

MADE BY LEAN LABS



The
INBOUND MARKETER'S
GUIDE TO
SOCIAL MEDIA
APPS & TOOLS



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A Word on Social Media Tools

While we list a lot of tools in this eBook, and all of them have their value, don't get so wrapped up in tools that you spend all your time focused on them instead of your audience. Too many marketers spend too much time working on tools, and figuring out how to use them, and spend little time doing the most important task of social media: being social.

These tools can't replace the time and effort of connecting with people. They are simply meant to empower you to connect faster and easier. If you find yourself spending too much time maintaining a tool rather than connecting with people, you should discontinue the use of that tool.

Also, we don't actively use most of these tools. Instead, we prefer to choose the two or three that make us most effective, and leave the rest alone. You should do the same.

Pick out the tools that give you the biggest boost to productivity, and leave the rest for someone else to play with. With that said, we'll look at the cross-platform tools, and then look at tools for each of the major platforms.

The background is a solid blue color with several faint, semi-transparent icons. These include speech bubbles of various shapes and sizes, some containing small human silhouettes. At the bottom center, there is a large, faint icon of a social media post, specifically a Facebook-style post with a profile picture, a text area, and a comment section. A thin white horizontal line is positioned below the main text.

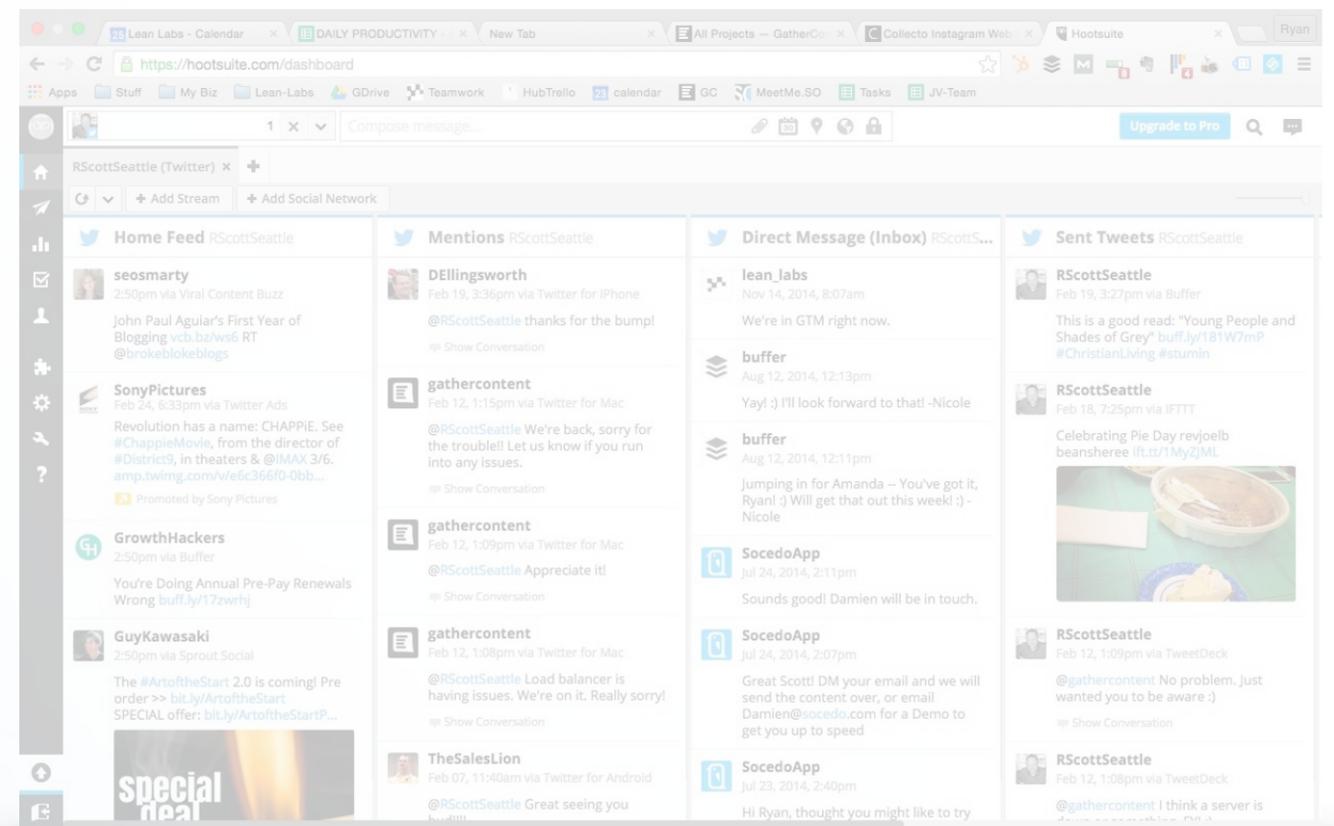
SOCIAL PUBLISHING

SOCIAL PUBLISHING

- HootSuite

HootSuite is the premier social media management tool out there. You can manage just about every social network, monitor discussions and search strings, and create many different, tabbed dashboards to track, monitor, and communicate easily.

If you're a power user on social media, especially with a lot of manual interactions, HootSuite will be the tool you want to use. It does have a learning curve, but push through it to have the most powerful social tool at your fingertips.

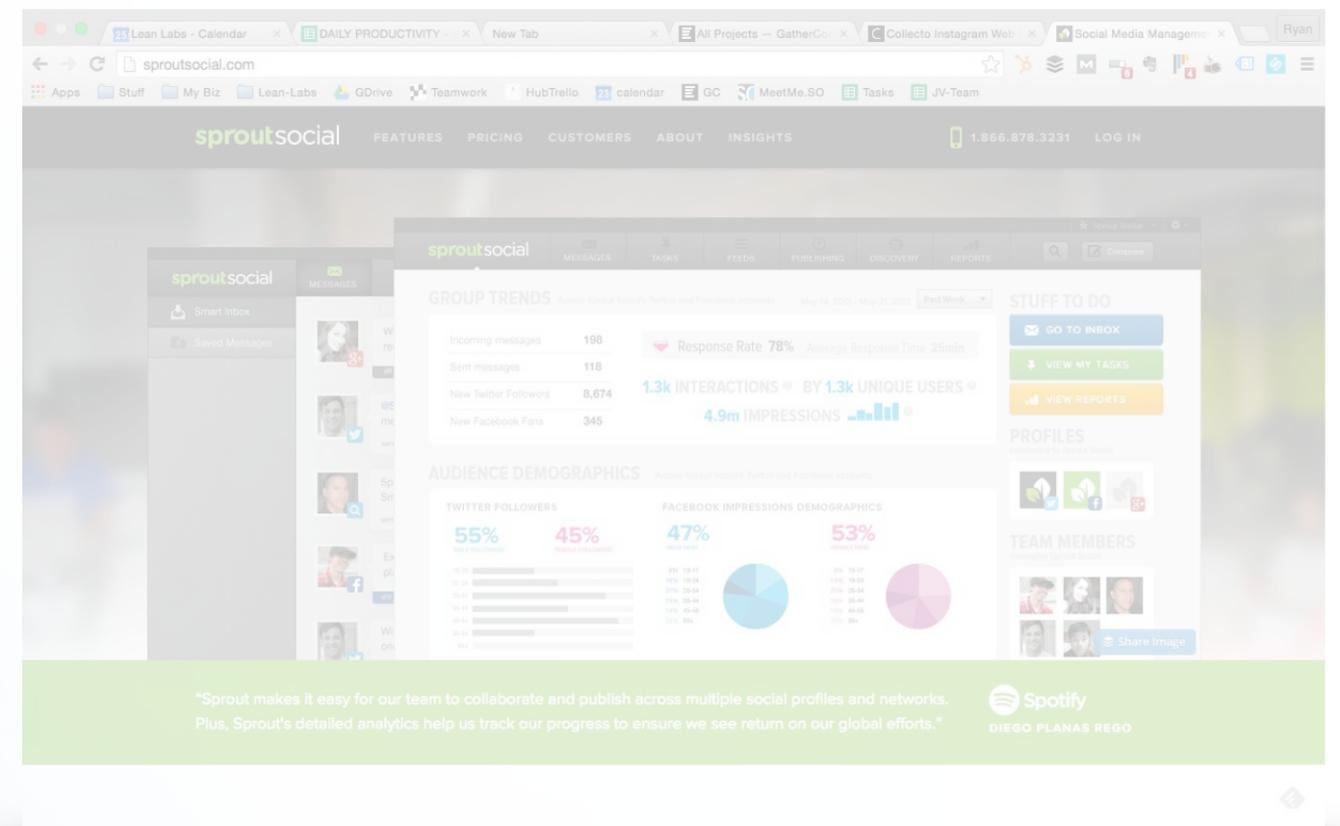


SOCIAL PUBLISHING

- SproutSocial

SproutSocial is another social media management tool in the vein of HootSuite. It is a premium tool as well, and has a ton of features and analytics to keep you effective.

After using both HootSuite and SproutSocial, I actually liked this tool better as it has a lot more features for enterprise-level users. It is significantly more expensive though, starting out at \$59 per month.



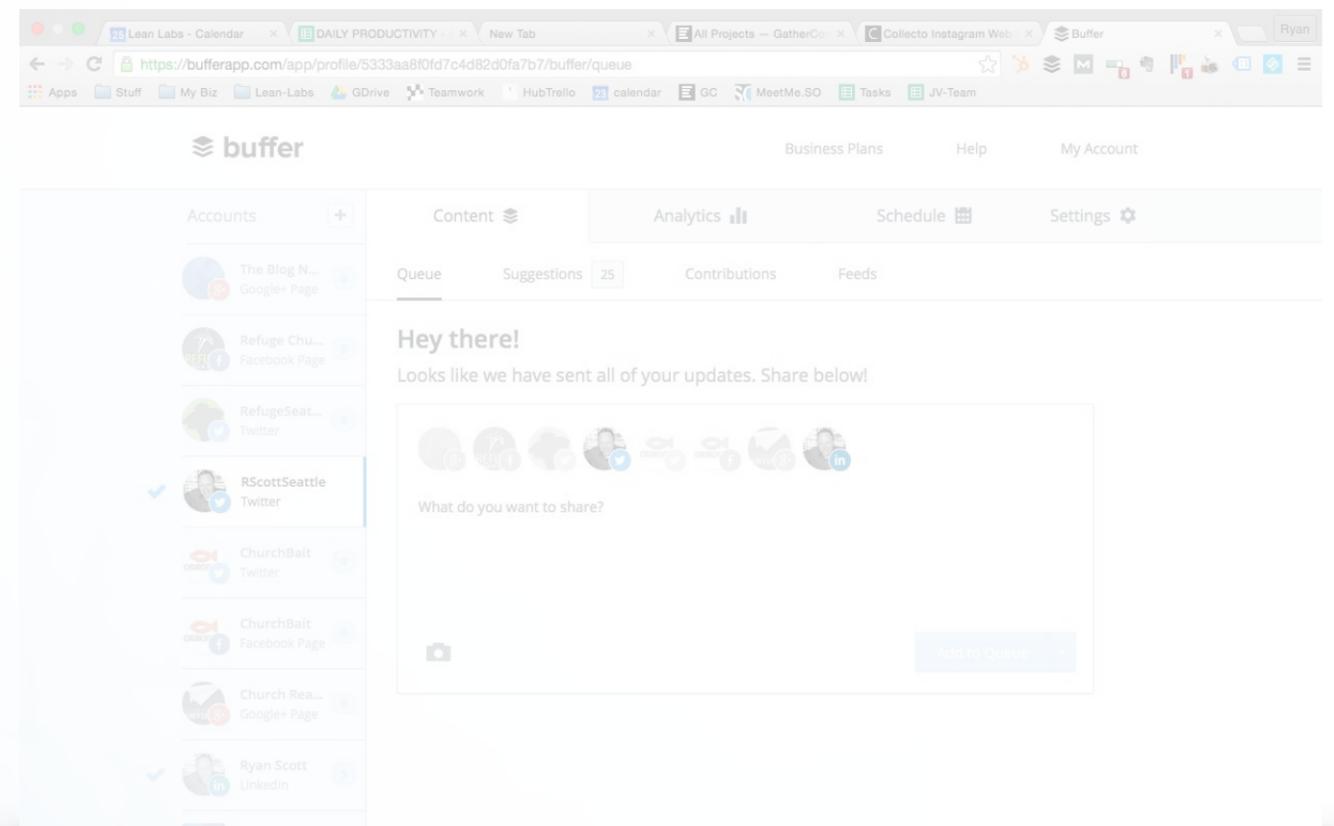
SOCIAL PUBLISHING

- Buffer

Buffer is one of those social tools with sheer simplicity and usefulness to make it valuable. It's as easy as pie to manage, and I use it every single day.

You simply set a schedule of when you would like your tweets to go out. Then, you dump tweets into a bucket, and they drip-feed to your audience on that schedule. This keeps you from flooding your audience, and spreading your engagement out over the day.

Use this tool. Period.



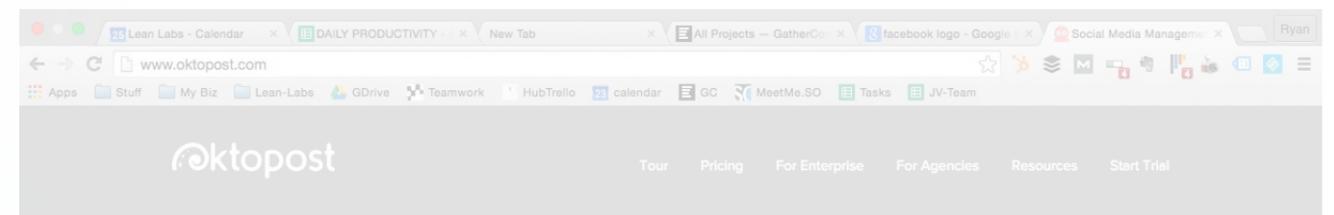
SOCIAL PUBLISHING

- Oktopost

This app manages all of your social campaigns, allowing you to track key metrics across all networks. It's super-powerful and, if you are focusing on results from social media, you should give this platform a try.

It allows you to capture leads, and sync their data into your CRM and marketing platforms.

Oktopost



Simplify B2B Social Media Management

As a B2B company, your content needs to be where your clients are. Oktopost lets you easily manage large-scale content distribution to social media, across all of your profiles, groups and company pages. Quickly create and manage social campaigns to promote any type of content.

