

— SOCIAL MARKETING — ADVANTAGE



RESOURCE CHEAT SHEET

So, you've read all the reports and now you know precisely what it takes to build a successful social media campaign.

What's left is to actually start putting that into practice. Fortunately, there are a number of resources, tools and more that you can use to give you an edge. Some of these are tools that will help make running your social campaigns easier, other are resources that will provide you with yet more useful information and advice that you can act on.

So, read on and let's take a look at some of the most powerful and effective social tools and resources for you to grow your brand.

Useful Resources

Moz Blog

www.moz.com

One of the most useful resources out there for sure is Moz blog. Moz is a massive resource for all manner of internet marketers and covers a range of topics from basic SEO, to content marketing, to social media and more. There is a whole wealth of useful information here, but a very useful reference that will build on what you've learned so far is their guide to Facebook ads: <https://moz.com/ugc/a-comprehensive-guide-to-facebook-ads-a-30-minute-crash-course-in-facebook-advertising-17132>.

Ad Espresso

www.adesspresso.com

If it is information on social media advertising that you're looking for, then Ad Espresso is actually a very useful tool. This is a great place to read up on tips for Facebook ads, as well as social media marketing in general.

Facebook Blog

www.media.fb.com/blog/

Simply keeping up-to-date with all the latest and most relevant information regarding the social media accounts you're posting too is also important. And of course there are few better places to do this than on the official blogs.

Smart Passive Income Blog

www.smartpassiveincome.com

There are a whole lot of different blogs about marketing and making money online. Smart Passive Income is one of the best for numerous reasons. For one, it is very well written and contains a lot of useful information. What's more though, is that the guy who runs it (Pat Flynn) is immensely likeable and makes the whole thing much more enjoyable to read.

Kissmetrics

www.blog.kissmetrics.com

This is another great site for getting your social media marketing news. Kissmetrics takes a particularly stats-oriented look at everything and can provide you with some really useful and actionable advice.

Facebook Business Blog

www.facebook.com/business/news

Ultimately, you are using Facebook for business purposes here and thus the main kind of news and blog posts you want to read about are those that relate to this subject. This is the blog for you in that case then.

Official LinkedIn Blog

www.blog.linkedin.com

A social media blog that has a particularly marketing and business-oriented slant is LinkedIn. Find it here.

Twitter Blog

www.blog.twitter.com

And because it's only fair, this is where you'll find the blog for Twitter news and where you will first learn about new changes to the platform etc.

Powerful Tools

Pixlr

Pixlr is an app for Android and iOS that allows you to edit your photos right from your phone. One of the most powerful features of this impressive tool is the ability to create collages out of multiple images. If you're struggling to pick just one for your Instagram account, then this can solve that problem!

Lightroom

Another photo editing tool for Android and iOS that can help make your Instagram and Facebook images look even better before you commit them to the web. What's really great about this one is the amount of control it gives you. Lightroom allows you to adjust color curves to really make colors pop or to give a more filmic quality. Definitely a must for anyone that relies on images in their marketing.

IFTTT

www.ifttt.com

IFTTT is one of the most powerful tools in the world when it comes to your marketing and is something that everyone should at least look into. Essentially, IFTTT stands for 'If This, Then That' and it is a tool that allows you to set up 'relationships' between different social media accounts and even apps.

On the most fundamental level, this means that if you post to Facebook, then you can make it post to Twitter too. But more complex interactions will let you do things like posting to Twitter only if there is a certain

hashtag. Or how about storing all of your social media posts in a big spreadsheet? The options are literally endless and its usefulness is too.

Buffer

www.buffer.com

Buffer is an app that allows you to schedule posts. This means you can write as many posts as you want in one sitting and then allow them to be published over time.

Hootsuite

www.hootsuite.com

Similar to Buffer, Hootsuite allows you to schedule posts. What makes Hootsuite even more useful is that it provides you with a whole control panel of useful data and analytics and it also gives you the ability to post to multiple accounts.

This is actually a very useful platform for outsourcing your social media too. That's because it will give someone all the tools they need to run your social campaigns but without giving them unrestricted access to your entire accounts.

Shareaholic

www.shareaholic.com

This is a tool that allows you to add social sharing buttons to your site. In short, users on your WordPress page will be able to click to share your content directly to Facebook or Twitter. This greatly increases their chances of doing so and thereby helps your content to spread even more quickly.

Grammarly

www.grammarly.com

If you are someone who struggles with their grammar, then you may be a little concerned about posting your tweets and other posts. Grammarly can help by polishing up your grammar while also fixing spelling errors and more.

Fiverr

www.fiverr.com

Fiverr is a site where you can find a large range of different services and hire them for a fiver! This is particularly useful in our case for looking for logo designers and other professionals to help us launch and run our social media accounts.

99Designs

www.99designs.com

Finally, one more useful site for outsourcing work is 99Designs. This is significantly more expensive but can result in some fantastic quality work.