

---

# Social Media Tools Guide

---

# CONTENTS

Personal Welcome.....	4
Mention .....	5
Features.....	6
LikeAlyzer.....	7
Features.....	7
Setup .....	8
Social Crawlytics .....	9
Features.....	10
Agorapulse.....	11
Top Features.....	11
Getting Started.....	11
Key Benefits of Using Agorapulse .....	14
HootSuite.....	16
Setting up a Stream at a Conference .....	16
Filtering content within streams .....	16
Creating Streams within Tabs .....	17
HootSuite List Management .....	18
Viral Tag (formerly Pingraphy).....	20
Top Features.....	20
Key Benefits of Using ViralTag.....	23
Tailwind .....	24
Top Features.....	24
Getting Started.....	24
Track Growth.....	25
Engage Your Audience .....	27
Optimize Content .....	27
Measure ROI Section.....	28
Competitors.....	28
Key Benefits.....	29
PinAlerts .....	30
Top Features.....	30
Setup .....	30
Key Benefits.....	31
Buffer .....	32
Key Features.....	32
Nimble .....	33
Features.....	34
Dlvr.it .....	35
101 Magic Tips and Tools .....	36
SEO and Blogging.....	36

Email Marketing .....	40
Twitter Tools & Technology .....	41
Google + .....	42
Pinterest .....	43
Facebook Apps & Analytics .....	43
Monitoring & Analytics .....	44
General.....	44

## PERSONAL WELCOME

**Thank you so much for downloading this guide.** This will not be a waste of your time and I guarantee you will get some value out of it.

My name is Ian Cleary and I'm the CEO of RazorSocial. We recently won an award as one of the top 10 social media blogs for a global competition run by social media examiner so we must be doing something right.

In this guide you will get lots of information related to tools and technology. Our entire focus is in this area and we are now considered the leading resource globally for information in this area.

Now that I've got you, you're not getting past me until you read this guide!!!

We'd love to hear your feedback. Send me an e-mail to [ian.cleary@razorsocial.com](mailto:ian.cleary@razorsocial.com) and I'll respond personally to every e-mail.

You are more than welcome to share out this guide to anyone that you feel will benefit from it.



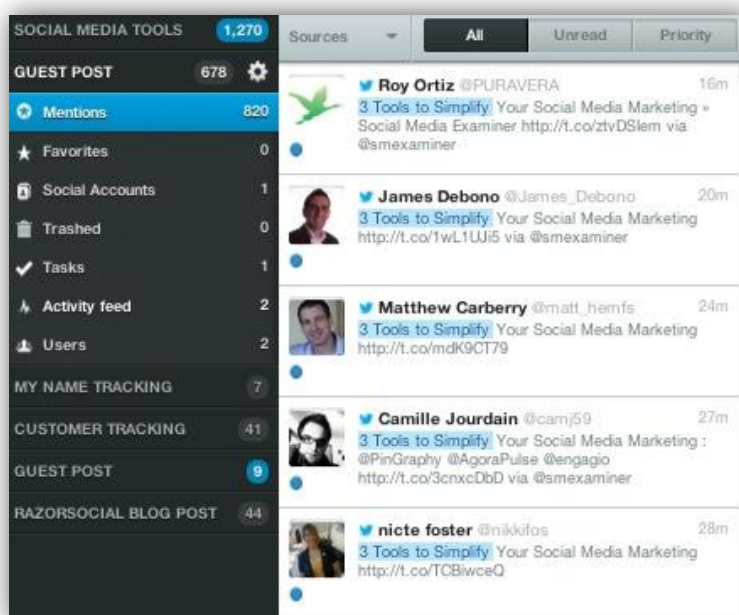
## MENTION

### Monitor Your Brand or Keywords on the Web

**Mention** is an excellent social media and web monitoring tool. You set up alerts based on keywords and content related to those keywords is displayed through the Mention application or sent to you via email or social media.

When you monitor and track keywords you can find potential business, build relationships with new people and respond quickly to situations that could damage your brand.

There are many monitoring tools available but they are generally either very expensive or have severe limitations. For example, you may use Google Alerts at the moment to track some keywords mentioned on the web. These alerts are not nearly as comprehensive as Mention. Google Alerts also does not provide the functionality that is really essential to manage and proactively respond to these alerts. Mention provides this functionality.



Mention is a very cost effective and comprehensive solution that monitors your alerts across a variety of sites.

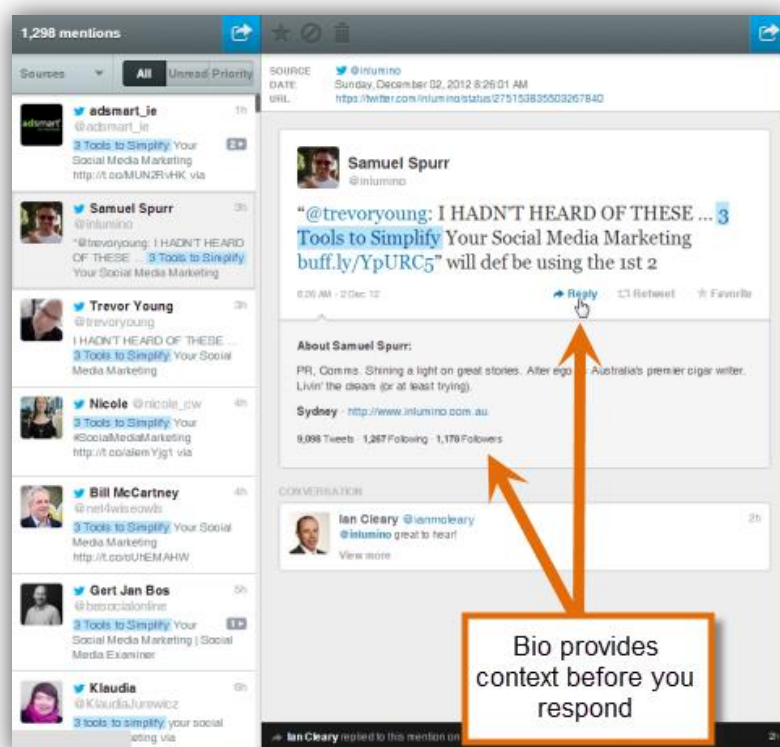
They provide a free version to get you started as well as a very affordable Lite and Pro Plan. You can start the Pro Plan on a free trial.

Mention has a really clean user interface that makes it extremely easy for you to manage your alerts and track all the activity.

## Features

Here are the key features:

- Set up alerts for your brand, keywords, and competitors and view these within the application, social media or via e-mail or text based alerts.
- You can track mentions of these keywords on blogs, websites, social media sites and forums.
- Displays the source of each mention within the user interface so you don't have to click off to other sites and open additional windows.
- A really nice feature is the ability to interact with alerts that are displayed directly within the application. For example, if an alert was related to a blog post you can respond to the blog post within the application. Similarly, for tweets you can see not only the tweet but also the bio for the person so that you have context before you respond to the tweet.
- The application adjusts the results displayed based on your interaction. For example, if you consistently remove alerts from specific applications or websites it will not display results from these sites.
- A priority queue which attempts to identify the important alerts. This could be because your name is mentioned or it's from a site with a lot of traffic. There is a new feature not released yet which will display a priority based on someone with a **high Klout score**.





# LIKEALYZER

## Improve Performance of Your Facebook Page

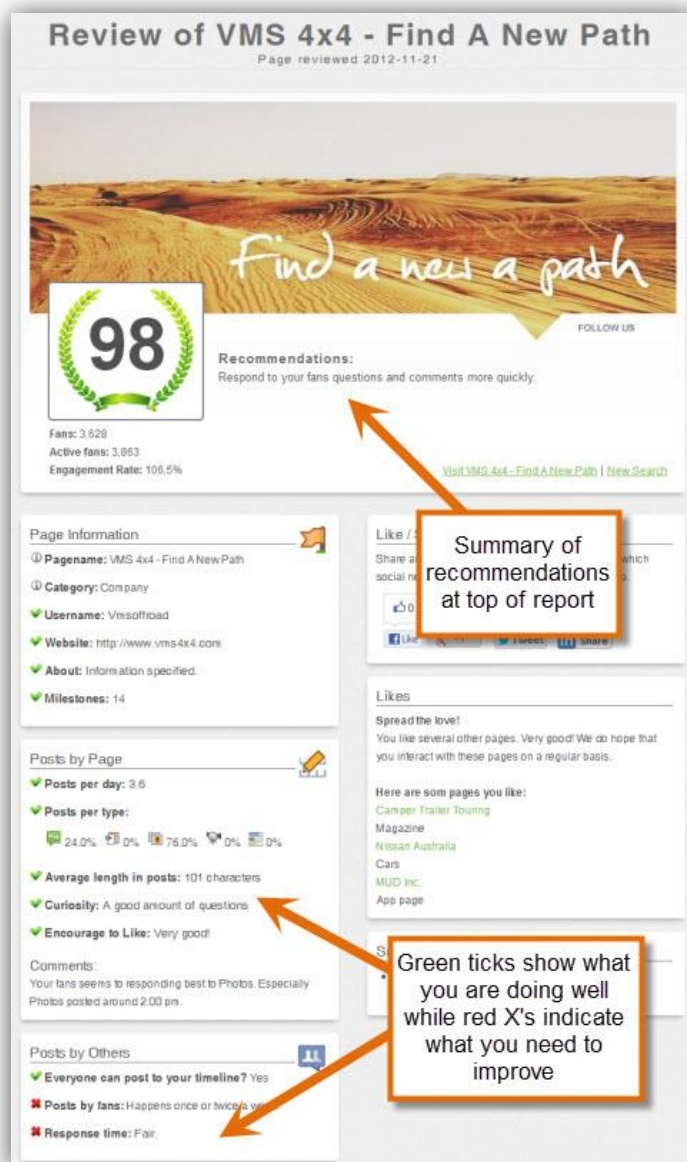
LikeAlyzer is a very simple (and free) tool that assesses your Facebook page and provides suggestion to improve it.

The analytics for your Facebook page provided by Facebook can be very useful but can also be very confusing.

LikeAlyzer is not complicated to use and provides some simple but valuable insights.

## Features

- It analyses your page to assess how well it performed in relation to other pages.
- Your page is graded from 0 to 100. The higher the score the better.
- Suggestions for improvements on your page are provided based on the analysis. You can see at a glance what you do well but it also draws your attention to the areas you need to focus on.
- Details of the top performing pages that have tested their page using LikeAlyzer are provided. Learn from other pages that get a high score.