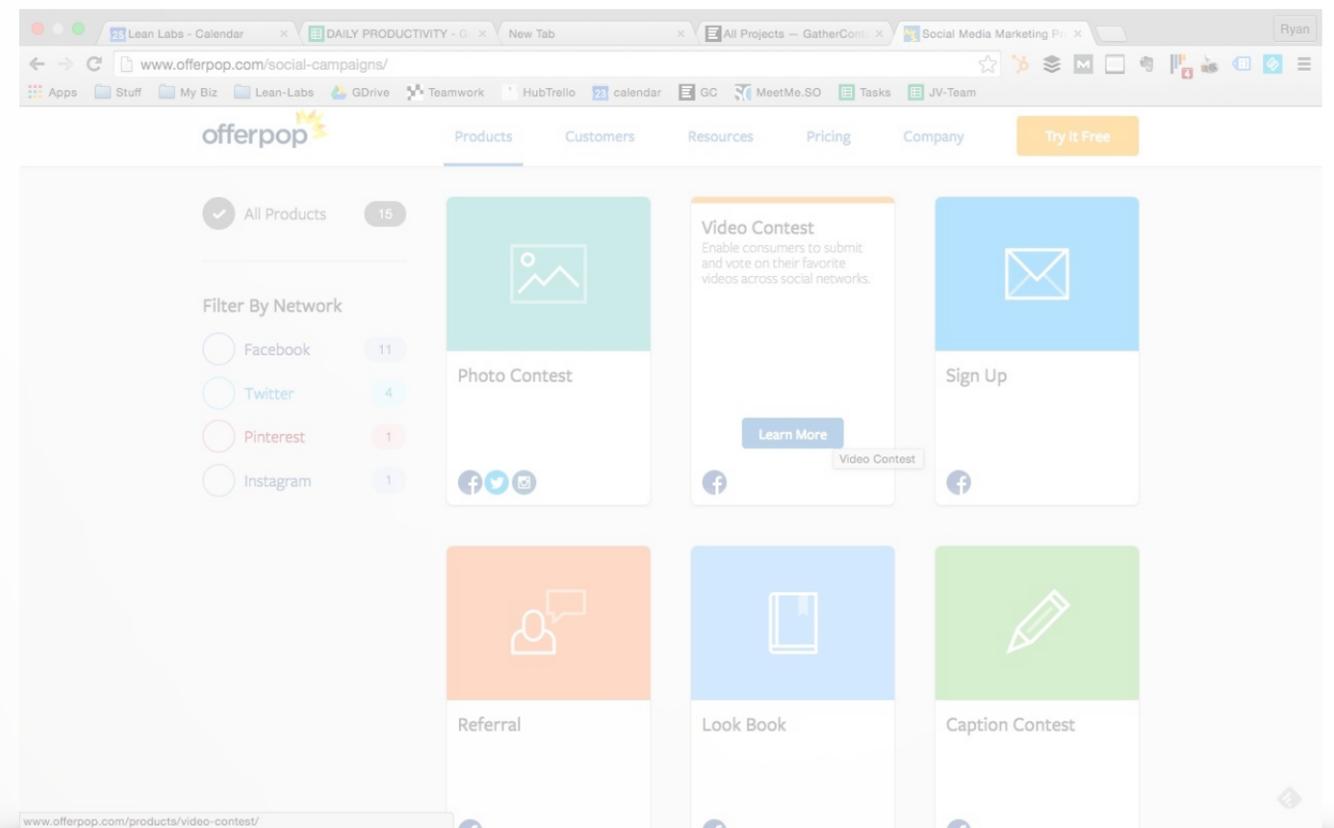


INSTAGRAM TOOLS

- offerpop

This is a social marketing platform that enables you to manage advanced campaigns across all the major social networks.

You can track performance, launch advanced campaigns, store user-generated content, and employ easy auto-replies. They have some big brands as their users, and are worth checking out.



The image features a solid blue background. A white line graph is overlaid, consisting of five circular nodes connected by straight lines. The nodes are positioned at approximately (10, 55), (25, 20), (50, 65), (85, 15), and (95, 85) in a 100x100 coordinate system. A thin white horizontal line spans the width of the image, positioned below the text.

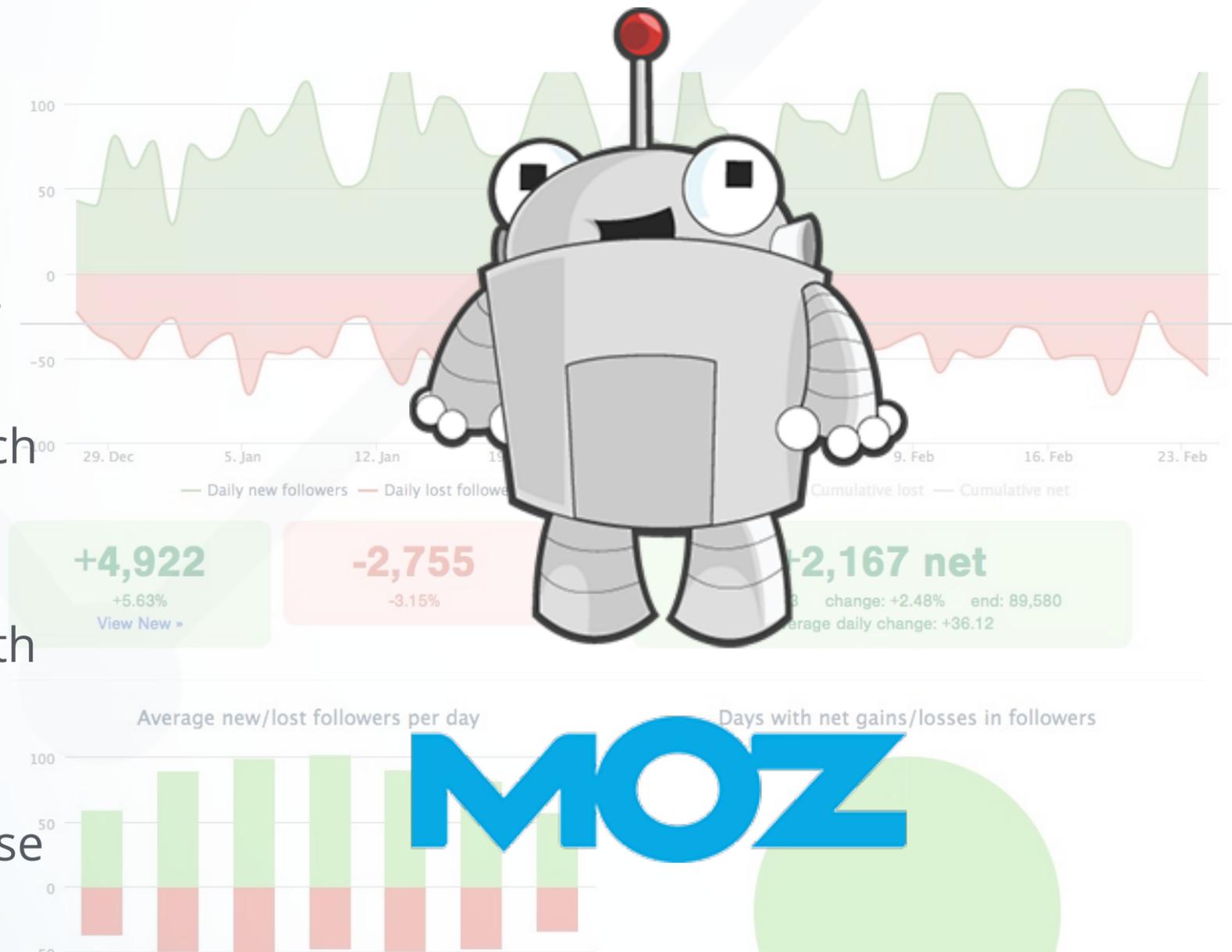
SOCIAL ANALYTICS

SOCIAL ANALYTICS

- FollowerWonk

Followerwonk is a great analytic tool to help you optimize and grow your social audience. It helps you uncover who your followers are, where they are located, and the best time to catch them.

Analyze your followers by the strength of their influence by looking at the number of followers, tweets, and other factors as well. You can even use FollowerWonk and create a visual social graph and compare with competitors.



SOCIAL ANALYTICS

- SUMALL

Sumall is well-named, it simply takes your social media, commerce, and web traffic and sums it all up in one place. In fact, they cover up to 52 services and are adding more as quickly as possible.

Take data from your business, blog, and social endeavors and turn into actionable info for you and your teams, in an easy-to-understand way. They offers a 14 day free trial, after which you'll pay the regular monthly rate of \$59.

sumall



SOCIAL ANALYTICS

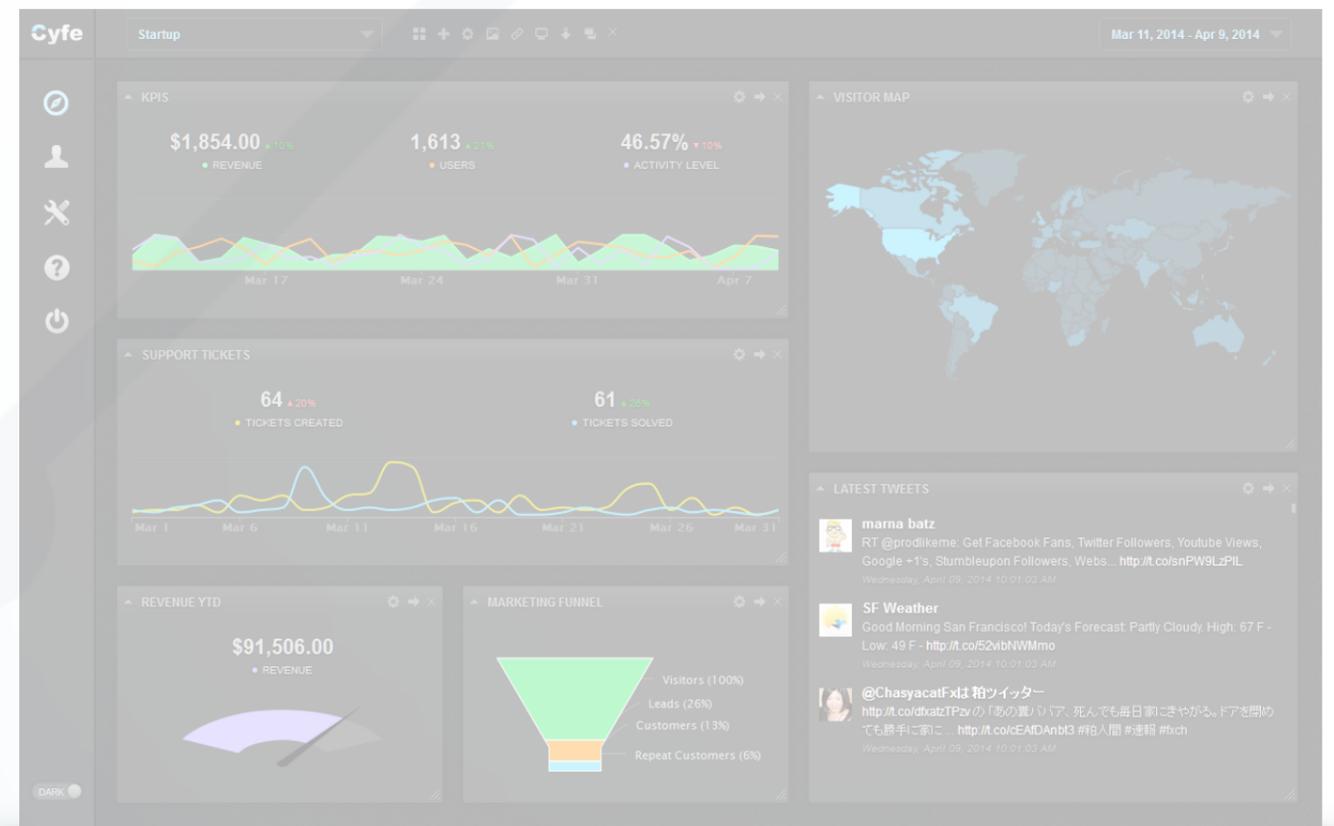
- Cyfe

Cyfe is an all-in-one business dashboard. In [this demo video](#), you can see how easy they make it to have all the important information in one place.

At a glance, they provide information like site visitors, metrics, and even keyword ranking. The greatest part is they make it very customizable for you to quickly access the data you need from the dashboard. And you can create a dashboard for each department such as social media, sales, marketing, and whatever else your company needs.

They offer a limited version free, and unlimited access for \$19/month, which comes with more features than the free version.

cyfe



SOCIAL ANALYTICS

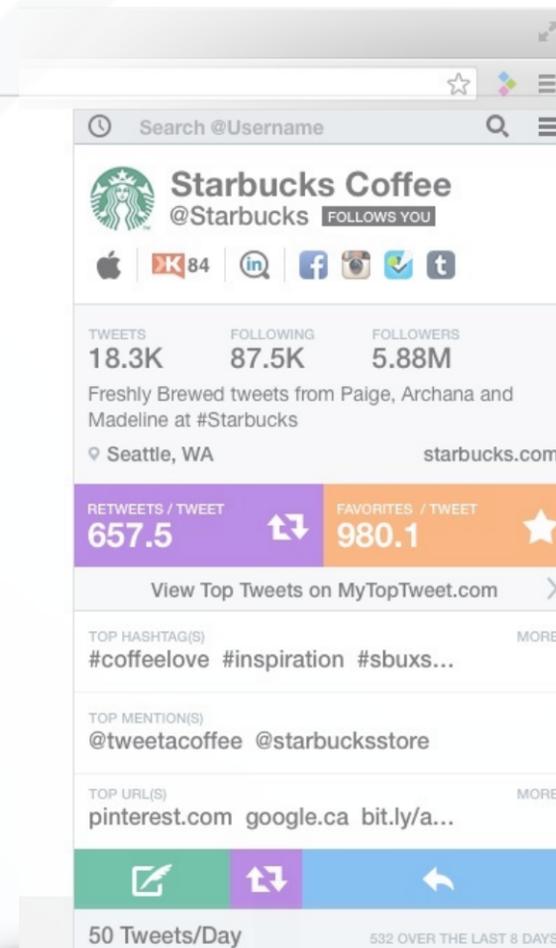
- Riffle

Riffle by CrowdRiff is another great dashboard-style analyzer. This one is focused toward Twitter and helps you optimize your social reach on that network.

Riffle can help you discover key tweeters, and give you the inside scoop on what makes other tweeters popular. A few of the essential services Riffle provides are activity breakdowns, engagement assessments, tweet source tracking, and top mentions and affinities.

This “super smart” dashboard provides all the tools you’ll need to stay on top of your Twitter game at no cost to you. That’s right, it’s free.

Riffle
by  CrowdRiff



SOCIAL ANALYTICS

- HowSociable

HowSociable is a tool to discover just how sociable your brand is. You can enter any brand name you wish and HowSociable will give you what they call their “magnitude score.”

This score ranges from 1-10 and provides an indication of your presence among the top 36 social venues. These sites include Twitter, Facebook, youtube, Pinterest, Instagram, and many more.

