**Digital marketing tools for social media**

**(Golden Projects)**

In today's world, social media has become a crucial component of digital marketing strategies. With the rise of social media platforms, it has become essential for businesses to have a strong social media presence to connect with their audience and drive sales. However, managing multiple social media platforms can be a daunting task. Fortunately, there are a variety of digital marketing tools available to help businesses manage their social media presence. In this article, we'll explore some of the best digital marketing tools for social media.

**1. Hootsuite**

Hootsuite is a popular social media management tool that allows businesses to manage multiple social media accounts from a single dashboard. With Hootsuite, you can schedule posts, monitor your brand mentions, and track your social media analytics. This tool is particularly useful for businesses that have a large social media presence.

**2. Buffer**

Buffer is another popular social media management tool that allows businesses to schedule and publish posts across multiple social media platforms. In addition to scheduling posts, Buffer also provides analytics to help businesses track the performance of their social media campaigns.

**3. Canva**

Canva is a graphic design tool that allows businesses to create visually stunning social media posts. With Canva, you can choose from a variety of templates and customize them to create unique and engaging social media posts.

**4. Sprout Social**

Sprout Social is a social media management tool that allows businesses to manage their social media presence, monitor their brand mentions, and track their social media analytics. In addition to social media management, Sprout Social also provides a variety of customer engagement tools to help businesses connect with their audience.

**5. BuzzSumo**

BuzzSumo is a content marketing tool that allows businesses to find trending content and influencers in their industry. With BuzzSumo, you can identify popular content and influencers and use that information to inform your social media strategy.

**6. Google Analytics**

Google Analytics is a powerful analytics tool that allows businesses to track their website traffic and social media referrals. With Google Analytics, you can track the performance of your social media campaigns and make data-driven decisions to improve your social media strategy.

**7. MeetEdgar**

MeetEdgar is a social media scheduling tool that allows businesses to recycle their old content. With MeetEdgar, you can create a library of your old social media posts and schedule them to be reposted at a later date. This tool is particularly useful for businesses that want to maximize the lifespan of their social media content.

**8. Sprinklr**

Sprinklr is an enterprise-level social media management tool that allows businesses to manage their social media presence across multiple teams and departments. With Sprinklr, businesses can streamline their social media workflows and improve collaboration between teams.

**9. SocialBee**

SocialBee is a social media management tool that allows businesses to schedule and publish posts across multiple social media platforms. In addition to scheduling posts, SocialBee also provides a variety of engagement tools to help businesses connect with their audience.

**10. SEMrush**

SEMrush is a digital marketing tool that provides a variety of SEO and social media analytics. With SEMrush, businesses can track their social media performance, identify their top competitors, and optimize their social media strategy for better results.

**11. Loomly**

Loomly is a social media management tool that allows businesses to create, schedule, and analyze their social media content. With Loomly, businesses can collaborate with their team members, receive post suggestions, and track their social media analytics.

**12. Later**

Later is a social media scheduling tool that allows businesses to plan and schedule their social media content ahead of time. With Later, businesses can preview their Instagram feed, use Instagram hashtags, and track their social media analytics.

**13. CoSchedule**

CoSchedule is a content marketing and social media management tool that allows businesses to plan, organize, and execute their social media campaigns. With CoSchedule, businesses can manage multiple social media platforms, collaborate with their team members, and track their social media analytics.

**14. Agorapulse**

Agorapulse is a social media management tool that allows businesses to manage their social media presence, track their social media analytics, and engage with their audience. With Agorapulse, businesses can monitor their brand mentions, schedule social media posts, and analyze their social media performance.

**15. Tailwind**

Tailwind is a social media scheduling and analytics tool that is specifically designed for Pinterest and Instagram. With Tailwind, businesses can schedule their Pinterest and Instagram posts, track their social media analytics, and analyze their audience engagement.

**Conclusion**

In conclusion, managing a social media presence can be a daunting task, but with the right digital marketing tools, businesses can streamline their social media workflows and improve their social media strategy. Whether you're looking to schedule posts, track your analytics, or create visually stunning content, there's a tool out there to help you achieve your social media goals.