## Setup

What is great about this tool is that there is no set up or registration required. Just put in your page name and an online report is produced.

But be aware that when you run your report this is not private. Other people can see reports run in LikeAlyzer.

Underneath the option to analyze your page you should check out other options:



- 🗨 **Recent** -This displays a list of the most recent pages that were analyzed.
- 🗨 **Popular** – This displays the most popular pages analyzed. These are listed in the order of number of fans.
- 🗨 **Toplist** – This is a list in the order of the pages that achieved the highest score. This can be very useful to analyze why particular pages performed better than others.

#	Page	Fans	Active	Point
1	VMS 4x4 - Find A New Path Company	3,628	3,863	98
2	Lennar Product/service	201,394	26,565	97
3	Agua Caliente Casino • Resort • Spa Attractions/things to do	13,407	2,382	96
4	PetsWelcome Website	2,015	438	96
5	The Peekskill Coffee House Restaurant/cafe	1,561	162	96
6	The X Factor (USA) Tv show	1,215,718	124,539	96



# SOCIAL CRAWLYTICS

## Identify Your Competitors Most Shared Content

Social Crawlytics is a free tool that analyzes how popular or unpopular content is on a website. This is very useful to assess the performance of your blog or your competitors.

It analyzes the content and produces detailed information on where content is shared out and how often it is shared.

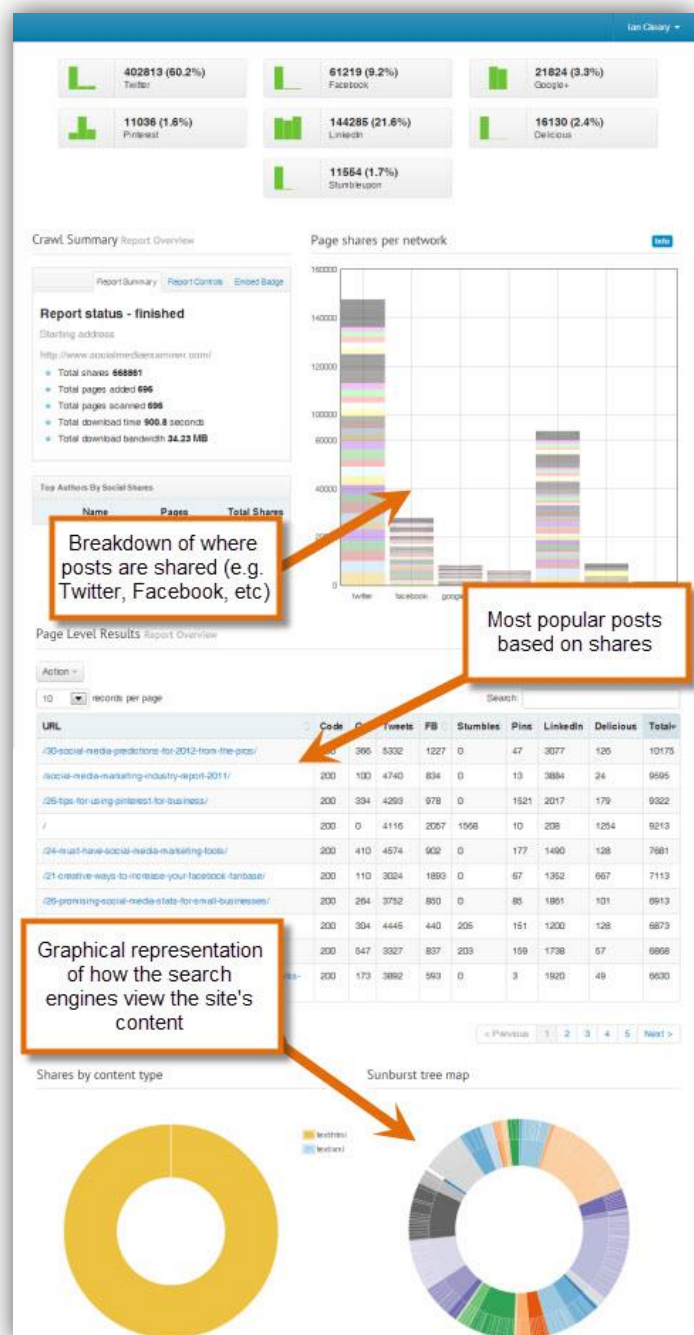
If you understand what content is popular and gets shared out the most can be very helpful to determine content that you should produce. Find out what is not popular is also useful, so you can understand what type of content does not resonate with your audience or your competitors.

*“Social Crawlytics is the first of its kind. A fast and flexible web-based crawler, geared for social. Now marketers can maintain ongoing reports of social share history across all pages of any website “*

Joe Griffin, CEO of iAcquire

If your competitor has a small number of pages you can do this manually but what happens if your competitors have hundreds or thousands of pages?

Social Crawlytics makes this process easy.



## Features

- You can find out what content is shared out most on social media on a competitor's website.
- You can find out the authors on a blog that get the most shares. This will only work correctly if the website has implemented [Google Author Tags](#).
- You can implement a scheduled report which automatically sends you an updated report on a website at a time you choose

When Social Crawlytics goes through a website it picks out all the blog posts and then displays these posts in order of popularity on social media channels.

Page Level Results Report Overview

Action ▾

10 records per page Search:

URL	Code	G+	Tweets	FB	Stumbles	Pins	LinkedIn	Delicious	Total
/30-social-media-predictions-for-2012-from-the-pros/	200	366	5332	1227	0	47	3077	126	10175
/social-media-marketing-industry-report-2011/	200	100	474	834	0	13	3884	24	9595
/26-tips-for-using-pinterest-for-business/	200	334	4293	978	0	1521	2017	179	9322
/	200					0	208	1254	9213
/24-must-have-social-media-marketing-tools/	200					77	1490	128	7681
/21-creative-ways-to-increase-your-facebook-fanbase/	200					7	1352	667	7113
/26-promising-social-media-stats-for-small-businesses/	200	264	3752	850	0	85	1861	101	6913

For each post you can see which channel it is shared on the most as well as the total number of shares

It displays Google+, Twitter and Facebook and it also displays shares on StumbleUpon, Pinterest, LinkedIn and Delicious.

In the example above, the post related to 30 social media experts making predictions had 5332 shares on Twitter. Could you do a post similar or better to this?

# AGORAPULSE

## Marketing Your Business on Facebook

To get maximum benefit from using Facebook it is important to use a management tool that provides functionality to improve engagement, grow fans and help develop business for your company.

Agorapulse is a **platform to manage and grow your Facebook presence**.

It has a broad range of functionality that can be used to help grow your presence on Facebook.

### Top Features

You can operate all essential features of Agorapulse without any technical skill. The following are some of the key features:

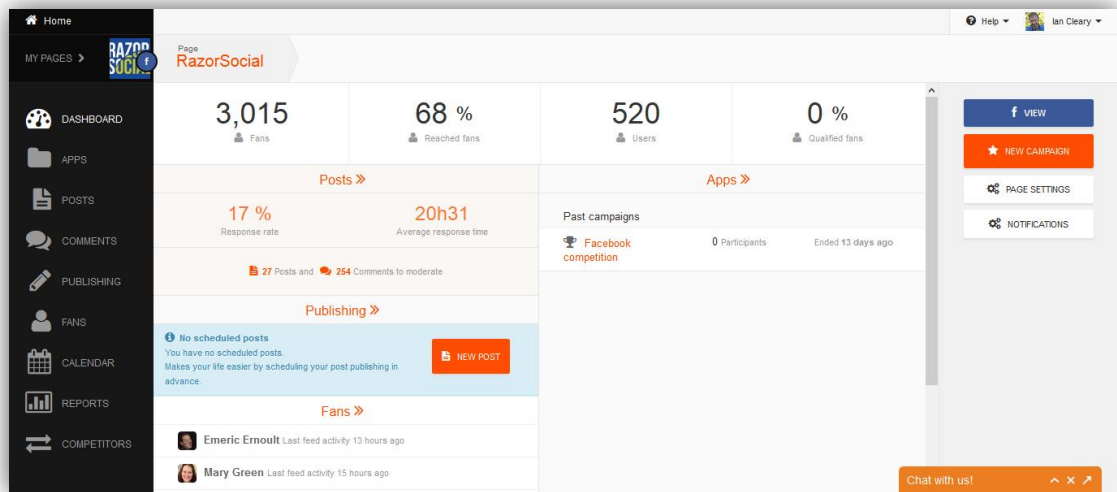
- 🗨 **Facebook Page Management** – Ability to update content on your page, schedule updates, target updates based on groups of countries or languages.
- 🗨 **Facebook Applications** – You are provided with 14 applications to help you grow your fans including applications for a competition, quiz, top fans, document application and many more.
- 🗨 **Lead Management and CRM** – Agorapulse builds up a profile of your fans based on interactions on your Facebook page and participation through the applications. For example, when you run a competition you can collect additional information related to your products or services that can be used for targeting specific offers to these fans.
- 🗨 **Analytics** – There is a detailed analytics module which gives you an overview of how your pages and posts are performing.

### Getting Started

Register using your Facebook account and then choose which Facebook page you want to manage. **You can try it for free for 28 days before deciding to buy.**

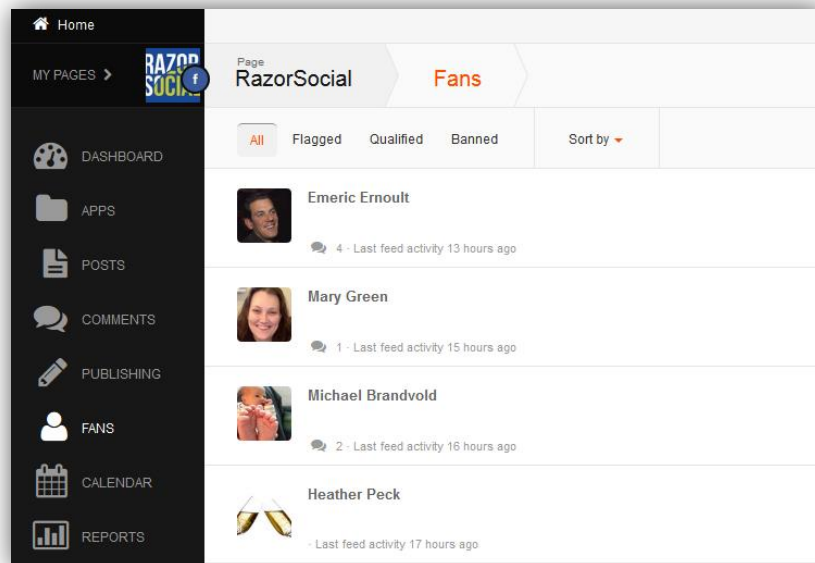
Once you select your page you are shown **the dashboard which contains an overview of your page's performance**.