HowSociable has three plans ranging from “basic” to “Max.” Overall these plans are relatively inexpensive. Basic starts at \$9 a quarter, and Max costs only \$99 per year.

The logo for HowSociable, with 'How' in pink and 'Sociable' in blue, in a stylized, rounded font.

SOCIAL ANALYTICS



socialbakers

- **SocialBakers**

Social bakers is a very well designed analytical tool. It's very professional and provides you with everything you could possibly need to generate the best social results for you business.

Their demo video gives a great overview of their service, and if you're in the market for social analytics tools, you should give it a glance.

SocialBakers provides an easy to use dashboard to monitor all of your social activity from Facebook to Youtube. Not only does it track your social networking, but SocialBakers gives you in-depth look at your competitors social networking as well, giving you that key insight need to come out on top.

Along with all of this you can generate professional reports, and monitor everything from their mobile apps. Social baker truly provide a great, professional, and much needed service to keep you at the top of your social media marketing game.

They offer a 14-day free trial preview. Following that, they have plans starting at \$120 a month, which gives you access to the Social Bakers Ads, Builder, and listening tools to assist you in all of you social marketing exploits.

LISTENING & MONITORING

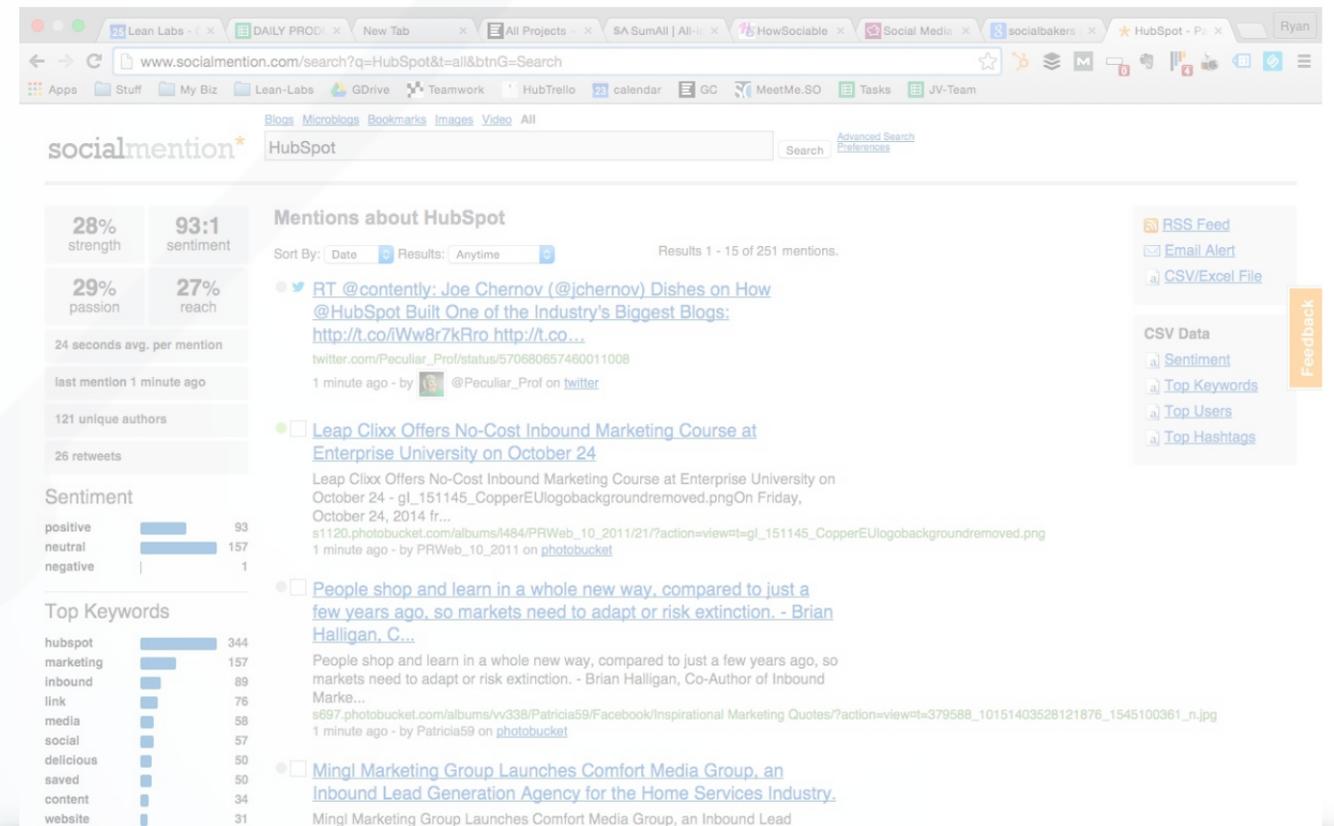
LISTENING & MONITORING

- SocialMention

This search engine allows you to surf through social media posts to find who, what, and when people are talking about any particular topic in real-time. This is an awesome way to quickly find out what people are posting about relating to any topic.

A great benefit of this is the ability to search your own company and products and discover what others are saying about you. With information like this at your finger tips you have a great opportunity to better serve your customers.

socialmention*



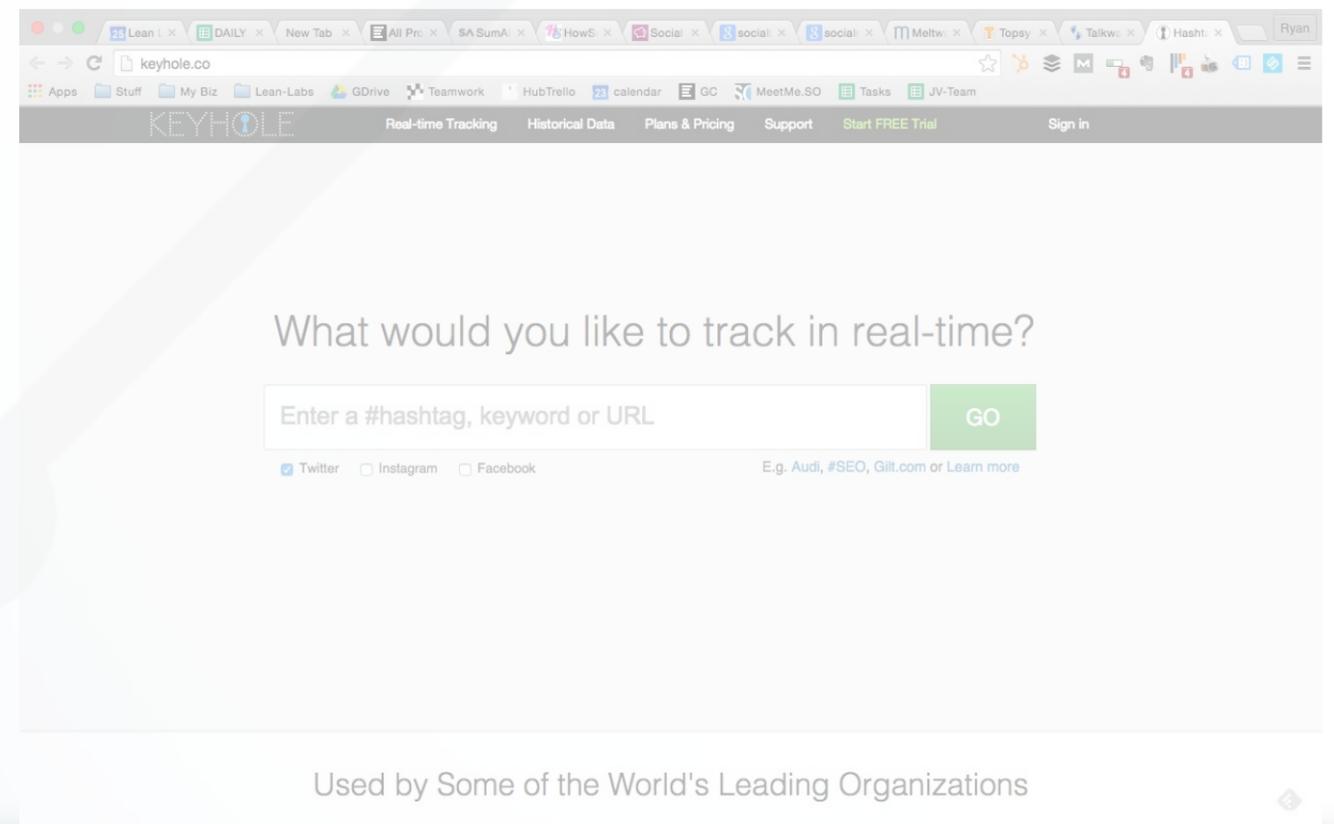
LISTENING & MONITORING

- KeyHole

A real-time social campaign and conversation tracker for Twitter. They offer simple searching, interactive dashboards, and easy reporting.

Keyhole assists in identifying key influencers and discovering new clients.

They offer a 3-day free trial for anyone and a special 1 month trial for bloggers. Their plans range from Professional (\$129/mo) plan to the Agency plan for (\$599/mo). They also offer a Partnership plan at \$3,000/mo. If you decide you would like to pay annually you get a %10 discount.

The logo for Keyhole, featuring the word "KEYHOLE" in a dotted, pixelated font. The letter "O" is replaced by a blue keyhole icon.

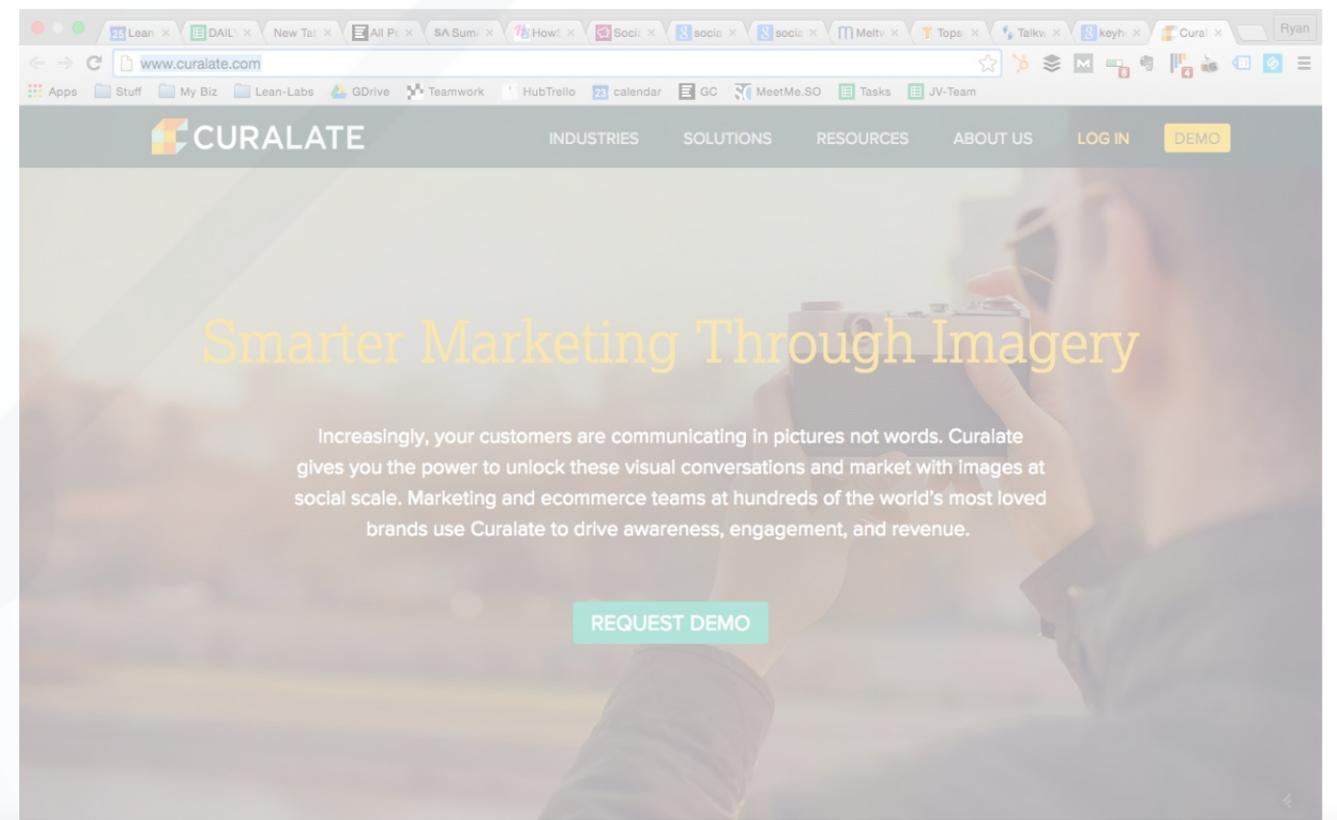
LISTENING & MONITORING

- Curalate

Curalate is about what is being said without words. Tap into the world of picture conversations, like Pinterest and Instagram.

Often it is difficult to remember all the locations in which you have seen photos posted of your brands or products. Curalate helps to put all these pictures and conversations in one place.

It provides analytical services, Pinterest and Instagram campaigns, benchmark analysis, and much more.



