

DIGITAL MARKETING TOOLS FOR SOCIAL MEDIA



In this **digital era**, social media has significantly become an essential platform for **promoting businesses** and to reach out to **maximum** of the customers. For example, In **Shark Tank** we can see how the **pitchers** are promoting their brands with their own websites or through social media platforms like **Instagram, Facebook** etc. Social media marketing allows businesses to “**build brand awareness**” and engage more with its audience.

Some of the best tools to promote digital marketing:

- ***Hootsuite***: Hootsuite is a popular social media management tool that allows businesses to manage all their social media accounts from one place. With Hootsuite, businesses can schedule social media posts, monitor their brand mentions, and track their social media performance. Hootsuite supports all major social media platforms, including Facebook, **Twitter, LinkedIn, Instagram, and YouTube**.
- ***Google Analytics***: It is a powerful digital marketing tool that can help the users with numerous marketing decisions. One can easily track his e-commerce business as well as goals that can help keep company on track. It is easy for marketers to understand the directions required to take with the website modifications and websites. Let you uncover insights about how

the business is performing. Let you share the insights with the help of various reporting tools.

- **Canva:** Canva is a **graphic design** tool that allows businesses to create **eye-catching** social media graphics and images. With Canva, businesses can create **social media posts, banners, infographics**, and other **visual content**. Canva offers a **wide range** of templates and design elements that make it easy for businesses to create **professional-looking** graphics. It is majorly used by the students for **prototyping**. It provides its users a huge variety of tools and plugins for enhancement of their prototype.
- **Buzzsumo:** Buzzsumo is a content research tool that allows **businesses** to find popular content in their **industry**. Buzzsumo allows businesses to search for content based on **keywords, topics**, and social media platforms. Buzzsumo also allows businesses to see who is **sharing** their **content** on social **media and track** their social media performance.
- **Social pilot:** SocialPilot's social media analytics helps you view analytics for your Facebook, Twitter, LinkedIn, Instagram, and Pinterest accounts. Its in-depth and comprehensive analytics reports give you an overview of all essential metrics such as engagement, top fans, best times to post, popular hashtags, and more. To create a consistent brand experience, SocialPilot enables you to add your organization's name and logo to the reports.
- **Ahrefs:** It is a SEO (Search engine optimization) tool. Ahrefs is the gold standard when it comes to brainstorming keyword ideas and opportunities to rank. The platform's site explorer lets you

check any URL's top organic keywords, while also estimating how much traffic a competitor receives for any given search term. You can also identify a site's top-performing content and sources of backlinks. In short, Ahrefs is a fantastic tool not only for competitive analysis but also for making sure that your existing content is up to snuff for search.

Conclusion:

Social media has become an essential platform for businesses to reach out to their **customers**. To make the most of social media, businesses need to use digital marketing tools that can help them optimize their social media campaigns. Some of the best digital marketing tools for social media include **Hootsuite, Buffer, Canva, Sprout Social, Google Analytics, and Buzzsumo**. By using these tools, **businesses** can **create** effective **social media campaigns** that engage with their audience and **drive traffic** to their **website**.