From this dashboard you can see what posts are effective, what is not working, what is the best time to interact and much more.

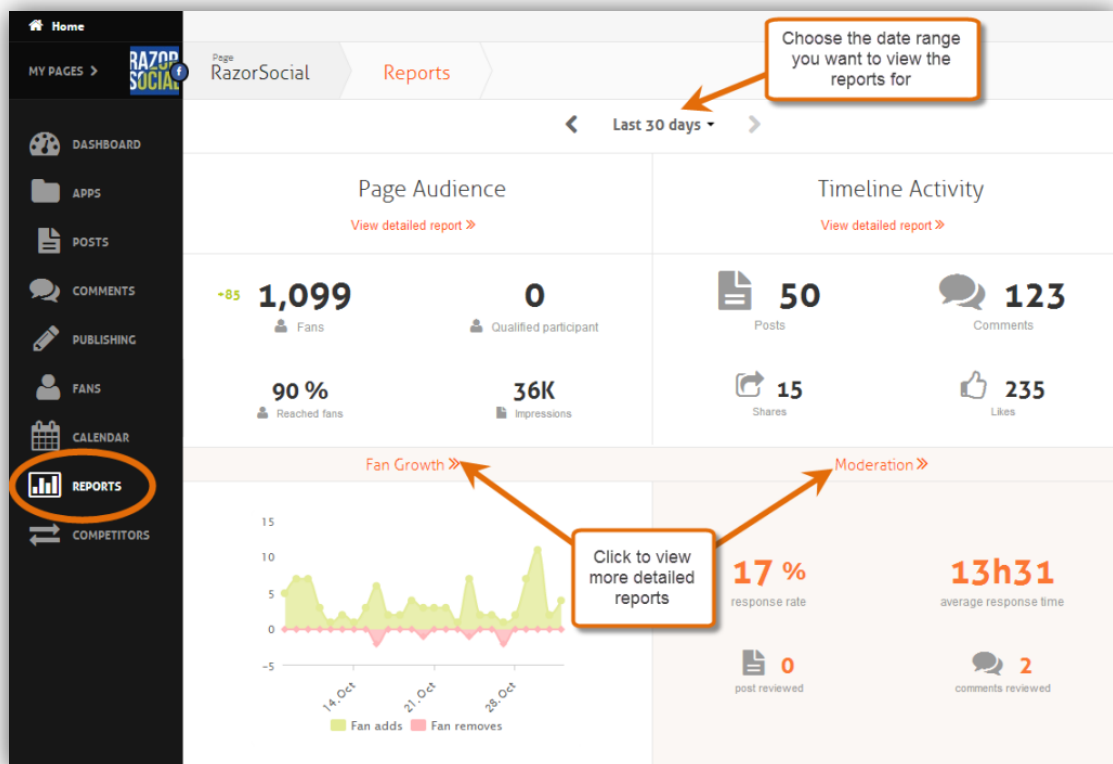


You can also choose to focus in on certain areas via the other menu options. This includes:

- Apps** – add new applications to your Facebook page or view details of the performance of existing applications
- Calendar** – A visual display of posts made or scheduled on your page.
- Posts** – A view of posts made with details of comments, likes and a gauge on sentiment (e.g. positive or negative). You can also schedule updates to be posted at the optimum time to get the best engagement.
- Fans** – A graphical display of the top users that have posted content or interacted on your page. By identifying your most loyal fans you can build a closer relationship with them. Your loyal supporters will be the people to turn to when you want to get the word out about a new product or service.



- Reports (premium feature) – Detailed analytics and stats on your Facebook page such as who is getting your content and how your fans engaged with each post. This helps you identify what is working and more importantly what's not.



Page: RazorSocial Reports

Fan activity Page activity Recommendations

Page activity

44 Page posts

25 Page comments

	Posts	Fan reach	Engaged users	Storytellers	Negative feedback
Average post reach 13 % of fan base (13M fans)	Averages	12.48 % of fan base	5.56 %	2.12 %	0.0 %
Average post engagement 8 % of reached fans (11 fans)	Some practical mistakes from Jeff. Nov 4, 2013 8:01:07 PM	10.89 % of fan base	7.75 %	0.7 %	0.0 %
	7 Interesting Social Media Tool startups at Dublin Web Summ... Nov 4, 2013 11:26:02 AM	10.17 % of fan base	6.84 %	0.85 %	0.0 %
	Love this quote! Nov 2, 2013 12:00:34 PM	13.68 % of fan base	9.57 %	7.26 %	0.0 %
	Aweome View (San Francisco - Golden Gate) Nov 2, 2013 9:34:34 AM	13.68 % of fan base	9.36 %	5.91 %	0.0 %
	Share your Facebook page below, would love to hear about wha... Nov 1, 2013 3:01:06 PM	30.06 % of fan base	5.31 %	2.55 %	0.0 %

- Competitors (only available with diamond premium) – A grid comparing you against your competitors for fans, engagement, posting etc.

EDIT

Fans	103,231 90.8/day	81,377 55.4/day	76,402 0.0/day	20,382 34.1/day
Talking about this	2,628 2.55% of fans	2,671 3.28% of fans	1,759 2.30% of fans	597 2.93% of fans
Fan posts	113 4.3/day	295 9.8/day	0 0.0/day	93 3.2/day
Page posts	100 3.8/day	62 2.1/day	113 3.8/day	29 1.0/day
Interactions	7,872 76.7/post	11,673 188.3/post	2,065 18.3/post	1,466 58.6/post
Engagement	7.63% 0.08%/post	14.34% 0.23%/post	2.70% 0.02%/post	7.19% 0.25%/post

## Key Benefits of Using Agorapulse

- There are many configuration options when setting up the applications which give you great flexibility and control.
- The ability to **collect additional information on the fans** and build up a profile of the fans is really valuable.



**Fan qualification**

ON

**Fan qualification**

Get to know your fans by obtaining more information about them.

**Text**

By providing us with additional information below this will help us ensure that we can deliver information that's more relevant to you.

Let your fans only fill in the information from your fan page (optional text displayed above the form):

Show formatting options

**Basic info**

☒ First name ☐ Last name ☐ Email ☐ Birth date ☐ Address ☐ Postal code ☐ City ☐ Country

**Custom info**

☒ Favorite Product ☐ Causes interested in

What other charitable causes are you interested in? Enter a question or a short text.

Text field

Choose answer type

ADD CANCEL

**Welcome!**

My entry Most recent Most popular

By providing us with additional information below this will help us ensure that we can deliver

First name: Cotele

Last name: Cleary

Favorite Product

What is your favorite product

Causes interested in

What other charitable causes are you interested in

Participate

- Having an extensive suite of applications, page management and analytics in one platform **saves a lot of time** and ensures that you can see all activity in one place.
- The applications support frictionless sharing through Facebook Open Graph.** This means that participants entering the competition can share out information related to the competition automatically. **This results in much higher shares.**
- Very useful information provided in relation to analytics and engagement on your page. For example **a calendar showing what you posted over the past month**, what fans are engaging and how your page is performing.
- There are currently 14 applications to choose from. A broad range of Facebook applications reduces the chances of your fans getting bored with similar content.
- Ability to moderate user posts and create actions based on the content. For example flag it or assign to a team member.



# HOOTSUITE

## Manage Your Social Media Profiles

HootSuite is one of the most comment tools that are used by social media professionals to manage Twitter, Facebook and other accounts.

We'll assume at this stage that you are familiar with the basic functionality of HootSuite so here are 5 additional features of HootSuite that you may not be using.

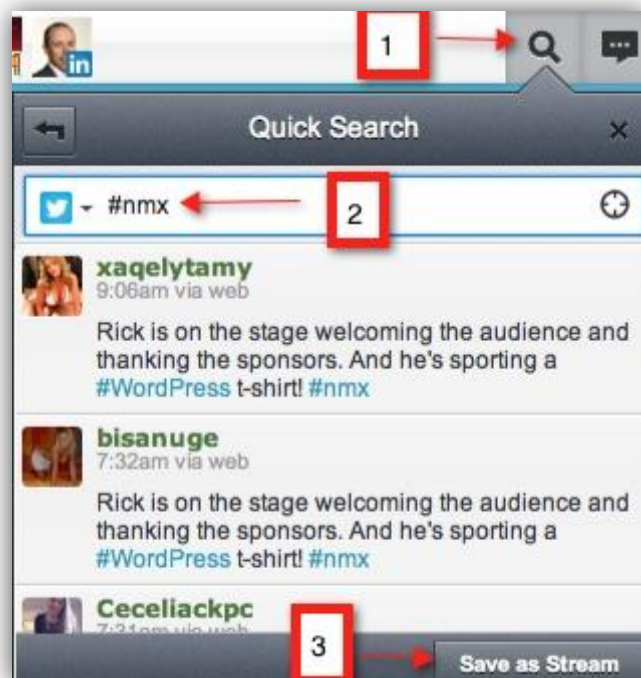
## Setting up a Stream at a Conference

If you go to a conference and want to keep track of the conversation the best way to do this is to set up a stream filtered by the hash tag for the conference.

In HootSuite select the search box, enter the hash tag and then click save as stream.

After you are finished the conference you could remove the stream.

You could also set up this search just to search through specific topics on Twitter or search based on locations.



## Filtering content within streams

HootSuite allows you to divide up content into streams (columns of filtered data).

You can perform searches based on content that is within that specific stream.

If you select the down arrow (highlighted in the screenshot below) you are given the option to filter your streams. You can filter by keyword or filter by Klout score (a score produced by Klout which attempts to rank people by influence).