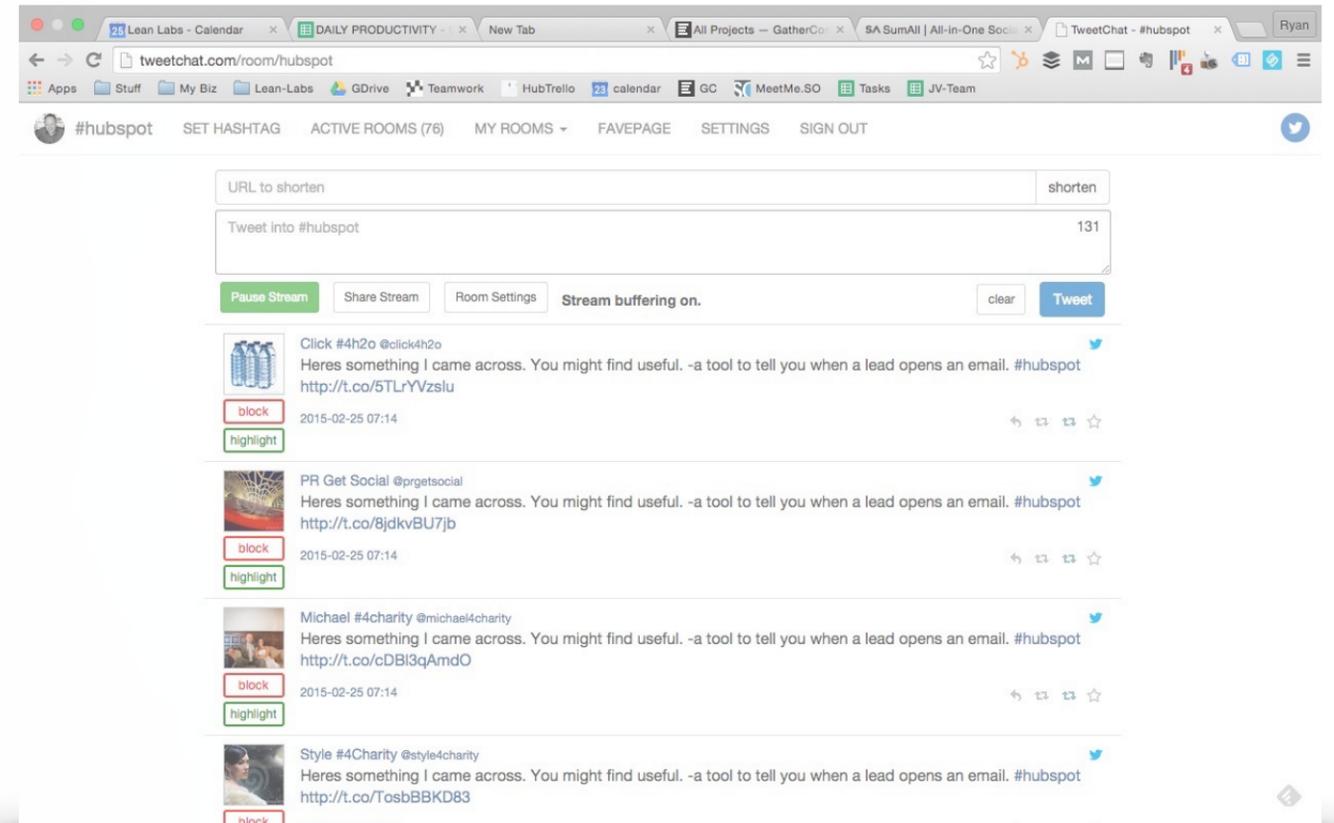
A large, semi-transparent blue Twitter bird logo is centered in the background of the slide. The text 'TWITTER TOOLS' is overlaid on the bird's body.

TWITTER TOOLS

TWITTER TOOLS

- **TweetChat**

TweetChat is a great way to put all your Twitter conversations in one place. You can search via hashtags to find the conversations that relate to you in real-time.



TWITTER TOOLS

- **SWAYY**



SWAYY gives you an easy way to scrape the content of a Twitter handle, and discover what topics that person has been talking about.

This is a great way to spy on competitors and find out what kind of content and keywords they use the most.

A screenshot of a web browser displaying the SWAYY API Test Tool interface. The browser's address bar shows the URL "testtool.staging.swayy.co/frontend/results/?handle=%40rscottseattle". The page has a green header with "API Test Tool v0.3" and "API Documentation". Below the header, there is a search input field containing "rscottseattle" and a "Go" button. The main content area shows the results for "@rscottseattle", including a list of extracted keywords like "Social Media", "LinkedIn", "Content Marketing", "Facebook", "Single People", "Do It Yourself", "Target Market", "Search Engine Optimization", "Married Couples", "Moz", "Adulthood", "Bookshelf", "Twitter", "Outbound Marketing", and "Content Strategy". A featured article snippet is visible with the title "Making The Case For Content Marketing" and a small image of a woman in a business meeting. The source information at the bottom reads: "Source: http://marketingland.com/making-case-content-marketing-118860 // Published: Feb. 24, 2015, 2:03 p.m. // Score: // Algo Source ID: 2".

TWITTER TOOLS

- Tweepi

Tweepi makes managing your follows and unfollows easier. You can flush unfollowers from your account, you can delete inactives, follow new people.

Their most recent feature is a forced unfollow, so if you have inappropriate twitterers following you, you can force them off your account.



How would you like to manage your Twitter account, today?

- ⚙️ [flush the unfollowers ?](#)
- ⚙️ [reciprocate ?](#)
- ⚙️ [cleanup the inactives ?](#)
- ⚙️ [force to unfollow you **NEW** ?](#)
- ⚙️ [follow new tweeps ?](#)

Join 500,000+ people who trust Tweepi for managing and growing their Twitter accounts.

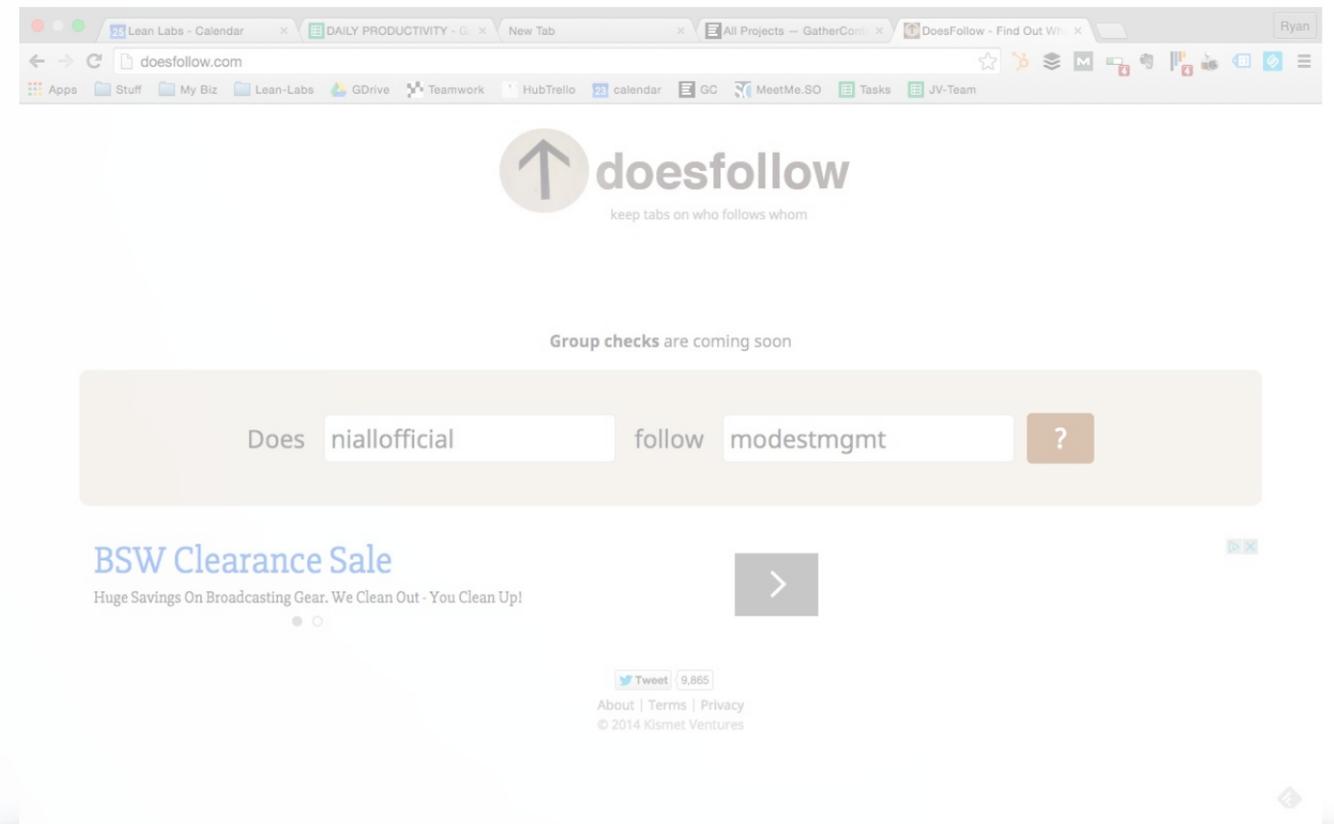
[Sign Up >](#)

... the Twitter management tool with stats!

TWITTER TOOLS

- doesfollow

Doesfollow is a quick and easy way to see who is following who. It's not sophisticated, but if you need a way to quickly analyze the accounts someone is following, this will make it super easy.

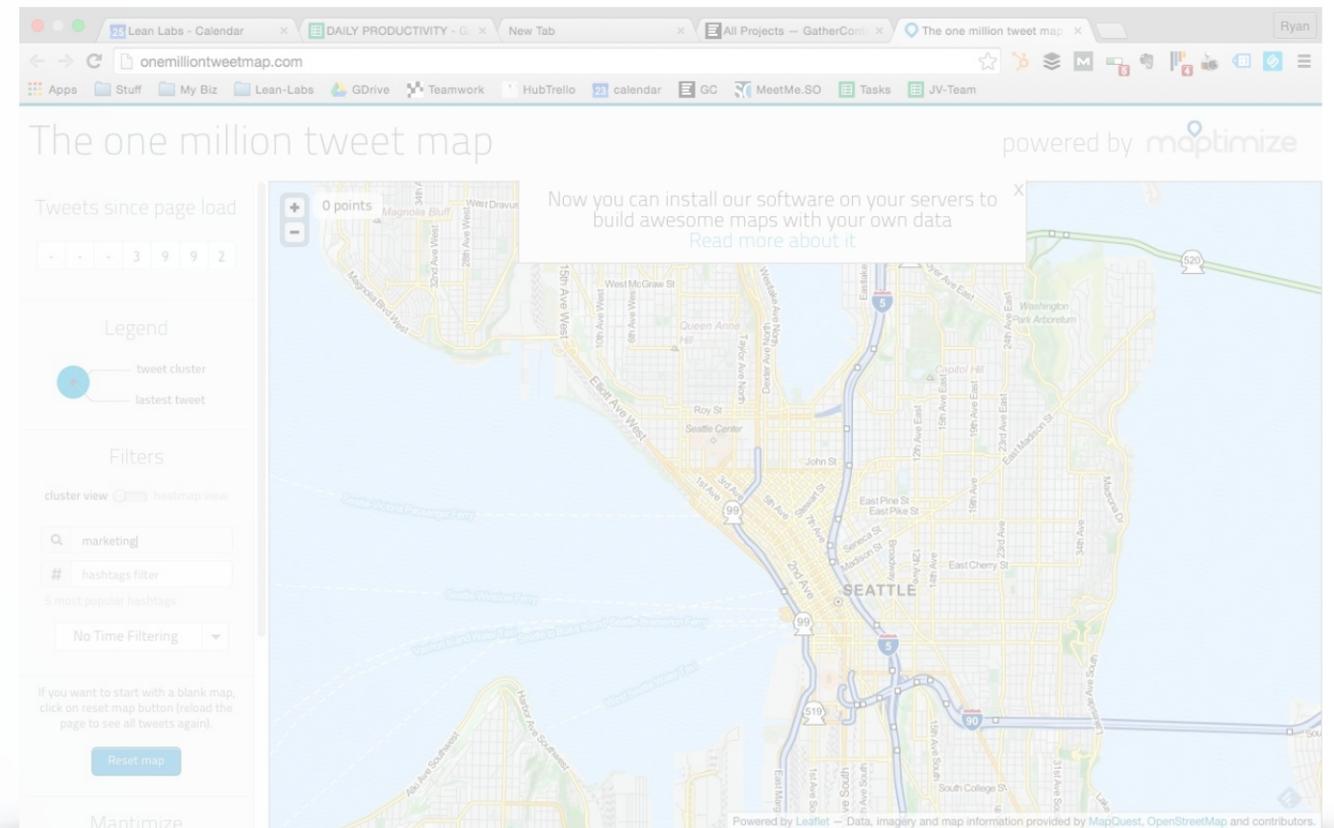


TWITTER TOOLS

- **The One Million Tweet Map**

This is an interesting tool, allowing you to search local areas for topics they are tweeting about. For instance, I would be able to see trending topics on “inbound marketing” around Boston, MA during the Inbound Conference.

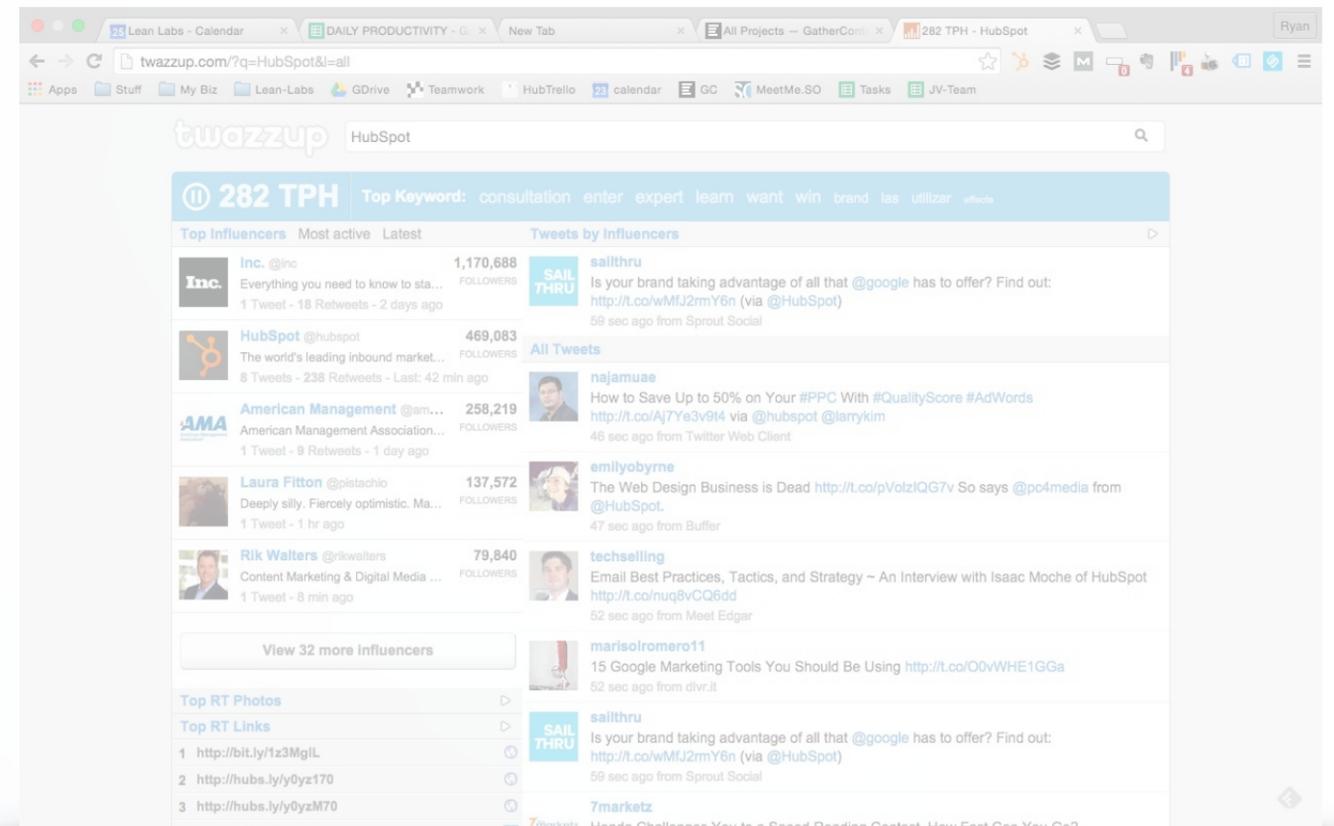
This could be a gold-mine of data for local marketing.



