

# TOP 10 SOCIAL MEDIA RESOURCES



*Inside you'll find:*

- ✓ Top tools
- ✓ Top forums and blogs
- ✓ Top tips and how to's

Congratulations and thanks for getting your copy of our resource report. Inside, we share our top tools and sites so you can get results faster.

Keep in mind, you could have all the greatest tools and resources in the world, but if you don't take action on it, you won't see results. Be sure to most of the resources provided here.

Social media is increasingly a huge part of a large number of businesses. Not only do social media channels provide an excellent platform for promoting your business and reaching new potential customers but it can also help you to better communicate with your existing contacts, to crowdsource ideas, to get feedback and more.

With that said, here are our top tools and resources we recommend.

# 1. Buffer

<https://bufferapp.com>



Buffer is a very popular tool that lets you create a queue of social media content. Write 20 Tweets, set a schedule for them to be posted and then watch as they are automatically uploaded over a given time period. It's not just for Twitter though: it also supports Facebook, Google+ and LinkedIn so that you can post across your social accounts simultaneously.

This way you can save a lot of time and make sure that your account never goes quiet. What's more though, it's also handy if you are outsourcing your social media as it means you won't need to give all your passwords out to your service providers. It's free to use but more features are available for those willing to pay.

## 2. Canva

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



A simple new way to design



Flyers



Presentations



Facebook covers



Blog graphics



Business cards



Posters



Invitations

Canva is a tool you can use to create beautiful, sharable graphics. It makes the process very quick and easy with a drag-and-drop interface and it also gives you access to a range of stock images. You can use it to create infographics but also banners and other images. You can try it for free but you'll need to pay for more advanced features.

# 3. Buzz Sumo

<http://buzzsumo.com/>

The screenshot shows the Buzzsumo Pro interface. At the top, there's a navigation bar with 'Top Content', 'Influencers', 'Content Alerts', 'Reports', 'API', 'Help', 'Email Us', 'Blog', and 'Account'. Below this is a search bar containing 'content marketing' with a search button and an 'Export' button. A filter sidebar on the left allows filtering by type (Article, Infographics, Guest Posts, Giveaways, Interviews, Videos) and by date (24 Hours, Past Week, Past Month, Past 6 Months, Past Year). The main content area displays search results for 'content marketing', sorted by 'Total Shares'. Three results are visible:

Article Title	Source	Author	Facebook Shares	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Total Shares
10 Words to Cut From Your Writing	entrepreneur.com	Shanna Mallon	29,750	3,058	7,039	542	729	41,118
The Ideal Length for All Online Content	blog.bufferapp.com	Kevan Lee	63	3,334	12,269	0	4,597	20,263
Writing Tips: How to Come Up With 50 Topic Ideas in 30 Minutes	entrepreneur.com	Neil Patel	11,525	1,142	2,025	146	522	15,360

Buzz Sumo lets you quickly find the most popular content for a given topic or website. This is very useful if you're looking for hot topics to tweet about or to respond to, or for places to comment for that matter!

# 4. iWriter




<http://iwriter.com>

## How Does iWriter Work?

iWriter Works In Just 5 Easy Steps.



Today On iWriter

 <b>121,440</b> jobs posted (last 30 days)	 <b>574,333</b> writers	 <b>4,639,622</b> articles written (to date)
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iWriter is an excellent service if you would like any content done. You can outsource articles, blog posts, reviews, ebooks and more.

## 5. Bitly

<https://bitly.com/>

The screenshot displays the Bitly website's homepage. At the top left is the Bitly logo. To its right are navigation links: PRODUCT TOUR, RESOURCES, PARTNERS, SIGN IN, and SIGN UP. On the top right, there is a text input field labeled "Paste a link to shorten it" and a "SHORTEN" button. The main heading reads "UNLEASH THE POWER OF THE LINK" in large blue letters. Below this is a sub-headline: "Own, understand, and activate your best audience with Bitly. [Learn More](#) →". The central visual is a composite image showing a smartphone and a tablet displaying a Verizon website. The Verizon page content includes "Services Shop My Verizon Support", "Get inspired with #TECHORATION", and "Upgrade your move with VERIZON FiOS". Overlaid on the bottom of the tablet is an orange analytics dashboard titled "AUDIENCE ENGAGEMENT" for the link "vz.to/Techoration". The dashboard shows a total of 7,329 users and a breakdown of clicks by platform: Facebook (44%, 3,224 Clicks), Twitter (31%, 2,272 Clicks), Google+ (13%, 832 Clicks), and Tumblr (12%, 711 Clicks).