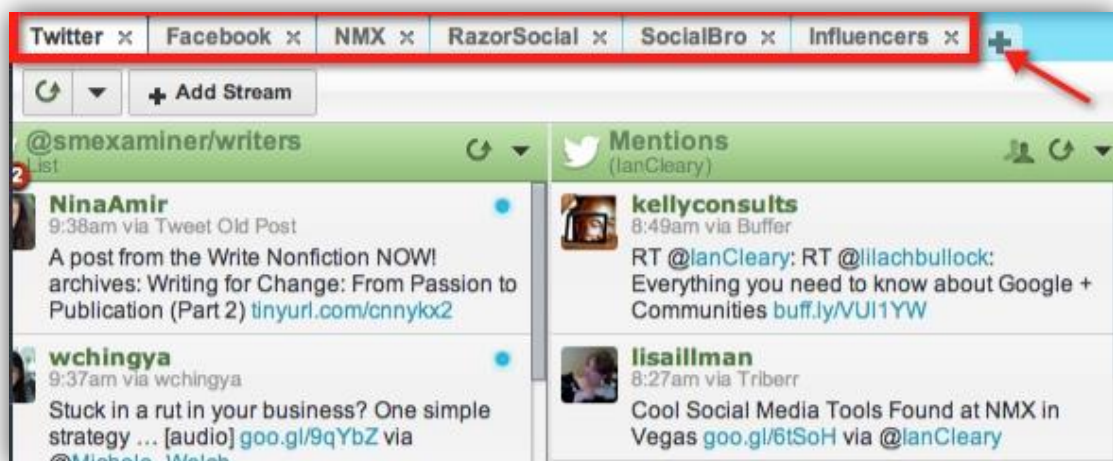


This is handy functionality to find relevant information within the streams.

## Creating Streams within Tabs

Streams are the columns of information you display within HootSuite. For example, you can have a stream which displays when your name is mentioned or for a particular hashtag.

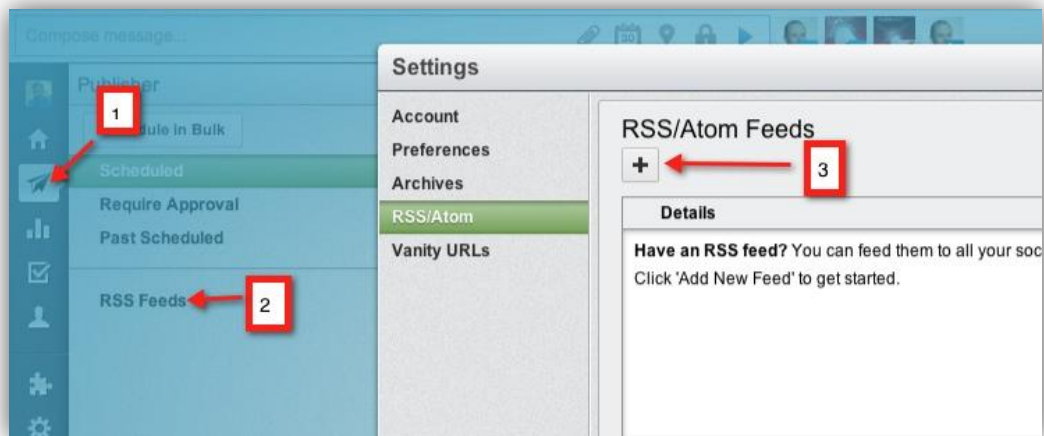
Over time as you add streams you end up with too much information. Sometimes it's better to have multiple tabs and then have relevant streams within those columns. When I click on any of the tabs highlighted there can be multiple streams displayed relevant to the tab.



## HootSuite List Management

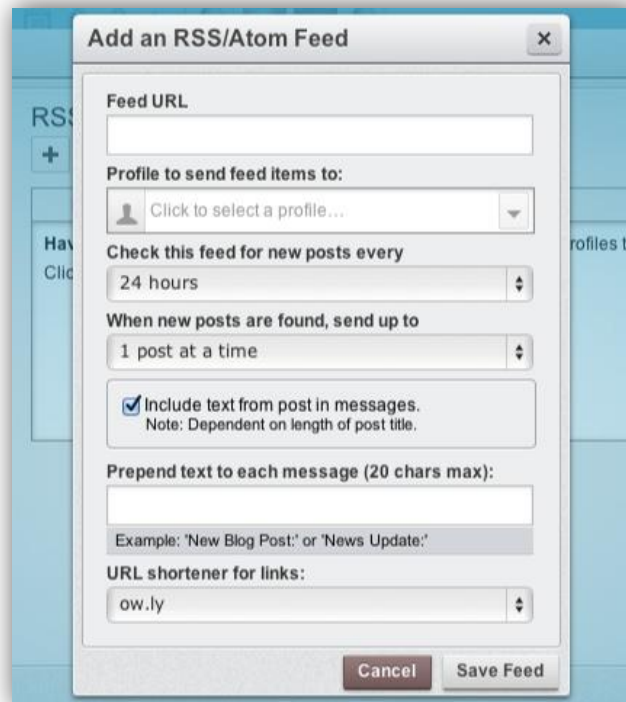
Twitter lists are a great way of organizing your Twitter stream. Within HootSuite there is List management functionality that allows you to drag and drop people you follow (or follow you) into lists. This is an easy way of grouping your Twitter followers. You can also drag and drop people within the lists.

1. Distribute your blog content through an RSS feed
  - If you have a blog you can automatically set up the blog within HootSuite and get HootSuite to automatically send out content for that blog.



- Select the option for viewing scheduled posts and/or setting up RSS
2. Select the 'RSS feeds' option.
  3. Add your RSS feed. When you are adding your RSS feed you'll need to provide the following information:
    - Profile to send feed items to – This is not necessarily Twitter, this could also be Facebook or other platforms supported by HootSuite.
    - Check this feed for new posts every – This will automatically check your feed to look for new posts, the default this is set to 24 hours.
    - Prepend text for each message – You can automatically add text into the start of any post sent out.
    - Include text from post in messages – this is dependent on the length of the post.

- Prepend text to each message – You may want to put some additional text at the start of each post.
- URL Shortener – These tools just shorten the links so that more can be fit in a tweet.



**Add an RSS/Atom Feed**

Feed URL

Profile to send feed items to:

Click to select a profile...

Check this feed for new posts every

24 hours

When new posts are found, send up to

1 post at a time

☒ Include text from post in messages.  
Note: Dependent on length of post title.

Prepend text to each message (20 chars max):

Example: 'New Blog Post:' or 'News Update:'

URL shortener for links:

ow.ly

Cancel Save Feed

## VIRAL TAG (FORMERLY PINGRAPHY)

### Manage Your Pins on Pinterest

Pinterest is an increasingly popular site where **people identify images on the web and share it out on Pinterest**. When they select an image they 'pin it' and this gets pinned onto a virtual board which displays the pinned images.

There are some useful tools to help grow your presence on Pinterest. **ViralTag** is a tool that **allows you to schedule pins on Pinterest**.

When you browse the web you may come across various images that you want to pin and on some pages you may find several images.

ViralTag identifies all images on a page and allows you to **select which images you want to share and when you want to share them**.

### Top Features

ViralTag is a **relatively simple but effective tool** with a core set of features. Here are the main ones:

- 🗨 Select all images on a page and make available for pinning
- 🗨 Pin a group of images at the same time or at later scheduled date
- 🗨 Photo editing software so you can modify pictures before you upload
- 🗨 Analytics available for tracking repins, likes, clicks and reach for every item shared.

In Pinterest you create boards which are like virtual pin boards. When you find images that are relevant to a board you 'pin' them to the board.

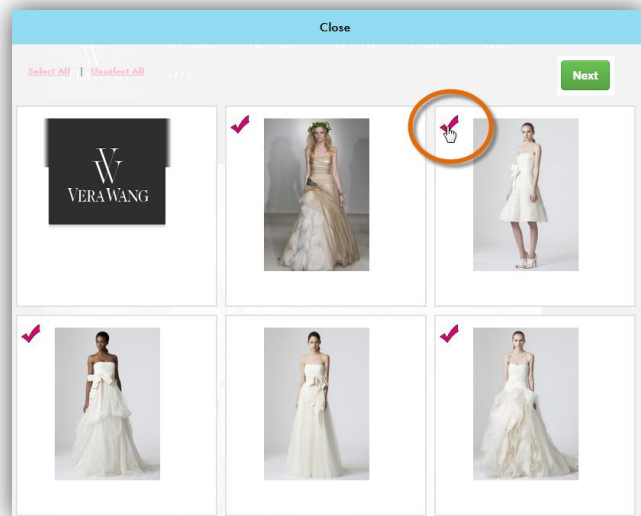
For example, if you were a wedding organizer and you had a "Stunning Dresses" board you could go to one of the wedding designer's websites.

When you see something you like, click on the ViralTag button in your browser. **ViralTag recognizes the images on the page and lets you create pins with the ones you like.**

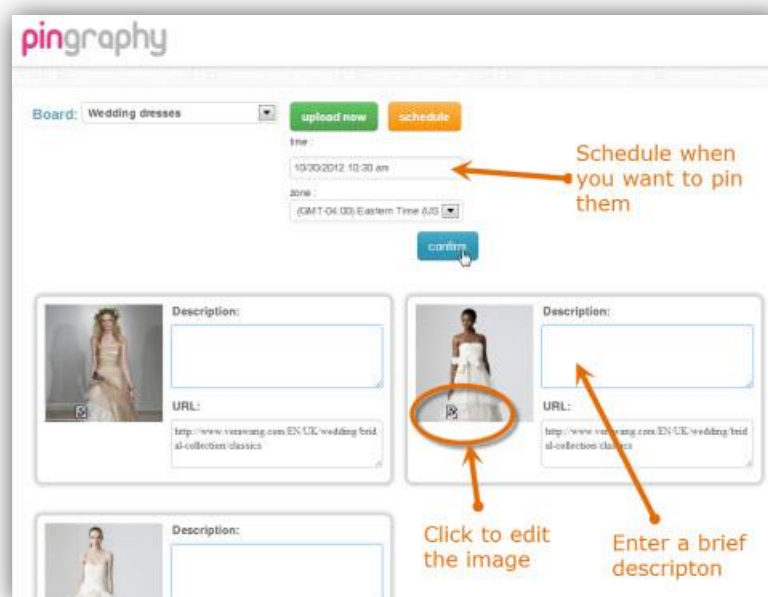


By default all images are selected. Simply deselect any images you do not want to pin by clicking on the tick in the top left of the image.