TWITTER TOOLS

- twazzup

This tool allows you to dive in on brand name, topic, or even Twitter handle content in real-time. If you're looking to monitor twitter, this is an amazing tool.



TWITTER TOOLS

- Tweriod

This tool allows you to discover the best times to tweet based on the actions and activity of your followers and the engagement your posts are getting.

Tweriod

The screenshot shows the Tweriod website interface. At the top, the word "Tweriod" is displayed in a large, teal font. Below this, the main heading reads "Start Tweeting When Others Listen". A sub-heading explains: "Tweriod gives you the best times to tweet. We analyse both your tweets and your followers' tweets. So you can start tweeting when it makes most sense to reach others." A prominent green button labeled "Sign Up With Twitter" is positioned below the text. To the right, a box titled "Most exposure when tweeted between" contains a table with the following data:

Weekends	Sundays	Mondays	Weekdays
			3 pm and 4 pm
			7 pm and 8 pm
			9 pm and 10 pm

Below the table, there are social media share buttons for Facebook (4.2k), Twitter (21.9k), and Google+ (568). A "Go to Dashboard" button is also visible. At the bottom, a section titled "How does it work?" features a large blue Twitter bird icon and a "Sign In With Twitter" button.



FACEBOOK TOOLS

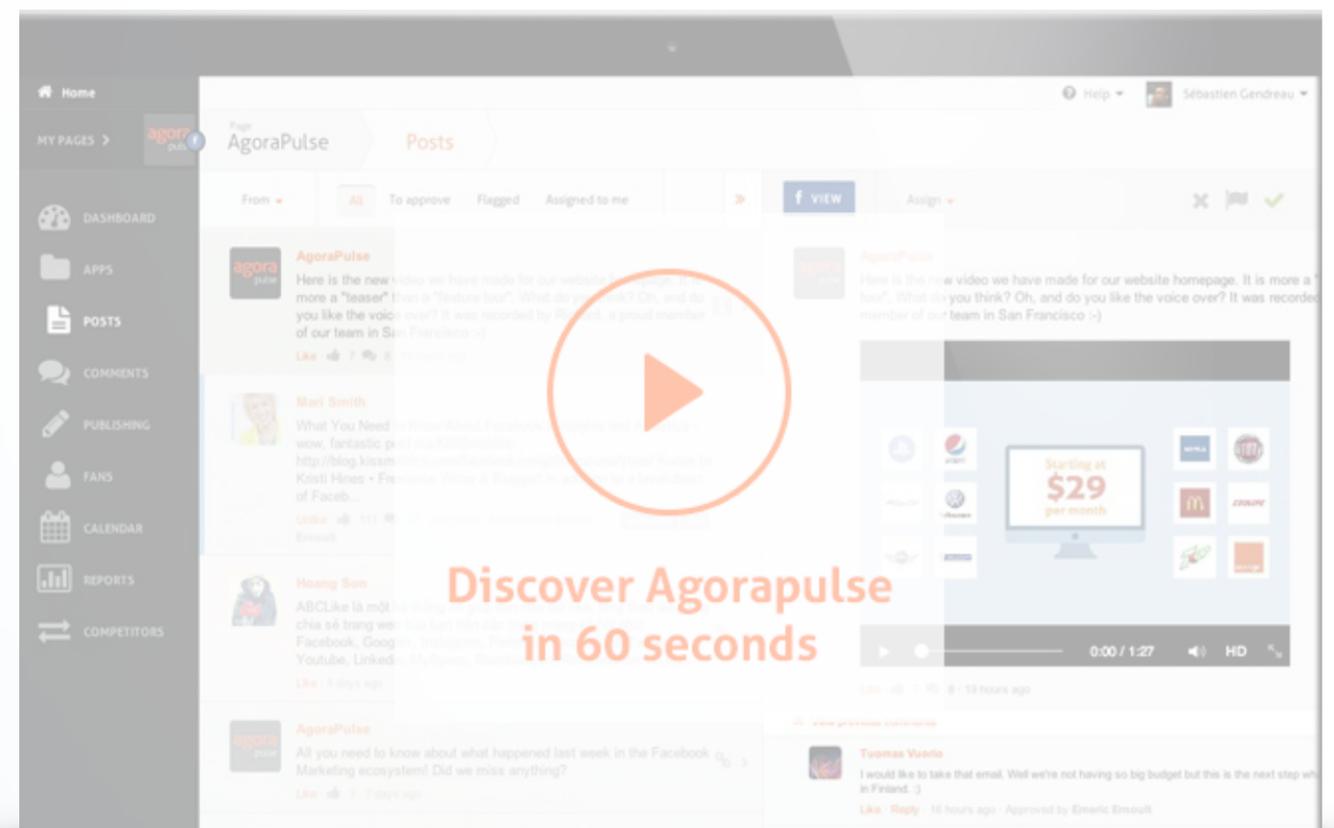
FACEBOOK TOOLS

- AgoraPulse

Agora Pulse is an all-in-one social media manager. This site focuses toward Facebook and provides great tools and applications to help you manage your pages and users. Agora Pulse makes sure you never miss any comments and measure all of your stats. They help you run contests and promotions and show how you compare with your competitors.

Their plans range from \$29 / month for 1 Facebook page and 1 Twitter account to \$99 / month for 5 pages and 5 Twitter accounts. If your needs exceed these plans, they have customizable plans that allow you to choose how many of each accounts you need and they price accordingly.

Agora Pulse

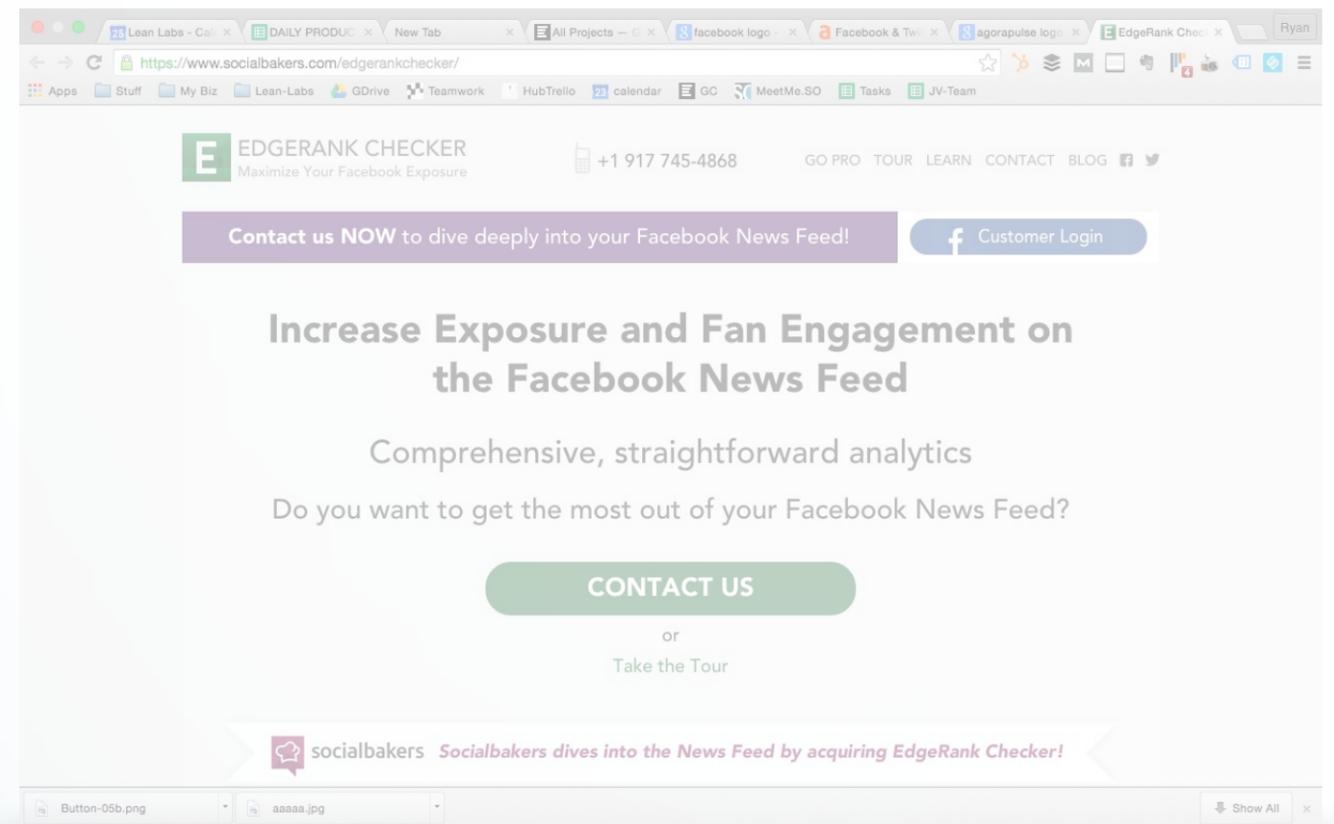


FACEBOOK TOOLS

- EdgeRank Checker

We're all too familiar with Facebook's ranking algorithm, Edge Rank. EdgeRank Checker is a Social Bakers tool to help you increase Facebook exposure.

It specializes in post analysis and grading. Gives recommendations in, what they call, "plain-english." They give straight forward and insights for what actions you should take to increase your Facebook organic reach.



FACEBOOK TOOLS

- ShortStack

Shortstack is a suite of tools to turn your Facebook page into a lead-generating engine - from contests, to special promotions.

Plans start at their free plan and range from plans starting with their short stack plan at \$29 / month to their double stack plan at \$199 / month.

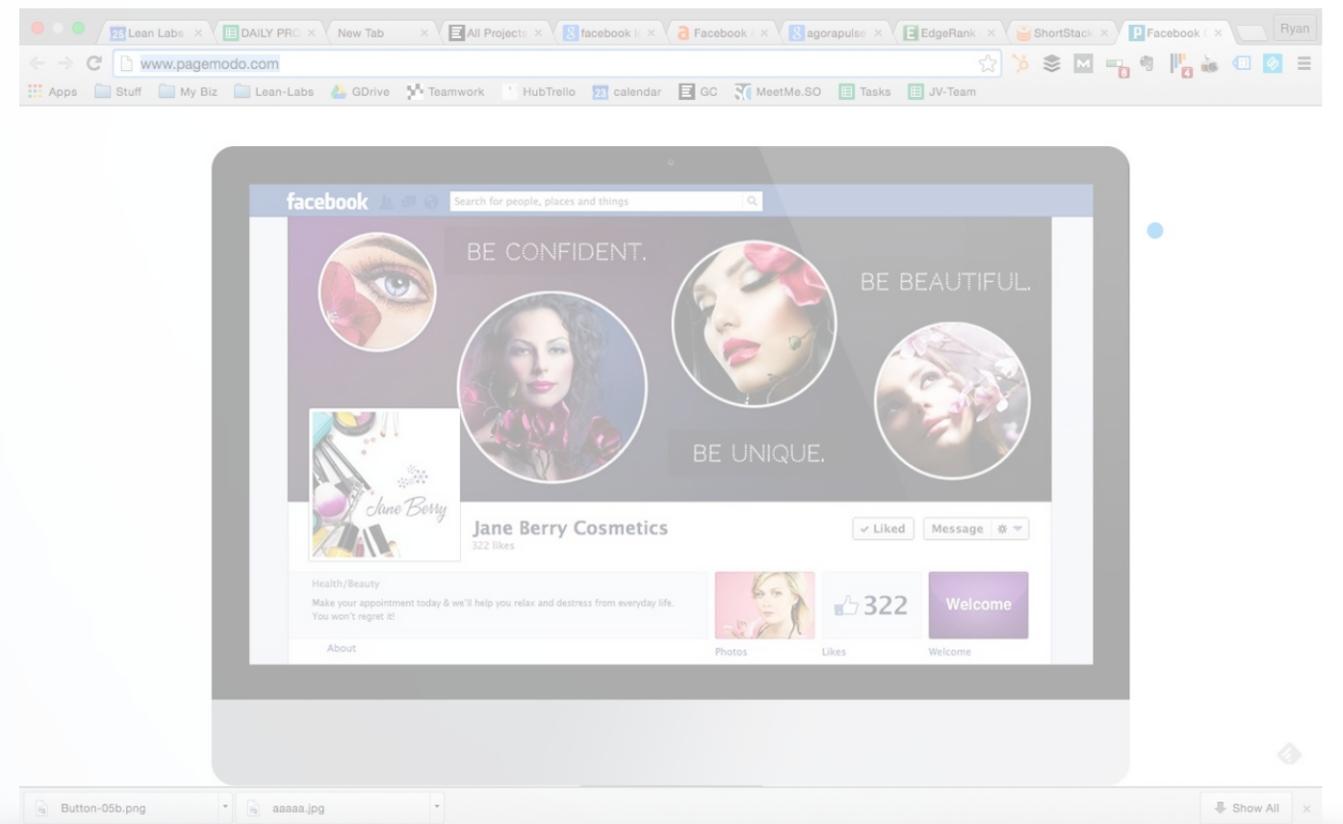


FACEBOOK TOOLS

- Pagemodo

Pagemodo is a powerful Facebook business page management tool for contests, sweepstakes, custom posts, tabs, and much more.

If you want to put your Facebook page on steroids, this is the place to start.