One of the original and most popular URL shorteners. Handy for sharing links when you don't have much space, or for masking your URL if you should need to for whatever reason.

Bitly also enables you to track clicks and give you stats.

## 6. IFTTT

<https://ifttt.com/>



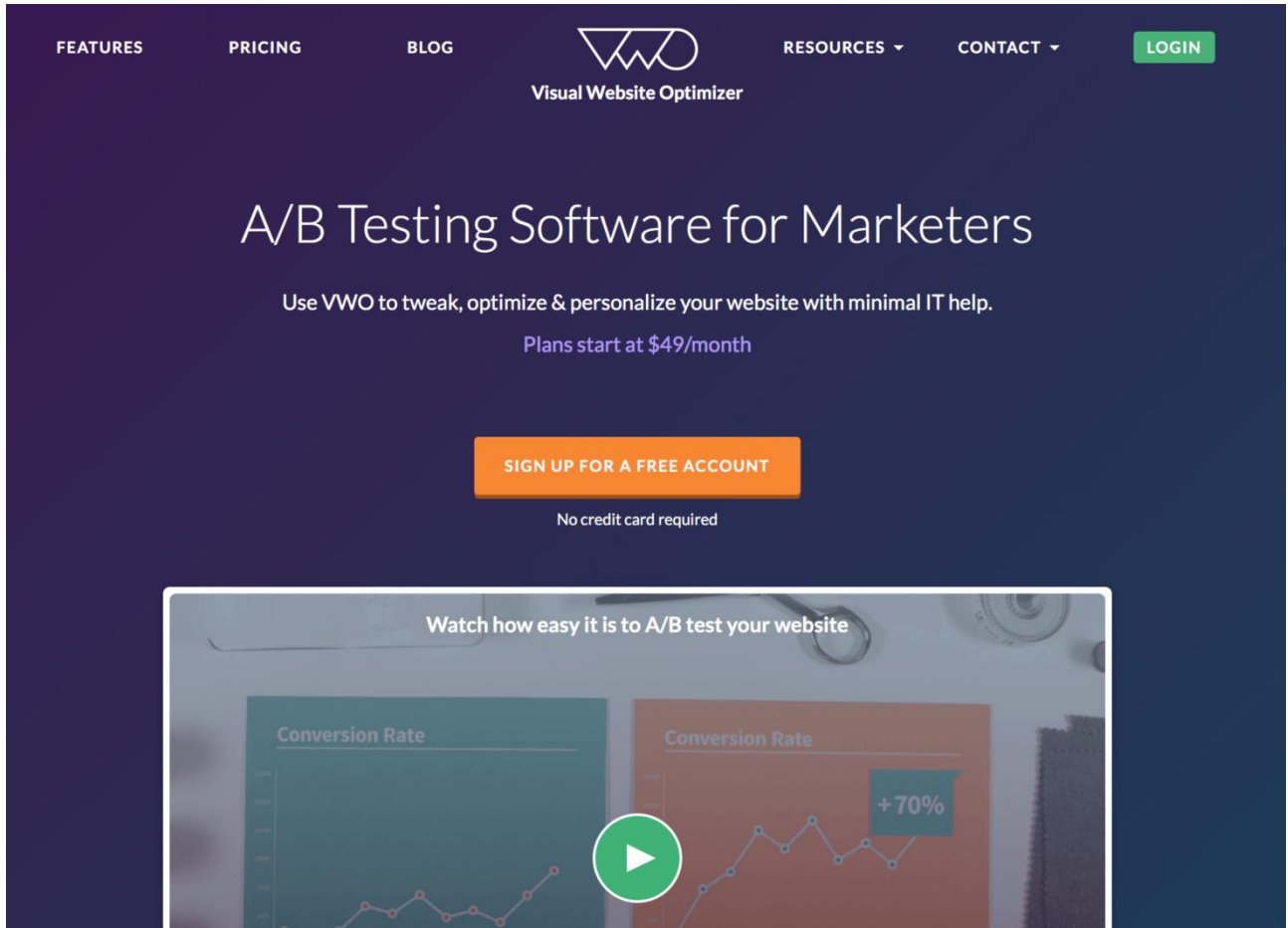
IFTT stands for 'If This, Then That' and is an incredibly powerful tool for linking different social media accounts and other web apps together. What this means is that an event occurring on one platform can 'trigger' an event in another (all defined through what are known as 'recipes').