Next you need to enter a brief description of each image. The URL field allows you to enter the web address of where a user will be brought to when they click on the image in Pinterest. This will generally be back to the source of where the image was pinned.



Finally, you can decide whether you want to schedule them for later or upload them now.

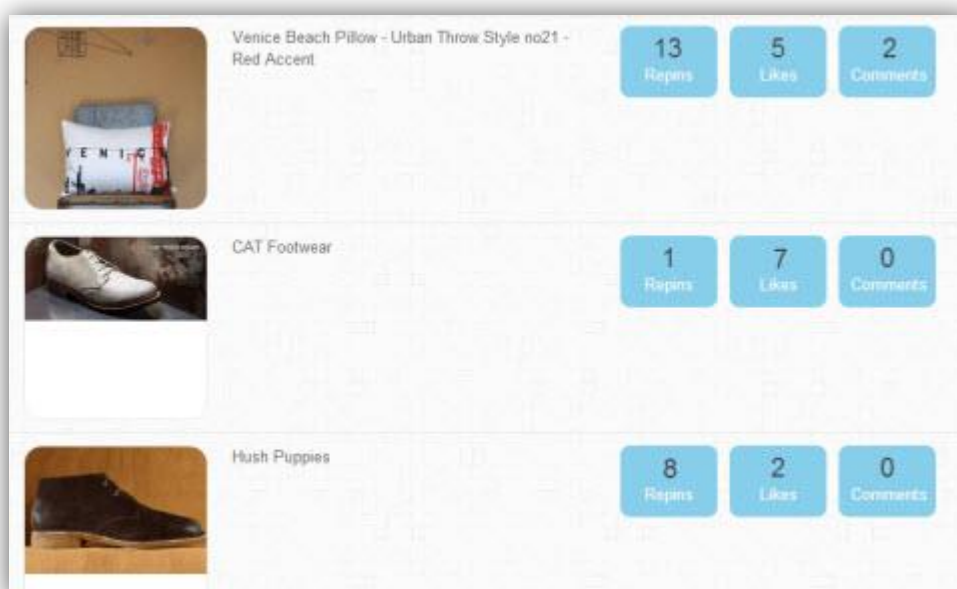


At the time of writing this post you can delete a scheduled Pin from the Dashboard, but you can also change the scheduled date and time. When pinning multiple images you can set a posting schedule – every 30/60/90 minutes. Then you can once again change posting times if they don't suit you.

You also have the option to edit the images to enhance or improve how they look. Click the bottom left hand part of the picture. You can then modify the image by applying an effect, cropping it, rotating it, and much more.



When you upload images you can track statistics on the items pinned such as the amount of repins (other people pinning items already pinned), likes and comments.



## Key Benefits of Using ViralTag

- You can schedule pins to deliver them at the most appropriate times.
- It saves a lot of time by uploading more than one pin at a time.
- You can easily pin items on a page that may not already have the functionality to pin available.
- Analytics is useful to track what pins work or don't work

## TAILWIND

While Pinterest provides some basic [analytics](#) to help you assess the performance of your [Pinterest](#) account, if you want more advanced analytics and the ability to **analyze your competitors**, [Tailwind](#) is a good application.

### Top Features

- 🗨 **Growth Tracking of fans, followers, boards, likes and pins**—View graph reports based on default or custom date ranges. Track the volume of pins from your website.
- 🗨 **Audience Engagement Details**—Find trending pins, your top repinners, most influential followers and a table of the people who share content the most.
- 🗨 **Content Optimization**—View details for each piece of content to help you decide how to optimize (e.g., view the time and day of the week when most pins occur).
- 🗨 **ROI Measurement**—Through integration with [Google Analytics](#), view the website [traffic](#) and revenue that's generated from Pinterest and view the individuals who drove that traffic.
- 🗨 **Competitor Benchmarking**—Benchmark your analytics against your competitors.
- 🗨 **Collaboration**—Share your account with multiple team members.
- 🗨 **Enterprise Features**—At the enterprise level, you can create custom reports, set up keyword monitoring and run influencer campaigns to identify, vet and recruit key influencers.

### Getting Started

There's a paid version of Tailwind, but you can **start with the free version**. Just **enter your Pinterest username and select the *Create Free Dashboard* option**.

**Note:** Certain features we mention, such as competitor benchmarking and measuring your ROI, are included only in the paid version of Tailwind.



Creating your free dashboard is easy. When you first log in, you'll see a screen similar to this.

Because this is the screen for the free version, not all of the options are available in each menu section.

On the left is the menu and on the right you see content relevant to the menu item selected. In this case, *Your Boards* is selected.

Let's take a look at what each section offers.



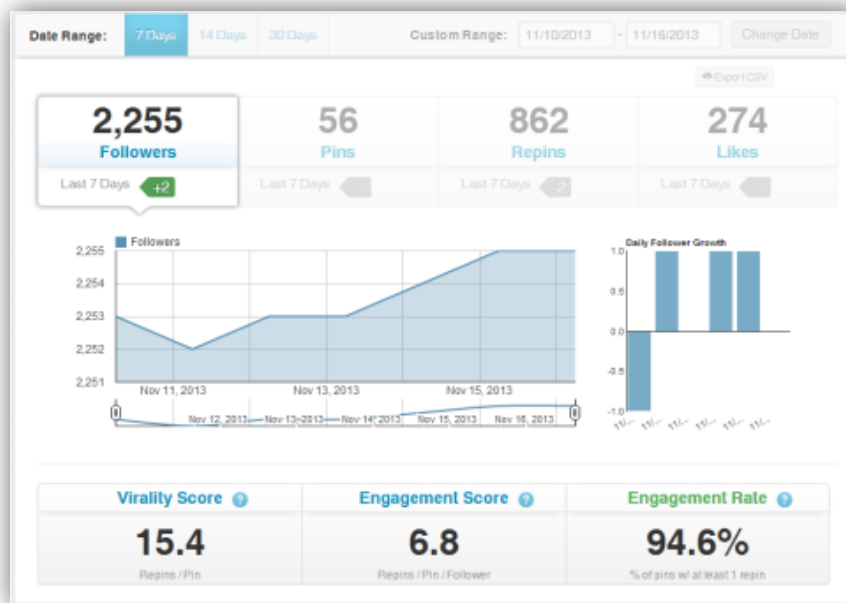
## Track Growth

The Track Growth section is where you view the performance of your Pinterest account.

Click on *Your Profile* to see your follower growth and stats that give an indication of how well your content is doing. For example, you can easily **see how many pins, repins and likes you've had on your boards** and how each of these stats has increased or decreased over time.

Below the graph are these statistics:

- Virality Score** is found by dividing your total repins by your total pins. A score of 14.5 means that over 14 times the amount of content you are pinning is repinned, which is very healthy.
- Engagement Score** is found by dividing your total repins by total pins divided by followers. This score lets you **see how engaged each follower is with your content**. In this example, each follower engaged with an average of 6 pins over the last 7 days.



🗨 **Engagement Rate** is the percentage of your pins that are repinned at least once. This will **reveal how relevant your content is** to your audience. In the example above, nearly 95% of the pins in the last 7 days were repinned. A phenomenal **engagement** rate and one I'm sure we'd all love to achieve.

On *Your Boards*, a breakdown of performance helps you **determine which boards are most popular or are having the greatest impact.**

Use the arrows to sort the data in each column and focus on a specific stat such as Followers, Repins, Virality Score or Engagement Score.

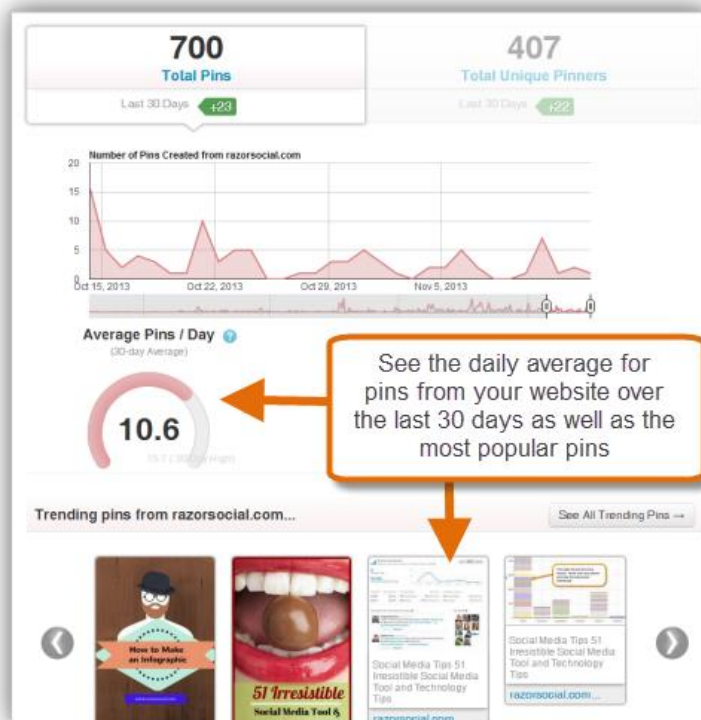
Board	Pins		Followers		Repins		Virality Score	Engagement Score
	Total	Last 7 Days	Total	Last 7 Days	Total	Last 7 Days	Repins / Pin	Repins / Pin / Follower
Google Tools	8	0	177	+109	8	0	1.00	5.65
Social Media Success How to Quotes etc	4	+1	171	+107	4	0	1.00	5.85
Twitter Tools	8	0	177	+108	8	0	0.73	4.11
Facebook Tools	7	0	177	+109	3	0	0.43	2.42
Social Media Tools Tips	19	+1	176	+108	7	+4	0.37	2.09

Click on any of the board titles to drill down further via the *Pin Inspector* and see the performance of all the pins on that board.



If you upgrade to a paid plan, *Your Website* will show stats and details on pins that are created directly from your website. These are mainly pins that other people create when they find something on your website that they want to share on their own boards.

You can also **view the trending pins from your website** to see which images are most attractive to pinners.



## Engage Your Audience

Explore this section to view details of your most engaging content and the audience that's sharing it the most.

- 🗨️ *Trending Pins* will **show which images on your website are getting the most engagement on Pinterest** and who is pinning them.
- 🗨️ Under *Top Repinners*, you **see the people who repin your content the most**, while *Top Brand Promoters* shows you the **Pinterest users who mention you the most in comments**. You can also see which of these users aren't following you.
- 🗨️ Use *Influential Followers* to **identify the most influential people on Pinterest who are following your boards**. These pinners are ranked by influence and show up according to the number of followers they have on Pinterest.