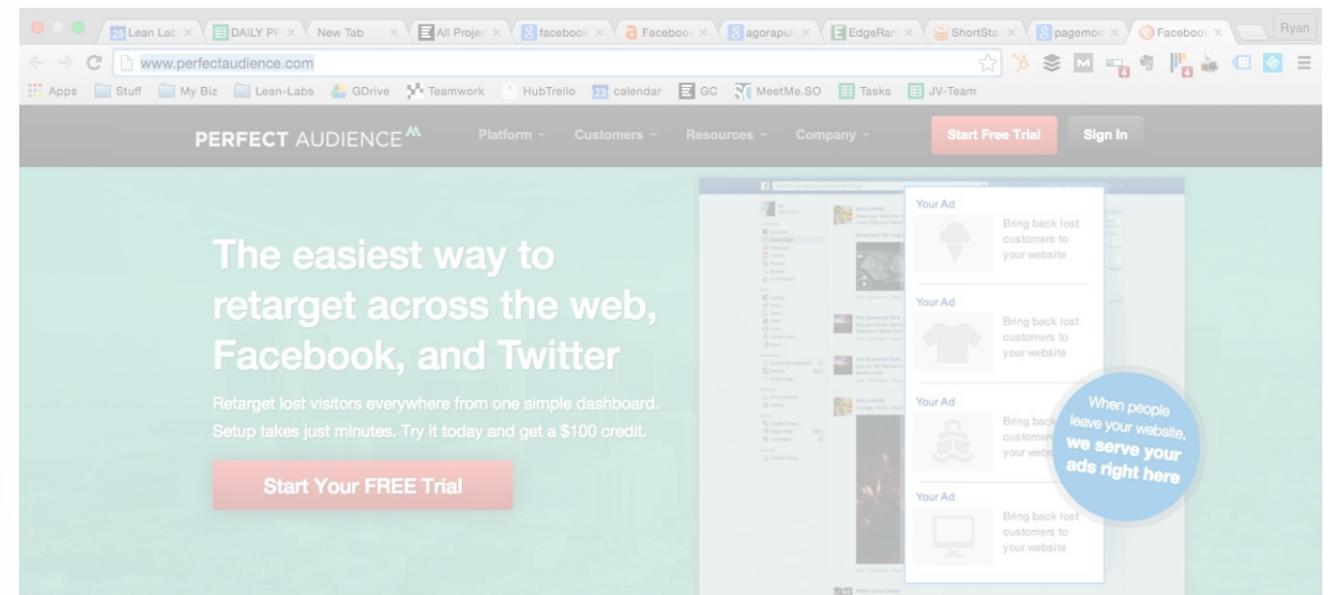
FACEBOOK TOOLS

• PERFECT AUDIENCE

The most powerful form of pay-per-click advertising is remarketing - being able to bring website visitors back for a second time. It's usually much cheaper than acquiring new customers, and builds brand awareness.

Perfect Audience allows you to manage remarketing campaigns across both Twitter and Facebook, and if you need it, across Google and Bing as well.

PERFECT AUDIENCE



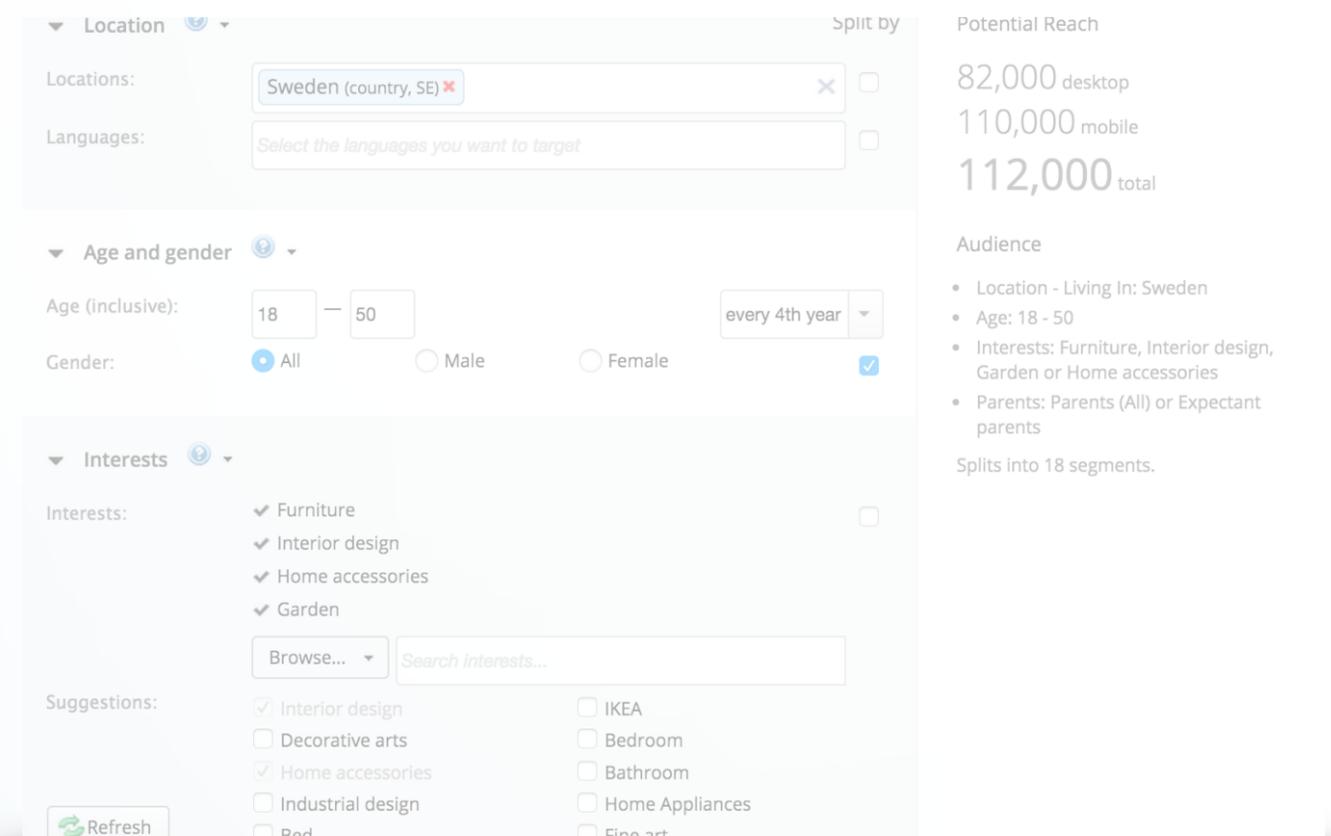
One solution for all your retargeting needs



FACEBOOK TOOLS

• QWAYA

QWAYA is a Facebook ads management system. If you run a lot of ads of Facebook, which is a very powerful platform for ads, with super-rich targeting, you may want to check out this tool.

The logo for Qwaya, featuring the word "Qwaya" in a blue, sans-serif font. The letter "Q" is stylized with a thick, rounded bottom.A screenshot of a Facebook targeting tool interface. The interface is divided into several sections: "Location", "Age and gender", and "Interests". The "Location" section shows "Sweden (country, SE)" selected. The "Age and gender" section shows "Age (inclusive): 18 - 50" and "Gender: All". The "Interests" section shows "Furniture", "Interior design", "Home accessories", and "Garden" selected. There is also a "Suggestions" section with various interest categories. On the right side, there is a "Potential Reach" section showing "82,000 desktop", "110,000 mobile", and "112,000 total". Below that is an "Audience" section with a list of criteria: "Location - Living In: Sweden", "Age: 18 - 50", "Interests: Furniture, Interior design, Garden or Home accessories", and "Parents: Parents (All) or Expectant parents". At the bottom right, it says "Splits into 18 segments." There is a "Refresh" button at the bottom left of the interface.

▼ Location  Split by

Locations: Sweden (country, SE) 

Languages: Select the languages you want to target

▼ Age and gender 

Age (inclusive): 18 — 50 every 4th year

Gender: All Male Female

▼ Interests 

Interests: Furniture Interior design Home accessories Garden

Browse... Search interests...

Suggestions: Interior design IKEA Decorative arts Bedroom Home accessories Bathroom Industrial design Home Appliances Bed Fine art

Refresh

Potential Reach

82,000 desktop
110,000 mobile
112,000 total

Audience

- Location - Living In: Sweden
- Age: 18 - 50
- Interests: Furniture, Interior design, Garden or Home accessories
- Parents: Parents (All) or Expectant parents

Splits into 18 segments.



LINKEDIN TOOLS

LINKEDIN TOOLS

- OFunnel

This is a cool tool to capture more connections by alerting you when someone in your network connects to someone new. It's like a Google Alert for LinkedIn relationships.

If you want to grow your network on LinkedIn, this tool will help!



The screenshot shows the OFunnel website interface. The main heading is "Choose Alerts" with a subtext: "Use our wizard and alert setup tool to choose what connections you want to be notified about." To the right, there is a table titled "Alerts" with columns "Filter type" and "Target".

Filter type	Target		
Company	Nike	☑	☒
Role	Product Developer	☑	☒
Person	John Smith	☑	☒

Below this, there is another "Alerts" table with a list of suggested targets:

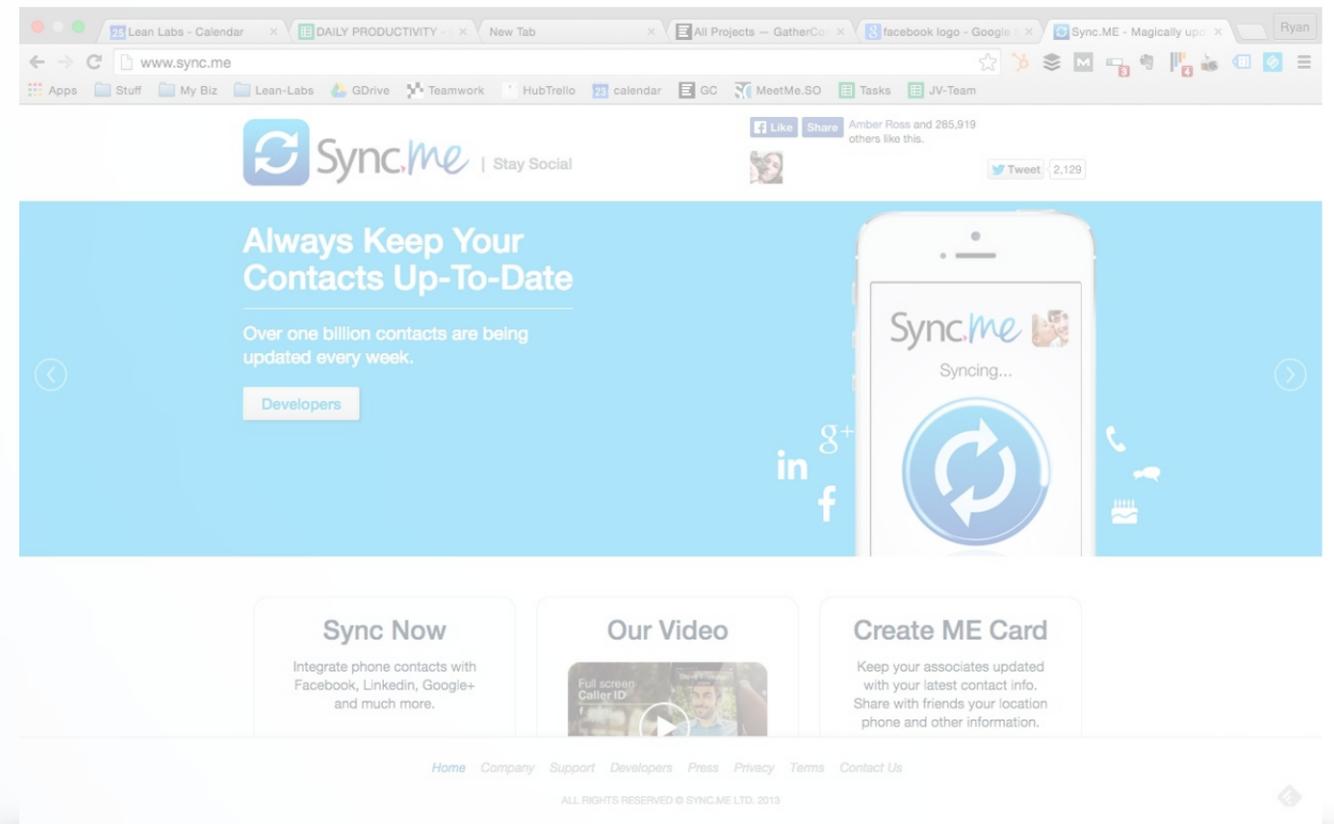
Filter type	Target		
Company	Best Buy	☑	☒
Company	LikeBright	☑	☒
Company	9SLIDES	☑	☒
Role	Software Developer	☑	☒
Role		☑	☒

To the right of the second table, there is a list of "Similar Companies": Best Buy, The Home Depot, Walgreens, Macy's, and QVC. A "Contact us!" button is located at the bottom right of the page.

LINKEDIN TOOLS

- Sync.Me

Keep your contact lists up to date with one, simple app. Sync.Me connects with your LinkedIn, Facebook, and Google+ contacts to keep your information up-to-date across all your networks.



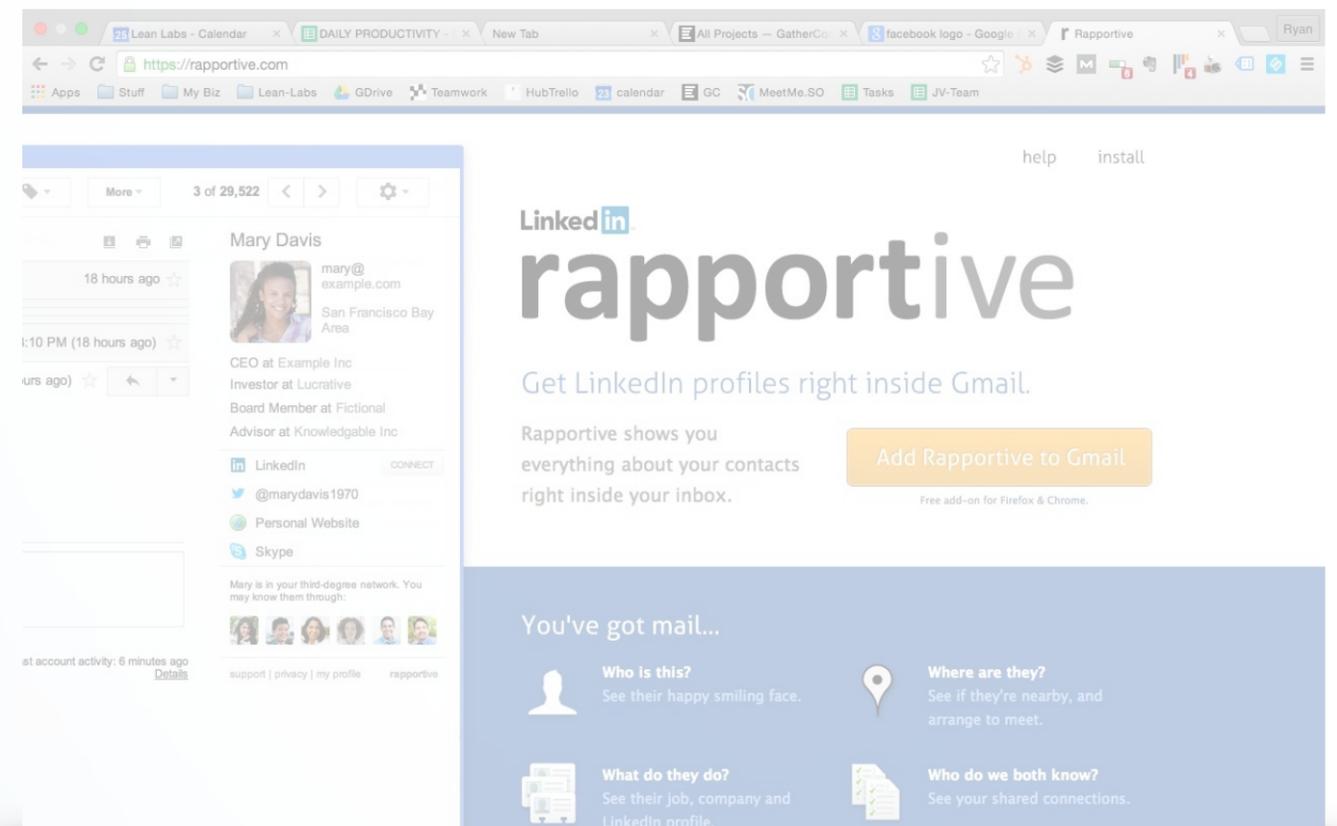
LINKEDIN TOOLS

- Rapportive

This Gmail plugin looks up your contact's LinkedIn profile, so you can automatically see their professional information while you are e-mailing them.

