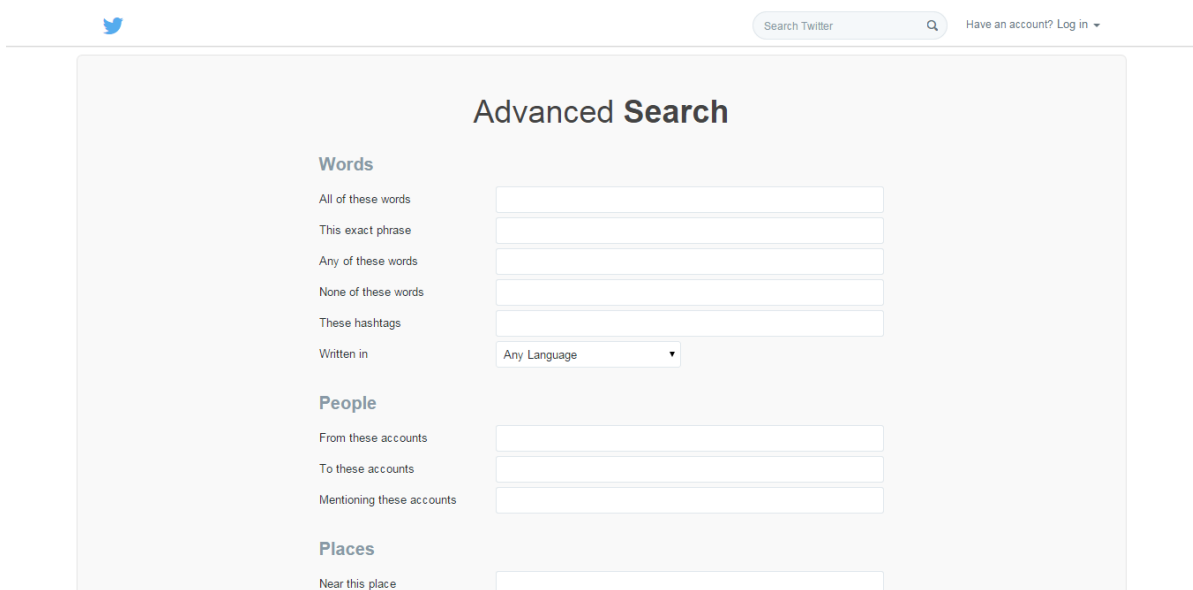
#17 Radian6

Details at https://login.radian6.com/
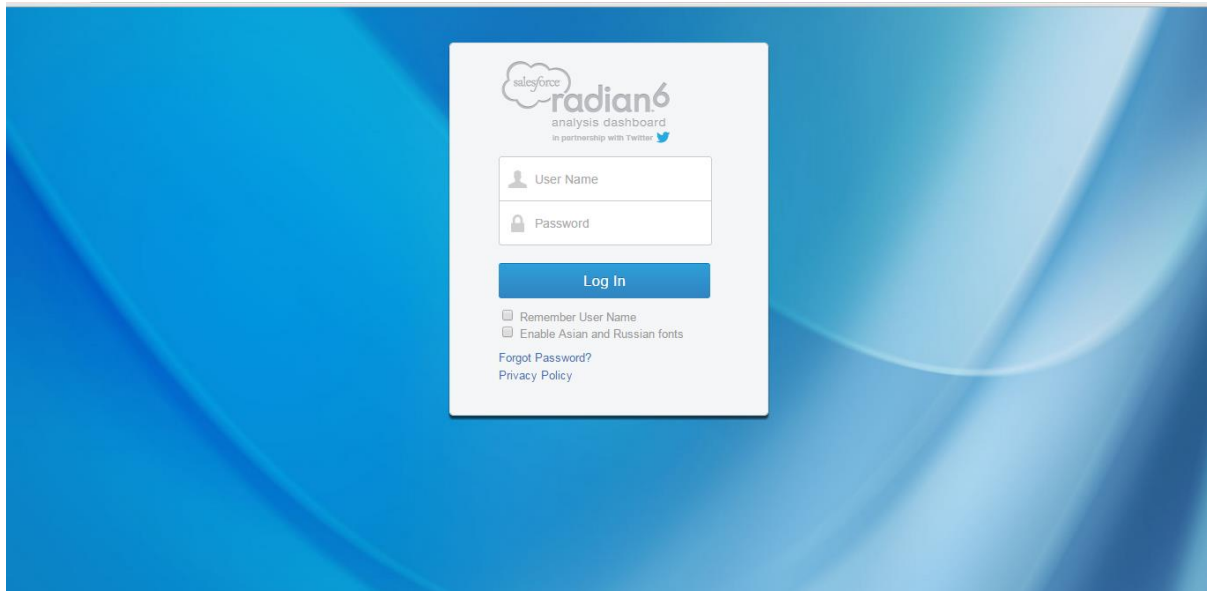
What is it? This platform helps the user to keep a check on the conversations all across the social web world.

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

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

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

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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