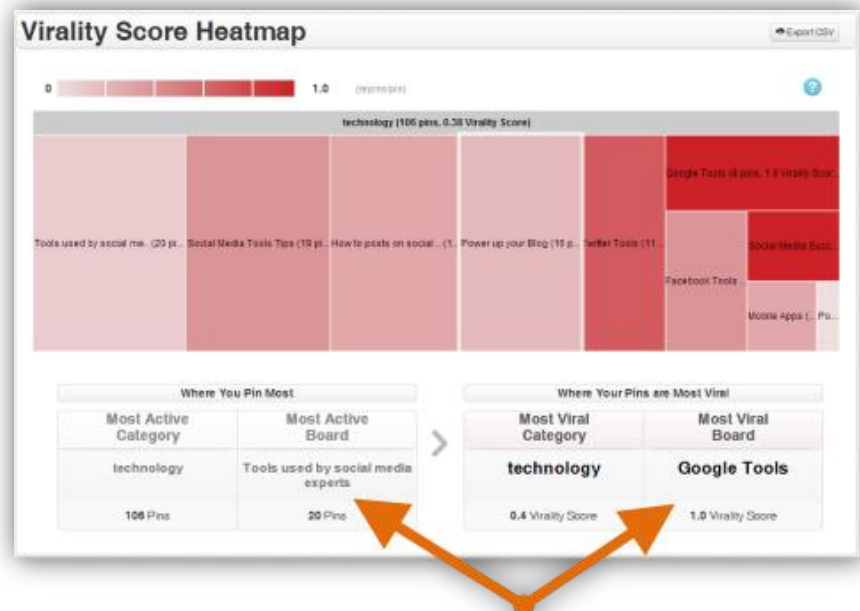
It's very useful to see which of your top repinners aren't following your boards so you can start engaging with those who have a large following.

## Optimize Content

Use this section to **identify trends and monitor the type of content that's resonating** with your audience. What you learn here will help you recognize current interests and post content that continues to engage them.

Find a detailed list of the most recently pinned images in the *Pin Inspector*. You can **see the number of repins, likes and comments for each pin**, then sort the columns to see what type of content works best.

The **Category Heatmaps** provide a visual summary of the categories and boards that are performing the best. The size of the box indicates the volume of pins on that board, and the color indicates the level of action on that board (i.e., repins to pins). Darker colors mean more engagement.



As its name suggests, *Peak Days & Times* will **show the best (and worst) times and days for you to pin**.

Are you focusing your efforts in the right area?

## Measure ROI Section

If you connect your Pinterest and [Google Analytics](#) accounts, *Traffic & Revenue* will **show referral traffic from Pinterest and the estimated revenue generated as a result of this traffic** (assuming you have goals set up with values attached).

The *Valuable Pinners* section lets you **see people who pin content that drives traffic to your website**. If these are influential people, follow and engage with them to encourage more sharing.

## Competitors

This is where you **perform benchmarking of your Pinterest account against your competitors'** and see how you compare with regard to followers, pins, repins and more.

With *Competitor Benchmarks* and *Competitor Intelligence*, you can **compare the performance of your Pinterest profiles or the breakdown of pinning from your websites**.



Compare the volume of pinning from a competitor’s website to yours.

## Key Benefits

If Pinterest’s baked-in analytics don’t provide you with enough detail and you want competitor analytics, Tailwind will help you **monitor your analytics and gain valuable insights into how you can grow your presence on Pinterest quickly**.

# PINALERTS

**PinAlerts** helps keep you informed of any items that are pinned onto your boards from your site. You can even **track when images are pinned from your competitors' websites**.

## Top Features

- Sends alerts when items are pinned from a website.

## Setup

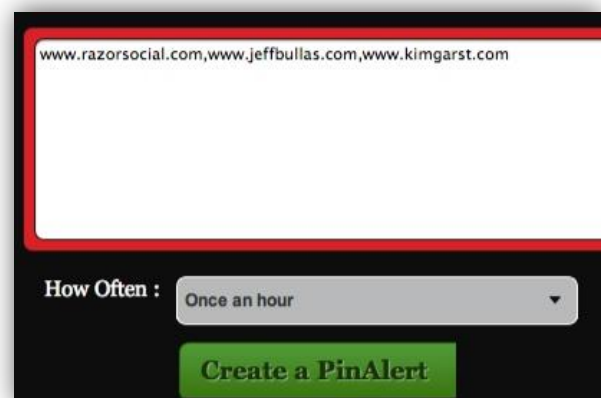
To register an account for alerts, provide your name, email and website URL.

When you log into the account, you immediately see the *Add* screen where you **enter the websites you want to track** (e.g., your own website and/or your competitors' websites).


Enter a list of competitors' websites separated by commas.

This is also where you **decide how often you want to receive alerts about pins**:

- As it happens
- Once an hour
- Once a day
- Once a week



The screenshot shows a web form for setting up PinAlerts. At the top, there is a text input field containing the URLs "www.razorsocial.com,www.jeffbullas.com,www.kimgarst.com". Below this field is a label "How Often :" followed by a dropdown menu currently set to "Once an hour". At the bottom of the form is a green button labeled "Create a PinAlert".

Domains with PinAlerts	PinAlert Frequency	Manage PinAlerts
jeffbullas.com	Once a Day	 
kimgarst.com	Once a Day	 
razorsocial.com	As it happens	 

The screenshot shows a table with three columns: "Domains with PinAlerts", "PinAlert Frequency", and "Manage PinAlerts". The table lists three domains: jeffbullas.com, kimgarst.com, and razorsocial.com. For jeffbullas.com and kimgarst.com, the frequency is set to "Once a Day". For razorsocial.com, the frequency is set to "As it happens". The "Manage PinAlerts" column contains edit and delete icons for each row. A dropdown menu is open for the "As it happens" frequency, showing options: "Once a Day", "As it happens", "Once an Hour", and "Once a week".

Tell PinAlerts how often to send you alerts for each website. The alerts you get will look like this.

This is an example of the alerts delivered by email.

These alerts are particularly useful if you want to **grow your following on Pinterest**.

As you **find people who pin content from a competitor or who pin content relevant to your brand**, you can use the **live Pinned By** link to visit their profile and follow them. You can also click on the *Board Name* link to find out where they're pinning the image and follow the board. It's very likely they'll follow you back.

Here's an example of a board that [Kim Garst](#)'s image was added to. The owner of this board has 717 pins and over 3,000 followers so she's a good candidate for me to follow and build a relationship with.

Example board where a competitor's content was added.



## Key Benefits

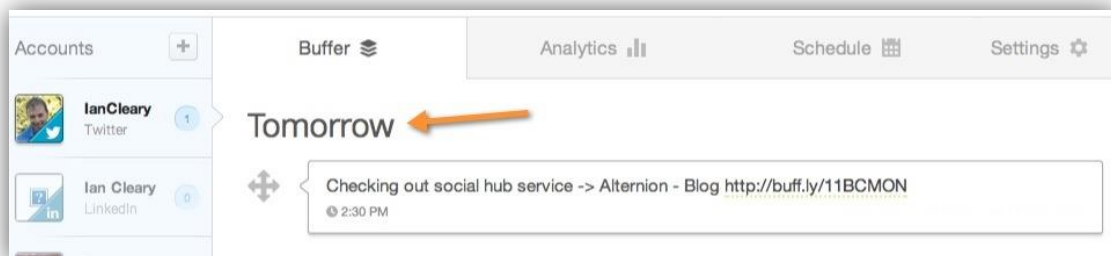
PinAlerts is a simple but useful application that lets you keep an eye on who is pinning content from your competitor's website. Use the alerts to find out what content is popular and find new followers.

# BUFFER

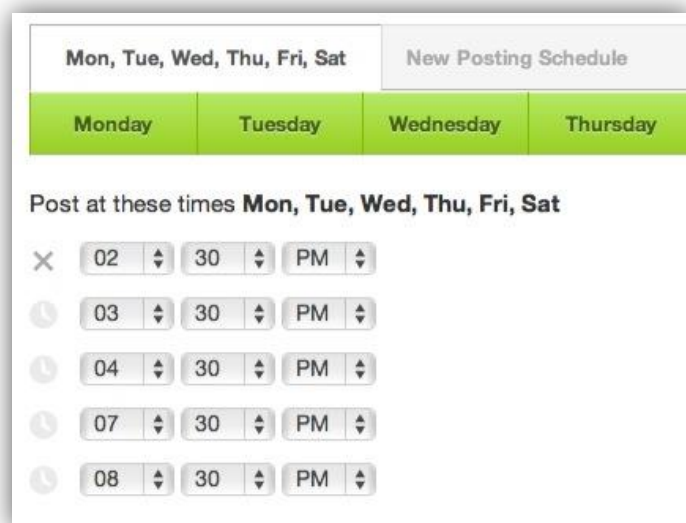
## Schedule your Tweets

Buffer an application with a browser extension you install that allows you to buffer content into a queue for later delivery on social networks.

For example, if you are browsing the web and come across 10 articles you want to share with your social networks it doesn't make sense to share them all at the same time.