This tool is free, and it really helps to build your LinkedIn network. When you're e-mailing a new contact, you easily find their profile, allowing you to connect directly to them, quickly and easily.

rapportive



The image shows a browser window displaying the Rapportive website. The website features the LinkedIn logo and the Rapportive logo, with the tagline "Get LinkedIn profiles right inside Gmail." Below this, it states "Rapportive shows you everything about your contacts right inside your inbox." and includes a prominent orange button labeled "Add Rapportive to Gmail". A smaller text below the button says "Free add-on for Firefox & Chrome." Below the main text, there are four sections under the heading "You've got mail...":

- Who is this?** See their happy smiling face.
- Where are they?** See if they're nearby, and arrange to meet.
- What do they do?** See their job, company and LinkedIn profile.
- Who do we both know?** See your shared connections.

On the left side of the browser window, a Gmail interface is visible, showing an email thread with a contact's profile card for "Mary Davis". The profile card includes her name, email address (mary@example.com), location (San Francisco Bay Area), and various professional titles: "CEO at Example Inc", "Investor at Lucrative", "Board Member at Fictional", and "Advisor at Knowledgeable Inc". It also lists social media links for LinkedIn, Twitter (@marydavis1970), Personal Website, and Skype. At the bottom of the profile card, it says "Mary is in your third-degree network. You may know them through:" followed by a row of small profile pictures.

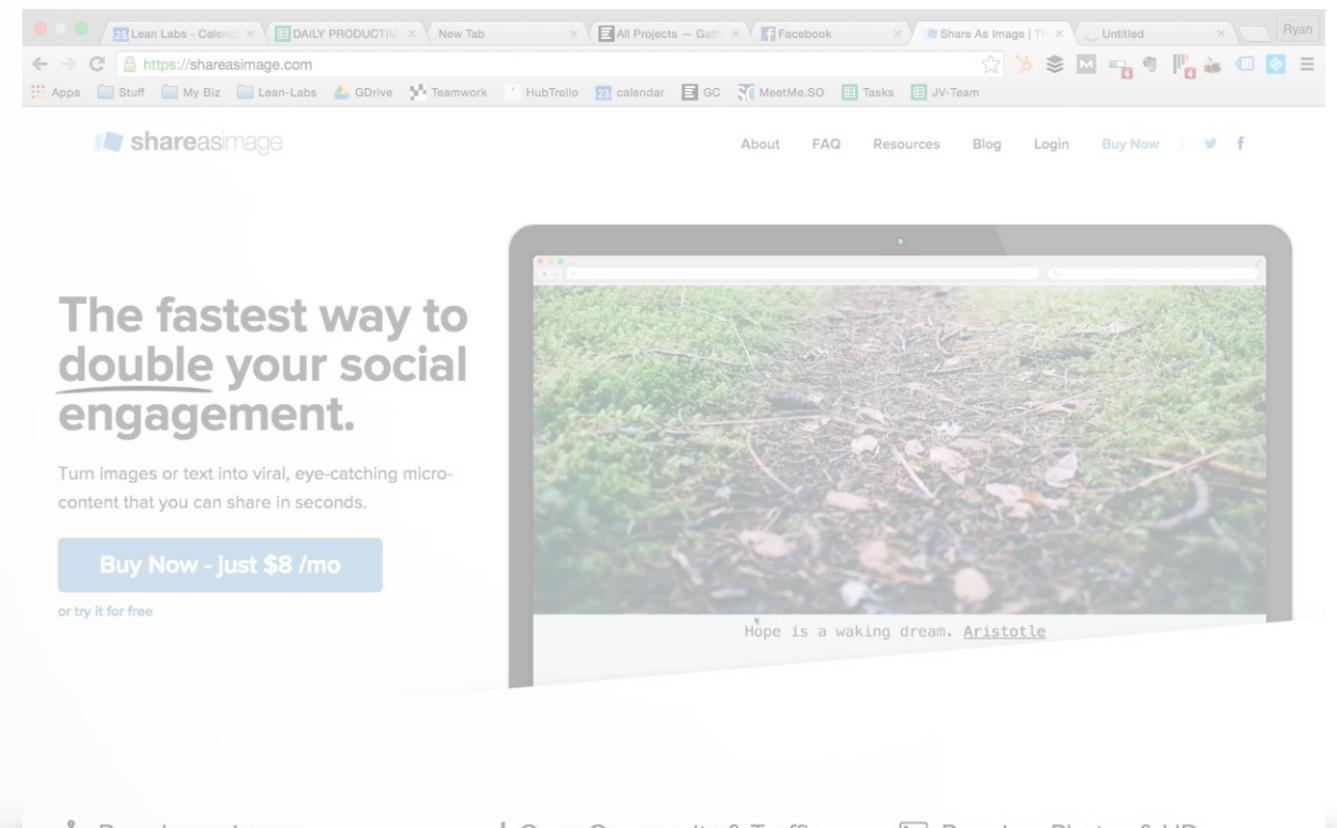
PINTEREST TOOLS

PINTEREST TOOLS

- Shareasimage

This is a Chrome extension that allows you to turn text into an image. You highlight the text, and click the Shareasimage button to easily share it over your social networks.

This is an easy way to share branded images or promotions to image-heavy social networks like Pinterest.

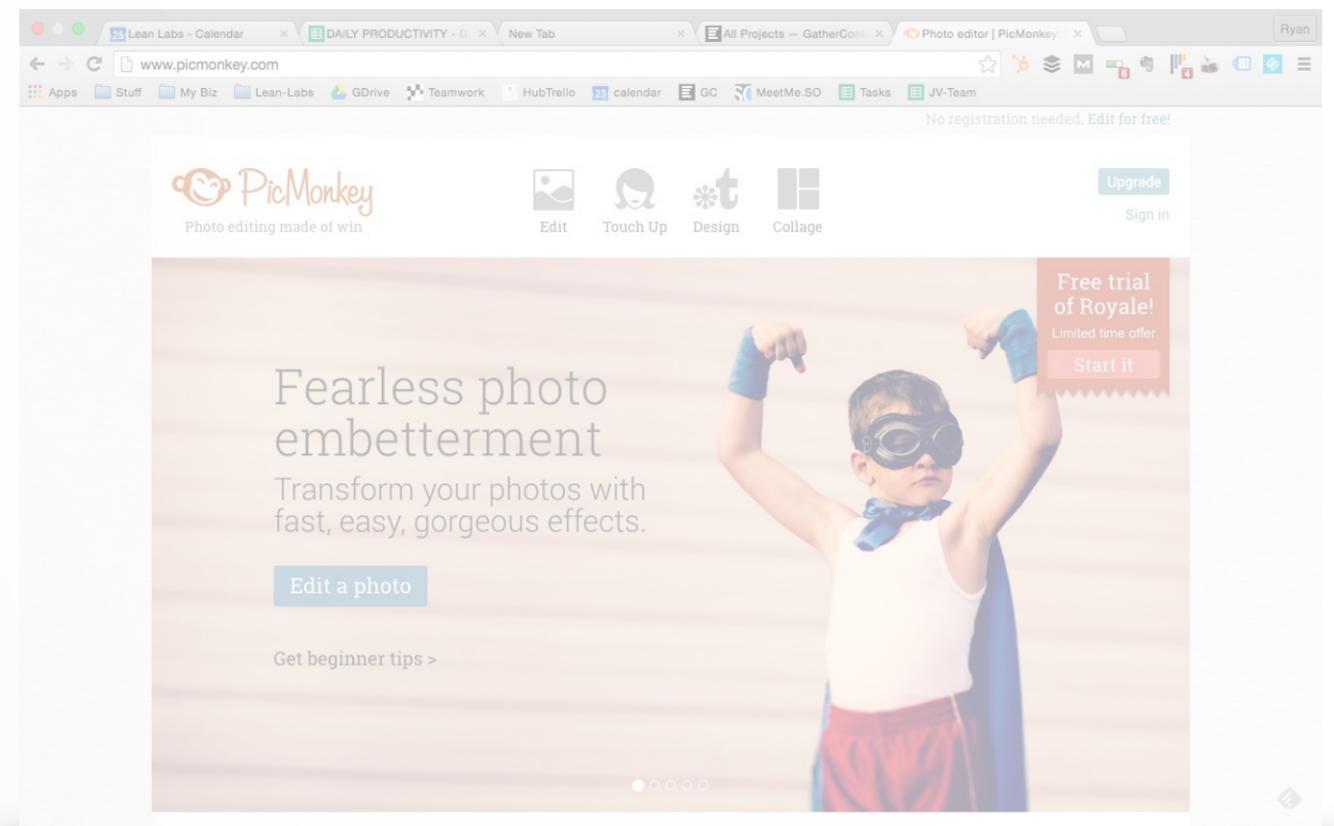


PINTEREST TOOLS

- PicMonkey

To make the most of Pinterest, you really need some kind of image editor. If you want light, easy, and web-based, PicMonkey is the editor for you.

This allows you to edit and touch up images, make them into collages, and do other design-based graphics. This tool is simple, fast, and perfect for someone who needs to make a quick edit, or add some text before sharing their image on Pinterest.

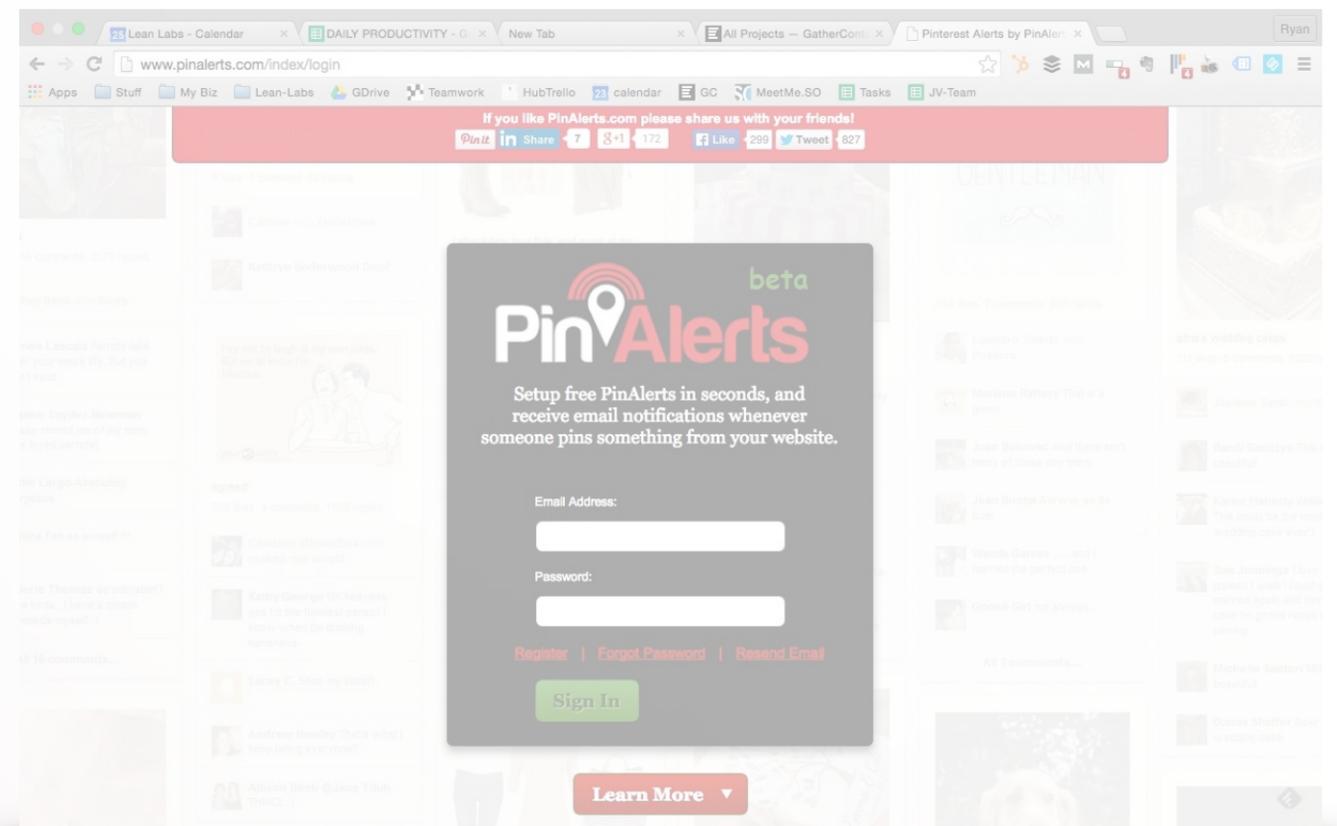


PINTEREST TOOLS

- PinAlerts

This tool is still in beta, but it promises to provide amazing value to brands in the future. Basically, this tool will send you notifications when someone pins an image from your website.

If you try it out, let us know how it's working for you, and how you plan to take advantage of it!