An excellent example of this would be to set up a recipe that automatically Tweets all your Facebook posts. More ambitious though would be something like a system that would add your Tweets to a Google Drive spreadsheet or that would add messages you need to respond to to a 'Todoist' list. The possibilities are endless.



# 7. Visual Website Optimizer

<https://vwo.com>

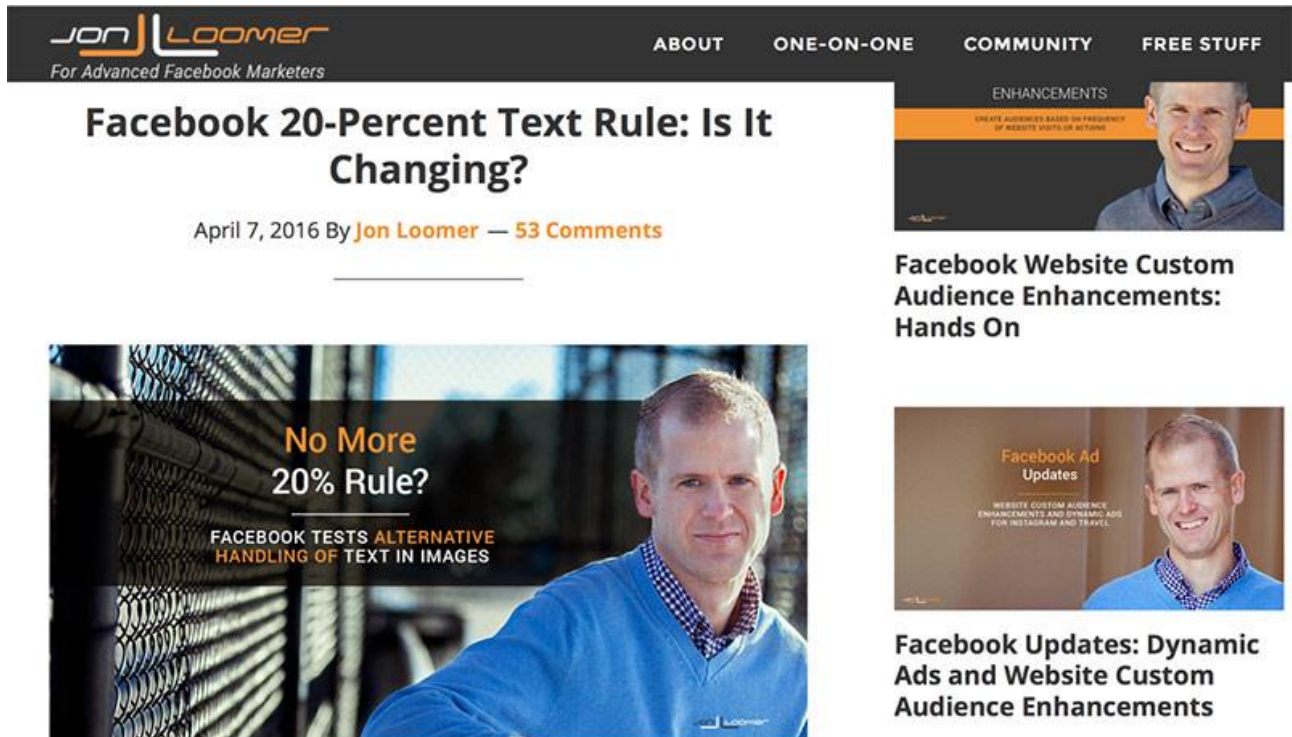


The screenshot shows the homepage of Visual Website Optimizer. The navigation bar includes links for FEATURES, PRICING, BLOG, RESOURCES, CONTACT, and a LOGIN button. The main heading is "A/B Testing Software for Marketers". Below this, a sub-headline reads "Use VWO to tweak, optimize & personalize your website with minimal IT help." and "Plans start at \$49/month". A prominent orange button says "SIGN UP FOR A FREE ACCOUNT" with the text "No credit card required" underneath. A video player is embedded, showing a comparison of two conversion rate graphs. The left graph shows a baseline conversion rate, while the right graph shows a +70% increase. The video title is "Watch how easy it is to A/B test your website".

Easily run split-tests to optimize your landing pages. Know exactly which headline converts better than another. What makes Visual Website Optimizer great is the ease of testing the different elements on your site. No coding is required, too.

