Social Media Marketing Principles

Congratulations and thanks for getting your copy of our resource report, Audio version. Inside, we share our top tools and sites so you can get results faster.

Keep in mind, you could have all the greatest tools and resources in the world, but if you don't take action on it, you won't see results. Be sure to most of the resources provided here.

Social media is increasingly a huge part of a large number of businesses. Not only do social media channels provide an excellent platform for promoting your business and reaching new potential customers but it can also help you to better communicate with your existing contacts, to crowdsource ideas, to get feedback and more.

With that said, here are our top tools and resources we recommend.

1. BufferApp.com

Buffer is a very popular tool that lets you create a queue of social media content. Write 20 Tweets, set a schedule for them to be posted and then watch as they are automatically uploaded over a given time period. It's not just for Twitter though: it also supports Facebook, Google+ and LinkedIn so that you can post across your social accounts simultaneously.

This way you can save a lot of time and make sure that your account never goes quiet. What's more though, it's also handy if you are outsourcing your social media as it means you won't need to give all your passwords out to your service providers. It's free to use but more features are available for those willing to pay.

2. Canva.com

Canva is a tool you can use to create beautiful, sharable graphics. It makes the process very quick and easy with a drag-and-drop interface and it also gives you access to a range of stock images. You can use it to create infographics but also banners and other images. You can try it for free but you'll need to pay for more advanced features.

3. BuzzSumo.com

Buzz Sumo lets you quickly find the most popular content for a given topic or website. This is very useful if you're looking for hot topics to tweet about or to respond to, or for places to comment for that matter!

4. iWriter.com

iWriter is an excellent service if you would like any content done. You can outsource articles, blog posts, reviews, ebooks and more.

5. Bitly.com

One of the original and most popular URL shorteners. Handy for sharing links when you don't have much space, or for masking your URL if you should need to for whatever reason.

Bitly also enables you to track clicks and give you stats.

6. IFTTT.com

IFTT stands for 'If This, Then That' and is an incredibly powerful tool for linking different social media accounts and other web apps together. What this means is that an event occurring on one platform can 'trigger' an event in another (all defined through what are known as 'recipes').

An excellent example of this would be to set up a recipe that automatically Tweets all your Facebook posts. More ambitious though would be something like a system that would add your Tweets to a Google Drive spreadsheet or that would add messages you need to respond to to a 'Todoist' list. The possibilities are endless.

7. Visual Website Optimizer - vwo.com

Easily run split-tests to optimize your landing pages. Know exactly which headline converts better than another. What makes Visual Website Optimizer great is the ease of testing the different elements on your site. No coding is required, too.

8. JonLoomer.com

Jon Loomer is an authority on Facebook Ads. Not only is his information good for beginners, he also shares advanced Facebook Ads techniques.

9. Kissmetrics.com

Kissmetrics is another testing and tracking tool. What it specifically can do for you is measure social media ROI. How effective is your social media marketing? Kissmetrics gives data on things like that. It lets you track individuals, groups or similar individuals. It's a great tool to measure customer behavior.

10. CustomerLifetimeValue.co - Calculator

The customer lifetime value calculator measures the profit your business makes from any given customer.

Customer Lifetime Value is the single most important metric for understanding your customers. CLV helps you make important business decisions about sales, marketing, product development, and customer support. For example:

Marketing: How much should I spend to acquire a customer?
Product: How can I offer products and services tailored for my best customers?

Customer Support: How much should I spend to service and retain a customer?

Sales: What types of customers should sales reps spend the most time on trying to acquire?