Digital Marketing Tools for Social Media

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1. Hootsuite

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. This tool is team-friendly and makes it easy for a social media management team to work on the same platform. It also offers features to schedule posts and replies to fans and followers. You can use this tool for free with limited features, while you can also opt for the paid professional plan to enjoy more advanced features.

2. Meet Edgar

Meet Edgar offers an innovative solution to the problem of content not reaching its maximum audience in a single post. This tool helps you recycle your content by providing features that schedule your re-posts and help your content achieve the best possible reach. You can also use this tool to categorize your content with tags and build a queue of media updates that publishes your content organically. This tool requires you to complete a monthly subscription for a fee.

3. Buzz Sumo

This is a social media tool you can use to track trending content and influencers. You can use it to gain insight into the performance of content available on any subject. The search feature combs through various sources and resources to bring the highest-ranking content on your subject. Using this tool allows you to develop a more effective approach to your content strategy by studying the performance of content and the engagement on influencer pages. This tool aggregates content performance across Facebook, Pinterest, Twitter, and Reddit shares.

4. Oktopost

Oktopost is a tool that helps you establish and grow the best online presence for a brand. The tool concentrates its features on managing your finest content and improving the value of your marketing strategy. This tool is common

among B2B brands as it also focuses on identifying channels similar to yours, tracking conversations, and monitoring drive results. This tool makes the best of your strategy by monitoring LinkedIn groups and integrating with platforms such as Salesforce, Act-On, and Marketo to further the focus of its features. This tool is available at custom prices, depending on your needs.

5. IFTTT

This tool is an acronym that stands for If This Then That, and as the name suggests, it allows you to create conditional and automated rules for posting and scheduling content. For instance, you can update the images on your social media platforms like If I change my Instagram header image, then change my Twitter header image to the same image. IFTTT is a free tool that saves you time by keeping your social media platforms updated and customizing your scheduling rules according to your needs.

6. Rebrandly

Using custom short links that your customers and audience can identify with your brand is important for digital marketing. Rebrandly offers this feature through its simple and exciting interface. This tool allows you to track clicked links and develop custom links that encourage interactions and increase traffic. This tool offers a free plan with 5,000 tracked clicks, 500 branded links, and five custom domain names. It also offers more features with paid plans per month.

7. Google Trends

This is a free tool developed by Google to assist you in searching for trending topics online. You can apply this tool when searching for trending topics and subjects across the internet. You can also use this tool to introduce relevant trends into your content. This tool also gives you insights into the performance of keywords. Keyword data is relevant for determining a niche and keeping your content appealing to your audience. In providing keyword data, this tool also compares earlier performances of the keywords in previous months or quarters.

8. Canva

Canva is a great tool that is widely popular among marketers, content creators, and digital marketers. It helps you create unique and beautiful images you can use in your digital campaigns through its library of ready-to-use icons, templates, illustrations, and designs. This tool is popular for its simple interface that allows you to create images without the expertise necessary for other design applications. You can start using this tool for free or gain access to Canva for Work, which comes at a fee per month.

9. Feedly

Feedly is one of the tools you can use for versatile functions. It's a great tool for monitoring content across various media platforms and feeds. This range helps you save time monitoring blogs, RSS feeds, and social media platforms. It also offers scheduling features you can integrate with other tools such as Buffer Publish. This tool is effective for content ideation as you can add publications, blog posts, and videos into a single feed or mood board for inspiration while making your content. You can use Feedly for free or subscribe to any of its monthly plans.

10. Native Analytics

Various social media platforms offer tools their users can use to conduct analytics. The features these tools offer vary across social media platforms. In this way, the analytics tools are free tools native to their social media platforms, such as Facebook's Pages to Watch, Twitter's Analytics, and Instagram's Insights. These analytics contain information that helps you determine the performance of your content by various metrics. These metrics include page views, post reach, likes, retweets, tweet impressions, mentions, age range, profile views, top locations, and interactions.

11. Kicksta

Kicksta is a tool that helps you achieve organic growth in followers and engagements on Instagram. The tool focuses on real accounts within your select audience to help you foster interactions and followings in line with your brand's strategy. The tool also offers long-term growth through various strategies that you can select manually or automate. Kicksta offers a standard plan for a fee per month.

12. Animoto

Animoto offers a professional video-making platform that helps you develop stunning marketing videos for your campaigns. You can also use this tool to develop videos for announcements, product launches, informative content, and recaps from your customers. This tool helps you overcome the complexity of creating marketing videos, animation designs, and developing storyboards. Animoto uses a simple interface that converts your photos and videos into polished content in a few minutes. This tool offers plans for a monthly fee.

13. Later

This tool improves the efficiency of editorial planning. You can use the various features available to develop a strategy for your brand on various platforms, including Instagram, Facebook, Twitter, and Pinterest. This tool also allows you to create drafts of publications, posts, and actions for future campaigns. For example, you can make an editorial plan for your campaign upcoming in a month. The features of this tool use a seamless interface that offers multiple dynamics and an appealing visual arrangement. Later offers limited features for free and paid plans per month.

14. Unsplash

Stock images are essential to photography, design, and other content that use visual designs. Unsplash is a tool that offers you a large archive of professional images you can use for free. This tool also allows you to follow the images and

photographs from your favorite food, travel, or nature photographers. This tool gives your work an arresting, polished, and professional look.

15. Buffer Publish

Buffer offers a suite of tools you can use in building your brand. The suite makes it easier to schedule and monitor social media posts, manage multiple accounts, and analyze content performance. This tool also has a feature that allows you to combine scheduled content on a Buffer queue to post multiple contents at different designated times. You can start using this tool for free or opt for the paid plan per month. This tool is available as an application and a Chrome extension.