You set your schedule based on the optimal times to post:



## Key Features

- Automatically schedule content to be delivered over Twitter, Facebook, LinkedIn or Goole + (company page)
- View analytics on shares through buffer
- Automatic link shortening on any links shared
- Ability to add team members to fill up your buffer queue



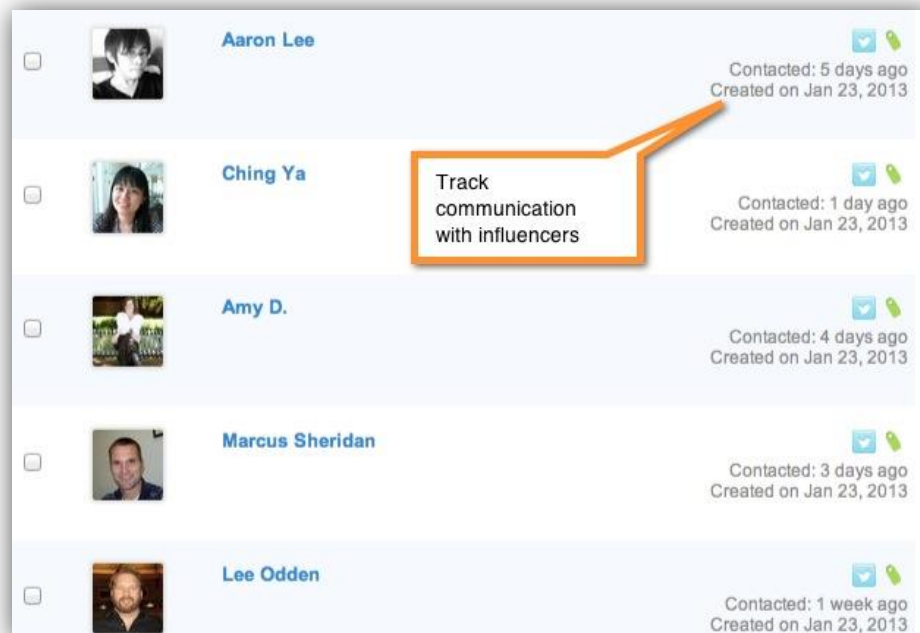
# NIMBLE

## Building Relationships through Social Media

**Nimble** is a social relationship management tool. It automatically builds up a profile of people you want to form relationships with and helps you nurture this relationship right through to sale.

Here is an example of how you could use it. Make a list of your influencers in Twitter and import into Nimble.

Within Nimble you can communicate with your contacts via Twitter, LinkedIn, and so on. This is all recorded so you can see when you last spoke to these contacts.



Add in the social profiles of your contacts. Now you can view any of their interactions through these social profiles (e.g. Twitter, Facebook, and Google+) and you can interact directly within Nimble.



Nimble is excellent for managing your relationships and is very much socially connected.

## Features

- Full contact management system for any contacts you need to develop relationships with
- Ability to interact with your contacts on social media directly within nimble
- e-mail integration that allows you to view e-mail correspondence with contacts
- Deals management to progress contacts to leads to sales
- HootSuite app for Nimble so you can view contact details within HootSuite or add contacts from HootSuite to Nimble
- Integration available to a variety of platforms, for example – MailChimp, Wufoo, Hubspot, Rapportive, Freshdesk, Zapier, Quoteroller

# DLVR.IT

## Automate delivery of Blog Posts to Social Media

Some automation makes perfect sense and some is damaging.

When you create a blog post you are generally going to want to share this out to your social networks so it makes perfect sense to automate this.

In Dlvr.it you set up a source which is where the data comes from and then a destination to where the content is going to.

Dlvr.it will then automatically monitor the source for new data and send out the relevant tweet, Facebook update etc.



When a post comes from RazorSocial (listed as social media tools above) a tweet is automatically generated to Ian Cleary's profile. With this tweet you can also automatically add items on to it. For example, for every tweet related to a post I include #RazorSocial.



# 101 MAGIC TIPS AND TOOLS

We regularly find new tools and tips and we'd like to share 101 of them. We hope you'll be able to pick out a few to help your business.

## SEO and Blogging

1. The title tag is the most important part of your optimization for your blog post. Spend time ensuring it is good. Words at the beginning of a title have more weight from a Google perspective than words at the end so choose them wisely.
2. Google used to look at meta tag keywords but doesn't any more so don't waste your time on them.
3. If you're in doubt about which software platform to use for blogging go with WordPress. That's what the biggest blogs use so why don't you use it?
4. If you are using WordPress make sure you set up your [page names to include keywords](#). By default they don't. This is important for SEO.
5. Link to other relevant blog posts on your blog using relevant keywords. Linking from external websites to yours is useful but internal linking is also valuable. Try to link to at least a couple of blog posts on your site.
6. Use the Google site command to find out all the page titles and descriptions for all the posts on your website (e.g. go to Google search and type site:<name of your website>)
7. Read these tips for improving what [Google indexes on your site](#).
8. Use [Google Advanced Search](#) to find guest post opportunities.
9. Make sure you have a sitemap created for your blog but also make sure you have a video sitemap. Both give Google more details of what you have on your site. With a [video sitemap](#), even if your videos are on YouTube, Google will index the videos on your site.



[The Story of Marcus Sheridan: Carrying the ...](#)  
[youtube.com](#)  
21 Oct 2011 - 4 min - Uploaded by TheSalesLion  
Get to know the incredible story of popular business and personal development speaker, **Marcus Sheridan** ...



[How Hubspot can help grow your business by ...](#)  
[razorsocial.com](#)   
21 Nov 2012 - 2 min  
Hubspot is a collection of powerful Internet Marketing tools that is used by **Marcus Sheridan** to help grow his ...



[Marcus Sheridan - YouTube](#)  
[youtube.com](#)  
30 Jul 2012 - 17 min - Uploaded by mmslattery  
Social Slam 2012's speaker **Marcus Sheridan** shares "Tipping Points in Content Marketing" as one of four ...

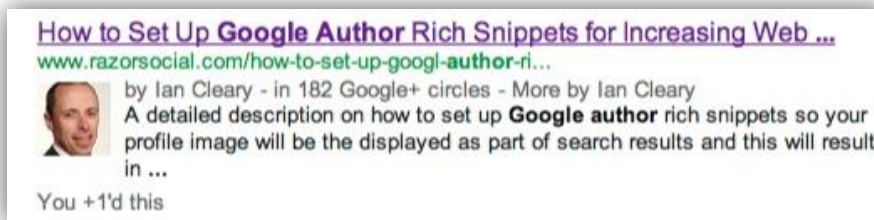
10. If want to find the best source of WordPress articles go to my friends site Syed Balkhi – [WPBeginner](#).
11. Use [Quora](#) to find good ideas for blog posts.
12. If you are guest posting on other blogs make sure to include keyword rich links in your profile when you are linking back to your site. Generally when you guest post they will just copy what you send for the post so make sure to include the links!

**ABOUT THE AUTHOR, Mike Gingerich**

Mike Gingerich is co-founder of TabSite, a leading **Facebook page management software** for contests and promotions. He leads the Product Development Team. Follow Mike on Twitter @Mike\_Gingerich. **Other posts by Mike Gingerich** »



13. Implement [Google Authorship](#). This means Google will start linking all your blog posts on your site and other sites and build up a profile about you as an author. This is not used for ranking yet but this will happen. Another benefit is that your picture will start appearing on search results.



14. Use [Screaming frog](#) to do an analysis of the SEO optimization of your blog. Really useful tool.
15. Set up monitoring on your blog using [Pingdom](#). If your blog is not available you'll get an e-mail about it. It's a free service for one account.
16. If you have more than one blog than use [ManageWP](#) to manage them. It's a great tool for managing multiple blogs. You can update WordPress on all blogs at the same time, update plugins, take backups and lots more.
17. Revisit your old blog posts and do some SEO optimization on these. You shouldn't change the website links to these posts but you could optimize the titles, descriptions and also the linking done between posts.
18. Schedule delivery of your blog posts to Twitter multiple times. You're not going to capture everybody's attention the first time. You can use [dlvr.it](#) to manage this or you can use HootSuite which allows you to schedule posts.
19. Make sure your blog is supported on a mobile device. We get over 20% of our traffic from mobile. We have a responsive theme which means the blog adjusts in size according to the size of the device.
20. Join [Triberr](#) to help you grow your community. If used well it can be a great resource.
21. Use [HitTail](#) as recommended by Syed Balkhi to further optimize your posts. It will suggest keywords that you can rank higher on so you can update existing posts or create a new post based on these keywords.
22. Use [Dlvr.it](#) to automatically publish your blog posts to Twitter. Very easy to set it up and once set up your posts will be published to Twitter (and other platforms depending on your setup).
23. Implement a [content delivery network](#) to speed up your blog. Your content will be ready and waiting in multiple places around the world so your customers will receive it quicker.



24. Use [Google Keyword tool](#) when you are doing your keyword research but make sure to check the 'exact match' option so you can only see exact matches. Google Keyword tool lets you know what people are searching on.
25. Register your blog with relevant [RSS Directories](#) to drive relevant traffic.
26. Check out what articles are getting the most shares on your competitor websites using [Social Crawlytics](#). This will give you some ideas for blog posts.
27. If you want to build a list that can easily be updated and voted on by your community use [List.ly](#).
28. Use [WiseStamp](#) to automatically include a link to your latest blog post in your signature.
29. Buy a small hand held camera with an external mic input where you can connect a good quality mic. This is great to get video interviews at shows which can be used for blog posts. I have the [Canon Zi8](#). This is not available for sale new any more but you can still get them on eBay or get something equivalent.
30. Use [Ubersuggest](#) to help with your keyword research. Great also for helping come up with blog post titles.
31. Optimize all your images for SEO. Make sure you give them a good 'Alt Tag' and Title. Google reads the 'Alt tag' when indexing your photos.
32. [Optimize your image sizes](#). No point in having really large image sizes if you're not displaying large images on your site. Quite often you can reduce quality/size but they still look great on your blog.
33. Make sure you have an option to subscribe to your blog via RSS. This allows people to read your blog from an RSS reader application instead of coming to your blog every day checking for posts or waiting for email. Email subscription is a preferred option for you but you should have RSS for the experienced people.  
  
**Note:** RSS – Real Simple Syndication – Providing information in a standard format so that other applications can process and display that data.
34. Use [InboundWriter](#) for optimizing your blog posts for SEO as recommended by my friend Nate Riggs.
35. If you're on WordPress use [BackupBuddy](#) to back up your data.
36. Implement [Disqus](#) as a commenting system and you'll get more comments. Mainly because your users won't have to login all the time.

37. Ever stuck for content for a blog? Set up a feed of news just for you on [paper.li](http://paper.li). You can track mentions of particular keywords and find great articles to get inspiration from.
38. Page rank is an indicator of how important Google thinks a page is. If you want to guest post it's one of the indicators you use to figure if the website is relevant. Use [prchecker.info](http://prchecker.info) to check page rank.
39. If you want to check traffic on a site if you're thinking of guest posting on then use [compete.com](http://compete.com).
40. Need software to manage your editorial calendar, check out [DivvyHQ](http://divvyhq.com).
41. Want to get feedback on your blog? Use [Qualaroo](http://qualaroo.com). A nice little popup will appear in the corner of the screen asking people to answer a couple of questions. Research is so important!
42. Sign up for [Whiteboard Friday](http://whiteboardfriday.com) run by Rand Fishkin. You'll learn a ton about SEO which will help your site.

