**"Digital Marketing Tools For Social Media"**

There are many digital marketing tools available for businesses. Some popular ones include Sprout Social,Canva, BuzzSumo, Mention, and Google Analytics. Other options include Hootsuite, Buffer, Agorapulse, SocialBee , Sendible, NapoleonCat, Iconosquare, and Quuu Promote.

Hootsuite is one of the most popular tools among digital marketers. It offers features to manage multiple social media platforms and derive content from them.

SocialPilot is a digital marketing tool that helps you with unlimited client management. It also takes care of everything from publishing posts on top social media apps and bulk scheduling, backed with power-packed analytics.

To use Google Analytics for social media marketing, you need to follow these steps:

1. Create a Google Analytics account.

2. Set up Google Tag Manager to send data to Google Analytics without coding knowledge.

3. Create your analytics tags by merging Google Tag Manager with Google Analytics.

4. Add social media to Google Analytics goals.

5. Pull your Google Analytics social media reports.

Other tips for measuring social media engagement using only Google Analytics include:

1. Start by setting S.M.A.R.T goals.

2. Build a social media marketing dashboard.

3. Use UTM parameters to track social media engagement.

4. Set up proper channel grouping in Google Analytics.

5. Analyze social post traffic.

6. Measure time on site for social media visitors.

7. Set up eCommerce tracking.

8. Set up goal reporting for social media campaigns and posts in Google Analytics.

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