## 8. Jon Loomer

<http://www.jonloomer.com/>

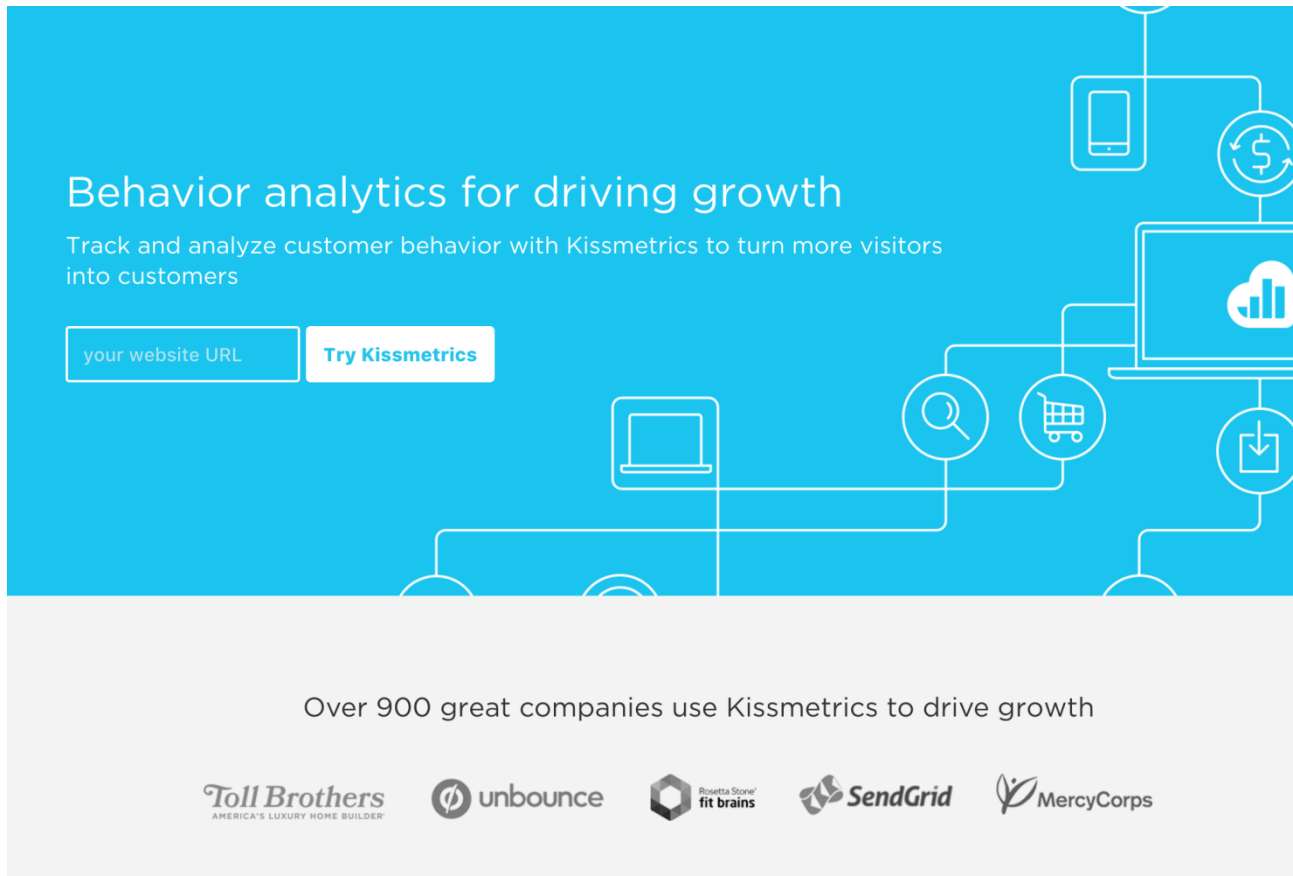


The screenshot shows the website for Jon Loomer, 'For Advanced Facebook Marketers'. The navigation bar includes links for 'ABOUT', 'ONE-ON-ONE', 'COMMUNITY', and 'FREE STUFF'. The main article is titled 'Facebook 20-Percent Text Rule: Is It Changing?' and is dated April 7, 2016, by Jon Loomer, with 53 comments. Below the main article is a large image with the text 'No More 20% Rule? FACEBOOK TESTS ALTERNATIVE HANDLING OF TEXT IN IMAGES'. To the right of the main article are two smaller article thumbnails. The first thumbnail is titled 'Facebook Website Custom Audience Enhancements: Hands On' and features the text 'ENHANCEMENTS' and 'CREATE AUDIENCES BASED ON FREQUENCY OF WEBSITE VISITS OR ACTIONS'. The second thumbnail is titled 'Facebook Updates: Dynamic Ads and Website Custom Audience Enhancements' and features the text 'Facebook Ad Updates' and 'WEBSITE CUSTOM AUDIENCE ENHANCEMENTS AND DYNAMIC ADS FOR RESTAURANT AND TRAVEL'.

Jon Loomer is an authority on Facebook Ads. Not only is his information good for beginners, he also shares advanced Facebook Ads techniques.

## 9. Kissmetrics

<https://www.kissmetrics.com/>

The image shows a promotional banner for Kissmetrics. The top half has a blue background with white text and icons. The text reads "Behavior analytics for driving growth" and "Track and analyze customer behavior with Kissmetrics to turn more visitors into customers". Below this is a form with a text input field labeled "your website URL" and a button labeled "Try Kissmetrics". The bottom half of the banner is light gray and features the text "Over 900 great companies use