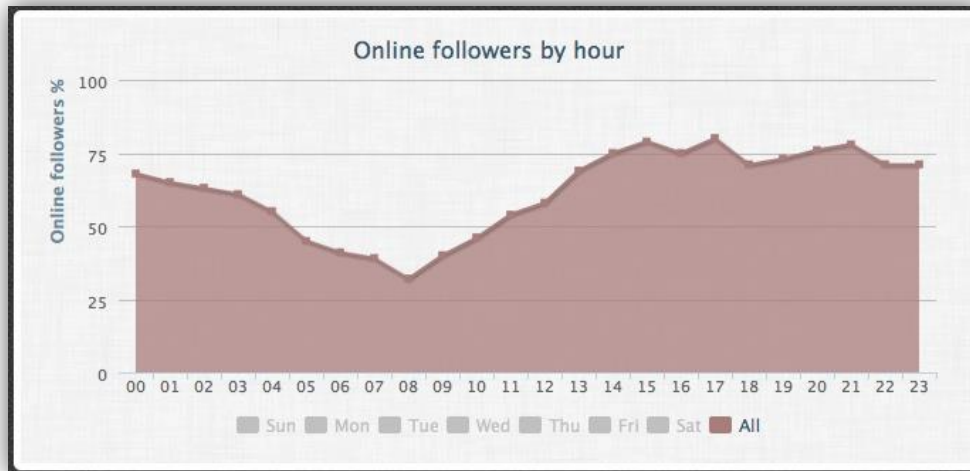
## Email Marketing

43. Make your e-mail subscription options as simple as possible. The more fields you have to fill out the less people will fill them out.
44. Where is your e-mail subscription? Biggest problem is that it's hard to find this. Make it stand out on the page!
45. Think about Social proof. You will increase your subscription rates if you indicate that a lot of other people have already signed up, somebody with influence gives you a great quote (e.g. best newsletter ever!), testimonials from customers etc. Think about how you implement social proof.
46. Popup's can be annoying but can work really well also. Test them out! Find a popup that has good configuration. You don't want the popup appearing to the same people every time they visit your website.
47. Use an e-mail marketing tool right from the start. This gives you much better control over your e-mail list. AWeber is my preference but there are plenty of others e.g. MailChimp.

48. Send a personal response to every subscriber until you can't! If you're not getting many subscribers each day send them each a personal message and ask them a bit about themselves and ask them what they would like to see on your site. This will be the best research you have ever done!
49. Try to be personal in your e-mail newsletters. My best response to a newsletter was when I told people it was my birthday. The more you can build up the personal relationship with the subscriber the higher your open rates will be!
50. Test your subject line out. This has a serious impact to your open rates.
51. After someone subscribes bring them to a thank you page that includes a nice message and a link to your best posts. At this stage they probably have only read one blog post so try and get them to read more!
52. Use a web address shortener with links. You can then see stats on how many people clicked on the links. Check out [Bit.ly](#).
53. Use [Copyscape](#) if you want to check to see if your content is copied on the web anywhere.

## Twitter Tools & Technology

54. Use [HootSuite](#) for managing your social media efforts. It's by far the most popular tool and you get a lot of great free functionality.
55. Use [BufferApp](#) – Another no brainer. It's a great app for sharing great content. Automatically buffering content for sharing out at later dates/times that are pre-configured is a great time saver.
56. Use [ManageFlitter](#) to tidy up your Twitter followers. This is a really helpful tool for removing fake followers, inactive followers or people not following back. There's also a great search facility on it.
57. Use [SocialBro](#) to figure out the best time to send your tweets. The timing of your tweets is really important. You can send during a quiet period when not many followers are online hoping the few that are will see your tweets. Or you can send during the busy times when most of your followers are online. SocialBro will help you figure out the best time. Lots of other great functionality but that's a good one to start with.



58. Use [packrati.us](http://packrati.us) if you want to automatically save any tweets that you have links in.
59. Twitter chats can be a great way of finding new followers. [TweetChat](#) is a useful tool for managing and monitor Twitter chats.
60. Interested to know how many people seen your tweet, check out [TweetReach](#)
61. [Tweet Addr](#) is a very powerful tool but don't abuse it. You can set it up to automatically follow and unfollow users, send messages. There's nothing wrong with finding a small group of relevant followers and automatically following them. Use it wisely.
62. If you want to find out what content is shared out on social media the most, perform a search using [Buzzsumo](#).
63. Use [Nearby Tweets](#) if you want to find local people tweeting. Or you can use it to find people in your target market tweeting, you don't have to be nearby!
64. Worried about missing some important tweets. Set up Twitter alerts based on keywords using [Twilert](#).

## Google +

65. Use [Do Share Chrome](#) extension if you want to schedule updates to Google + personal page. This only works when you leave your chrome browser open. There is currently no other option for this until Google + allows it officially.
66. Read this post on Google + - [5 tools to grow your presence on Google +](#)

## Pinterest

- 67. Use [ViralTag](#) to schedule and manage pins on Pinterest.
- 68. If you want to search Pinterest and look at analytics use [Pinalytics](#).
- 69. Use [TailWind](#) (formerly Pinreach) to identify influential users on Pinterest.

## Facebook Apps & Analytics

- 70. If you want to post updates to Facebook from your mobile use [Glyder](#). A great app for putting up visually appealing updates to your Facebook page without the need for a designer.
- 71. [Agorapulse](#) provides some great applications but also provides CRM functionality so you can help convert your fans to customers.
- 72. [ShortStack](#) has some great competition apps at a good price.
- 73. Test your Facebook page using [LikeAlyzer](#). This gives you an overview of how your page is doing with some information on how to improve it. You can also view other pages to see how they have performed.



- 74. Create a leaderboard using [Booshaka](#). You can create a leaderboard with your fans to try to encourage more interaction on your page
- 75. If you want a directory of Facebook Apps check out [Appbistro](#).
- 76. Use [Static HTML iFrame App](#) if you want to build an App yourself using HTML.

77. If you want to do general research on Facebook stats use [Socialbakers](#).

## Monitoring & Analytics

78. Use [Mention App](#) to monitor mentions of your brand online. Great tool and there's a freebie version with 500 mentions of your brand per month. There are plenty of other monitoring tools but this one has great functionality for a reasonable price.

79. Use Google Analytics. If you're not looking at Google Analytics reports at least once a week then you're missing out. Get familiar with the terms; spend some time doing the free training online provided by Google. It will be well worth it.

80. Set up Google Analytic Goals. Wouldn't it be great to know that out of 100 visitors you got x number of subscribers which means an x conversion rate. If you set up a goal within Google analytics you can track this. If you're not tracking it you won't increase it.

81. Follow [Avinash Kaushik](#) if you want to hear from the guru of analytics.

82. In Google Analytics Twitter traffic links appear as 't.co'. This is the web address shortener used by Twitter. If you install the chrome extension from [Campalyst](#) you can get over this problem!

## General

83. Take a look at these useful tools for [searching social media](#)

84. Use [Google Webmaster Tools](#) to resolve issues that may be affecting traffic to your blog.

85. Read [Social Media Examiner](#). I write for social media examiner and they are the hardest company to write for because they have the highest standards. They do great [social media tool](#) posts!

86. Use [Nimble](#) to manage your relationships with key people you want to track. There is a HootSuite add on so you can use it directly within HootSuite.

87. If you want to create landing pages to test conversion try out [Unbounce](#). Without any coding knowledge you can set up a variety of pages to test to see which works.

88. Follow [RazorSocial SlideShare](#) account. We only cover tools and technology and the slides are specially designed for people with very little time on their hands.



89. If you want to search social media use these tools in our post about [searching social media](#).
90. Thinking of Podcasting and not sure the equipment to buy? Just buy what [Cliff Ravenscraft](#) recommends, you won't go too far wrong!
91. If you want to test out posting to multiple groups on LinkedIn and tracking results try out [Oktopost](#).
92. Use [Virally App](#) for downloadable guides. Instead of filling out a form visitors can provide their details by connecting with their social network of choice. You also get the benefit of collecting lots of juicy information from the social profile they connect with.
93. Use [Screenflow](#) on the mac for video editing. Great software and easy to use. If you're on a PC use Camtasia.
94. Have a look at these [8 social media tools in beta](#) if you want to track what's coming up!
95. Don't assume your site will work on all browsers. Test it out using [Browser Shots](#).
96. Split testing is an important part of your website. If you are getting good traffic but poor conversion you can test out different pages on your website to see which gets better conversion. [Optimizely](#) is a neat tool for this.
97. Want to spice up your social search on Google, install [Wajam](#). When you search on Google you'll start to see Wajam to the right hand side. It displays details of any of your network connections that are sharing out links or videos that are related to your search.



98. [Social Mention](#) is a good social media search tool. You can also save off your searches and get free alerts.
99. [NeedTagger](#) is Twitter advanced search on steroids. Filter through Twitter and find really relevant information related to keywords that you are tracking. It's based on a natural search algorithm.
- 100.If you're running an ecommerce site alongside your blog consider [Socialproof.it](#). This socializes your shopping experience. Add what you like to a cart and share out to your friends to get their feedback. Great for promoting your products on social media but also for getting friends back to your site.
- 101.Our final tip is the most important! **If you really like some of the content above then sign up to RazorSocial for further updates.** We're building a community and we'd love you to be part of it.

**Please send us any tips or tools you'd like to add!**

## THAT'S ALL FOLKS

There you go, I hope you find that very useful and have already started using some of the tools or implemented some of the tips and tricks.

We'd love to hear your feedback on how we can improve this document or even just to say hi. Please email me directly on [ian.cleary@razorsocial.com](mailto:ian.cleary@razorsocial.com).

We are going to update this document every 3 months and we also provide weekly blog posts on the latest tools and tips that are really worth subscribing to.

Go to [www.razorsocial.com](http://www.razorsocial.com) if you are not already subscribed and subscribe now.

And please tell all your friends about us!!

Share to your network



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

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior written permission of the author. Requests to the author for permission should be addressed to [ian.cleary@razorsocial.com](mailto:ian.cleary@razorsocial.com).

**Limit of Liability/Disclaimer of Warranty:** While the author has used his best efforts in preparing this book, he makes no representations or warranties with respect to the accuracy or completeness of the contents of this book. The author shall not be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information, please visit our website at <http://www.razorsocial.com>