



# SOCIAL MEDIA MARKETING

# PRINCIPLES



**RESOURCE CHEAT SHEET**

This resource cheat sheet is your guide to hacking growth via smart tools and resources in social media, be it on Facebook, Twitter, LinkedIn, Instagram, SnapChat, Pinterest or all of them and more. You'll find everything here from metrics and tools you can use for tracking your progress, to helpful tips and strategies. Read on and pin this to your notice board when you're done!

# Powerful Tools for Analytics and Content Creation

Save time and accelerate your growth with these powerful social media tools!

## **Buzzsumo**

[www.buzzsumo.com](http://www.buzzsumo.com)

Buzzsumo lets you easily find social media content that's trending right now and then share it to your different social media accounts. The big advantage here is being able to find content in your niche that is already getting lots of likes and shares, that means you can reshare it and it *should* see similar success on your bpage!

## **Shareaholic**

[www.sharebuttons.com](http://www.sharebuttons.com)

This is a brilliant WP plugin that will allow your visitors and fans to quickly share your blog posts and pages with their friends. This way, you get shares even when you're not actively chasing them!

## **LikeAlyzer**

<http://likealyzer.com/>

LikeAlyzer is a tool that helps you to analyze your Facebook content in terms of performance. This lets you see things like which links performed best in terms of likes and who is giving you those likes. You can see what's

working and with who and thus know what to prioritize with the rest of your campaign!

### **Fanpage Karma**

[www.fanpagekarma.com](http://www.fanpagekarma.com)

This is yet more advanced stats available for your Facebook page and will let you see your growth trends, your biggest fans and even the most beneficial time of day for you to be posting!

### **WP Quiz Pro**

<https://wordpress.org/plugins/wp-pro-quiz/>

We spoke in the main ebook about the importance of trying different types of content in order to maximize growth. And one of the best of all was the humble quiz. This plugin helps you to create those more easily!

### **HootSuite**

[www.hootsuite.com](http://www.hootsuite.com)

HootSuite is useful for automating and syncing a variety of different social accounts and lets you schedule posts so that you can write the all in one go and then have them post on a regular basis. That way, there's never a gap in your output!

### **IFTTT**

[www.ifttt.com](http://www.ifttt.com)

IFTTT stands for 'If This, Then That' and is basically a service that allows you to create lots of connections between different apps and social sites. You can make it so that all Twitter posts are shared with Facebook for example, or so that only Twitter posts with certain hashtag are shared with Facebook. Or you can post from a Google Drive spreadsheet. Or tweet your heartrate from your fitness tracker!

### **Social Mention**

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

Not sure how to come up with the best hashtags to get lots of shares for your posts? Social Mention can help to remove the guess work!

### **Tint**

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

If you're planning on running a contest or similar, then you'll likely want to see all of your entries and pages in one place. This is what tools like Tint are useful for.

### **Adobe Illustrator**

For creating great logos, Illustrator is really the only software on the map. This will allow you to create vector files, which will maintain their definition at any size.

### **Live Video Streaming**

Right now, live video streaming is a new type of social media that is exciting and not too overcrowded. This is a fantastic opportunity for a quick marketer and you can get started with these platforms:

#### **Facebook Live**

Facebook now offers live video streaming, which is quickly becoming a very key competitor in this space.

#### **Meerkatapp.co**

<https://meerkatapp.co/>

This was the first live streaming service and it's one that is still relevant today, even in the face of Facebook live and Periscope's massive success.

#### **Blab**

<http://blab.im/>

Blab is a live streaming tool that is simultaneously a kind of conference tool. It allows you to stream but then also accept other people to join your chat and your feed so that they are able to speak to your viewers too. It's actually a brilliant tool for influencer marketing and it may yet take off in a big way.

#### **Periscope**

<http://www.periscope.tv/>

Right now, this is the 'big platform' that people think of when they think of live videos streaming and it's the best place to find new visitors and followers that will also be easy to integrate with your Twitter account.

# Reading

And now for your further reading! These resources will help you to bring you're a game on social media!

## **The LinkedIn Blog**

<https://blog.linkedin.com/>

LinkedIn is more powerful than many people realize. And where better to get great info on the subject than from LinkedIn *itself*. This is the official blog and it's the best place for news and suggestions.

## **LinkedIn Marketing Solutions**

<https://business.linkedin.com/marketing-solutions/blog>

This is another resource from LinkedIn that is focussed squarely on marketing.

## **Moz's Guide to Social Media**

<https://moz.com/beginners-guide-to-social-media/best-practices>

Moz is the number one resource on the web for social media. This guide looks at social media in general but there are similar guides for various other networks and concepts, such as Facebook and Twitter. It's definitely worth spending some time on the site and looking around!

## **Moz's Guide to Influencer Marketing**

<https://moz.com/blog/influencer-marketing-what-it-is-and-why-you-need-to-be-doing-it>

This one is all about influencer marketing and how you can use that to gain more visitors and followers. Influencer marketing is a great tool because it lets you share your visitors and followers with another content creator, thereby doubling both of your exposure!

## **Smart Passive Income**

<http://www.smartpassiveincome.com>

The Smart Passive Income blog is run by marketer Pat Flynn who shares all of his marketing techniques for free. Many of these pertain to social media.

## **Social Media Examiner**

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

For a source that is specifically on the subject of social media though, check out Social Media Examiner. You'll find lots of tips, advice and news here!

While you're at it, check out their resource guide to 'getting started with social media' here: <http://www.socialmediaexaminer.com/getting-started/>

And of course there's the old favorite: Google. Remember, knowledge is power, so get reading!