Kissmetrics to drive growth" followed by logos for Toll Brothers, unbounce, Rosetta Stone fit brains, SendGrid, and MercyCorps. The background of the blue section is decorated with white line-art icons representing a smartphone, a laptop, a shopping cart, a magnifying glass, a bar chart, and a download arrow, all connected by a network of lines.

Kissmetrics is another testing and tracking tool. What it specifically can do for you is measure social media ROI. How effective is your social media marketing? Kissmetrics gives data on things like that. It lets you track individuals, groups or similar individuals. It's a great tool to measure customer behavior.

# 10. Customer Lifetime Value Calculator

<http://customerlifetimevalue.co/>

## Estimate your Customer Lifetime Value

Performing in-depth customer lifetime value analysis is time consuming. You can get a back-of-the-envelope estimate using this easy calculator.

**Average Order Value \***

**Repeat Purchase Rate \***

**Customer Acquisition Cost**

SUBMIT

Your estimated Customer Lifetime Value is...

\$0

The customer lifetime value calculator measures the profit your business makes from any given customer.

Customer Lifetime Value is the single most important metric for understanding your customers. CLV helps you make important business decisions about sales, marketing, product development, and customer support. For example:

Marketing: How much should I spend to acquire a customer?

Product: How can I offer products and services tailored for my best customers?

Customer Support: How much should I spend to service and retain a customer?

Sales: What types of customers should sales reps spend the most time on trying to acquire?