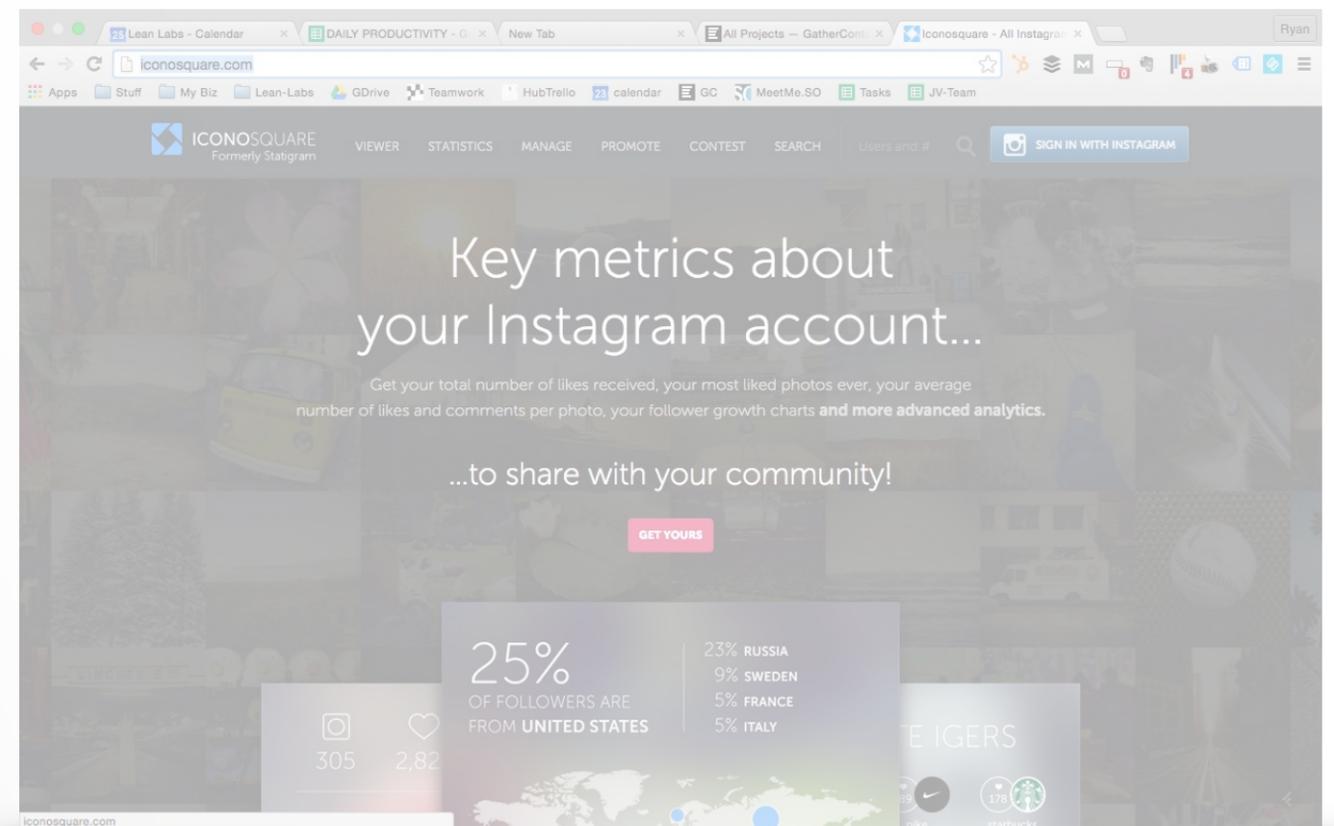
INSTAGRAM TOOLS

INSTAGRAM TOOLS

- Iconosquare

Iconosquare is your one-stop shop for monitoring and measuring the success of your Instagram marketing campaigns.

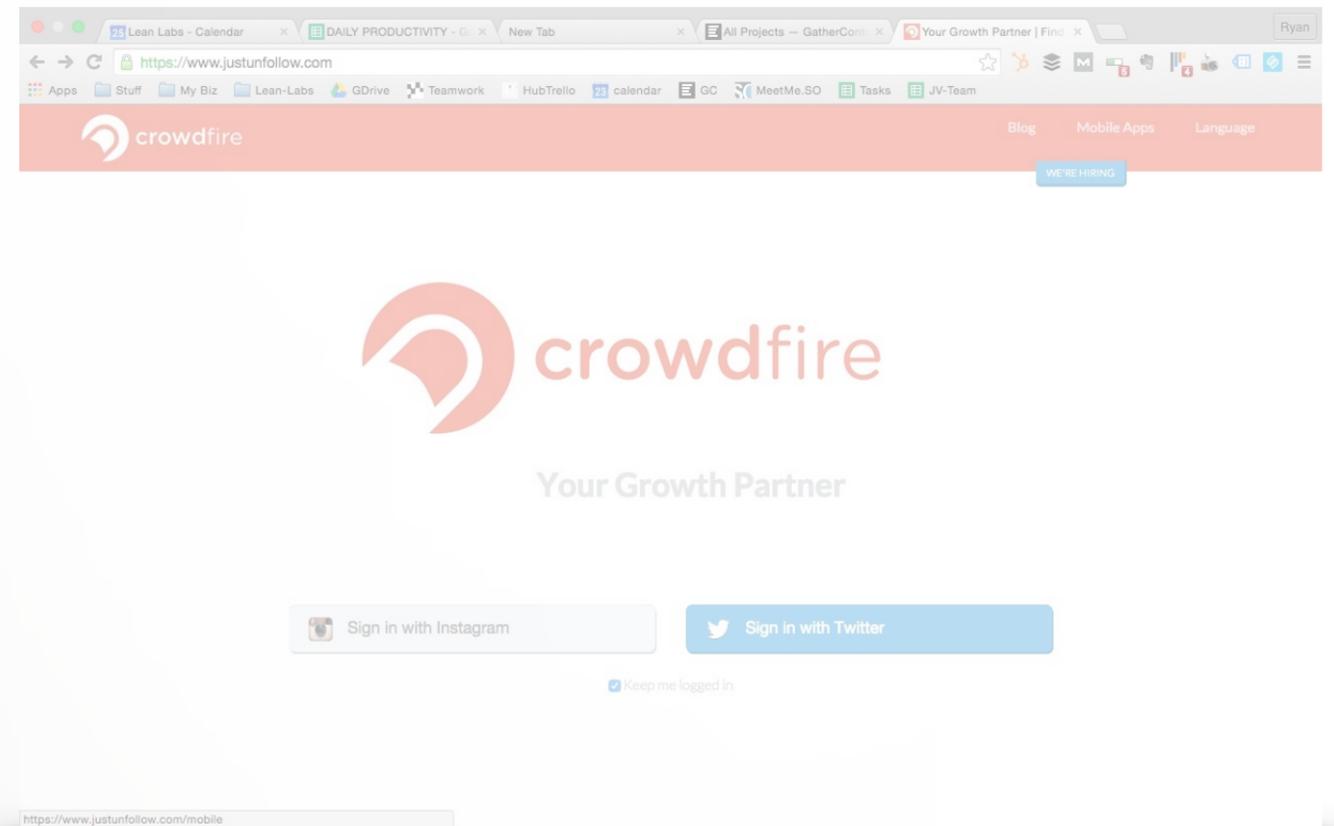
It allows you to access your total number of likes, your most popular posts, your average engagement across all posts, follower growth charts, and even more KPI's to keep your marketing efforts optimized.



INSTAGRAM TOOLS

- crowdfire

CrowdFire was previously known as JustUnfollow - this app allows you to easily manage who you follow, and unfollow batches of handles on both Twitter and Instagram.

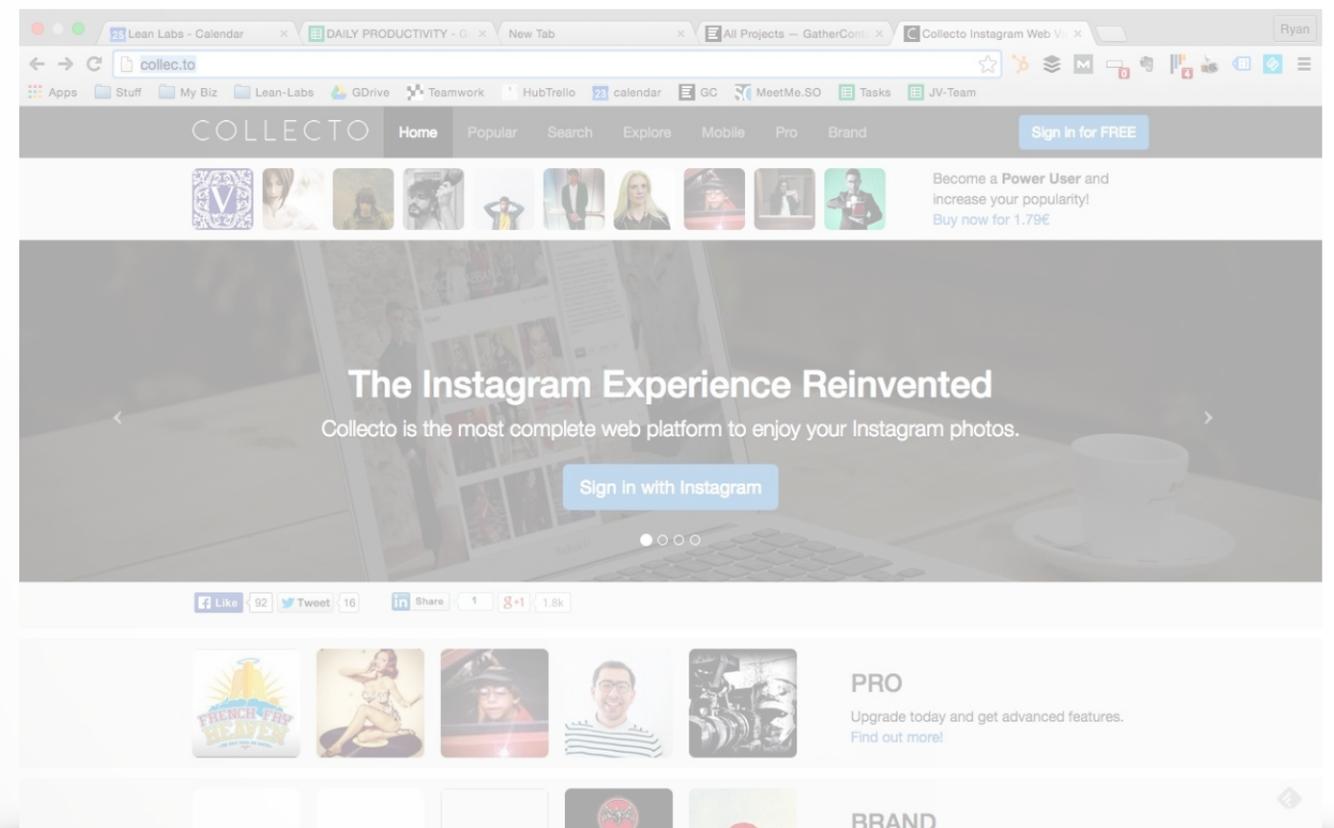


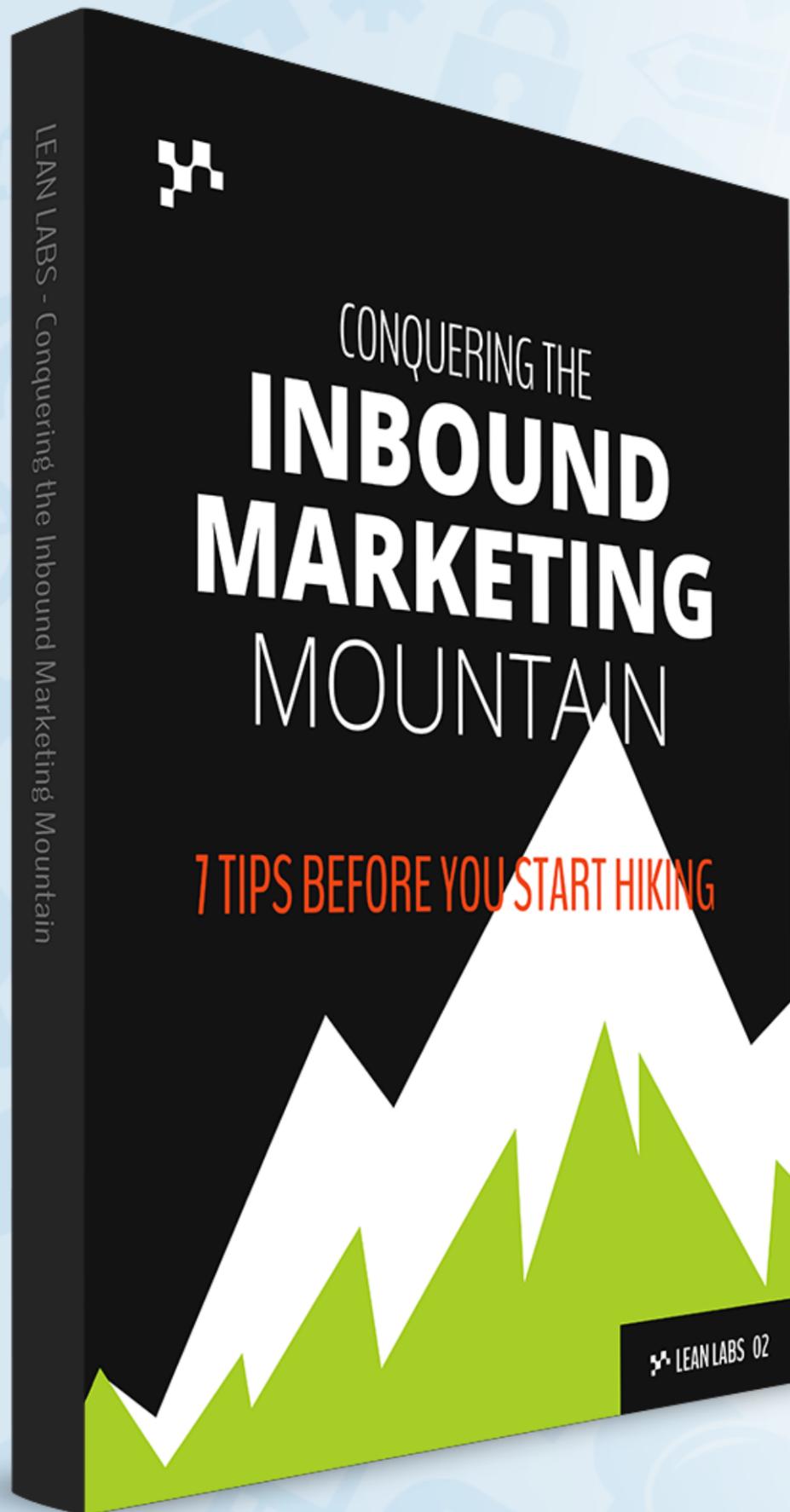
INSTAGRAM TOOLS

- Collecto

The most annoying part about Instagram marketing, is the requirement to be on mobile devices to do much. Well, Collecto solves that problem and gives you a new, web-based experience with Instagram to take your engagement and immersion to the next level.

It also features very useful statistics and browsing features not available on other, mobile apps.

The logo for Collecto, featuring the word "COLLECTO" in a clean, uppercase, sans-serif font. The text is centered within a horizontal rectangular bar that has a light beige to white gradient.



We hope this eBook was helpful.

If you're looking to take your marketing to the next level, we recommend downloading this guide to starting inbound marketing.

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