

# Useful Social Media Marketing Tools in 2020

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Social Media Marketing is an extremely indispensable part of online marketing or popularly known as “digital marketing”. 😎

Social media marketing let's you talk and influence your customers personally. It is like it almost carries your brand's products, services or information right to their living rooms. If “online” is like the most popular shopping complex the “social media” is the most popular shop and probably where almost half the audience is at.

Among the top websites to exist, 4 are of social media! People spend a lot of time over internet, 11% of the total time spent, is spent on social media.



***Fact:** 59% of people use social media EVERYDAY! And one third of this portion accesses it 5 times a day.*

Remember bob the builder's essential tool box? A social media marketer, budding or an expert has an essential tool box too!

**Recommended read: Pros and Cons list when you are considering Digital Marketing in Business**

But before we get there, here are essential pillars of social media marketing that you must know of.



- Advertising: Social ads are vital part of smm. If you are willing to spend then this is the best option for you to make people aware and reach out to your audience.

- Analytics: Analyzing a reporting are important for the marketing channel. You need to analyze the content you have posted and keep preparing reports accordingly. We need to have a record of how many people viewed, engaged on your post and were there any conversions or not. Analytics help you study that.
- Strategy: Preparation of a strategy like deciding of goals, platform and the kind of audience you want target.
- Planning: Make a plan according to the strategies that you have developed.
- Publishing: Publishing of attractive posts and contents helps you attract customers. Crafting your content keeping in mind your audience is essential part of promotion.
- ORM (Online Reputation Management): this refers to controlling, monitoring and influencing the reputation of your firm.

Hierarchically, beginning from making strategies to planning them and publishing them. It then includes analyzing, the previously implemented plans and monitoring it through ORM.

## Social Media Marketing Tools

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There are various tools which add assistance to the whole process of Social Media Marketing. After all, it is not just limited to posting, liking and commenting.

From analytical, graphics and content creation tools to lead generation and security tools.

Let's find out!

## Content Creation Tools

1. **Buzzsumo:** this tool helps you to find out as to which allows you to browse about any particular topic and its popularity or on a particular website. It is the best tool if you need guidance and direction and are analyzing a particular content of your niche.
2. **Tagboard:** this allows websites to categorize contents according the the hashtags. This software collects multiple content available on social media and categorize. Not just this, it allows the content to be converted into extensive display which not only can be redisplayed or reposted on other social medias but also be embedded.

## Graphic Tools

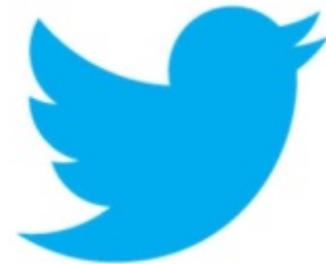
1. **Canva:** canva allows you to create various images of many sizes, formats and pixels. It is available not only for PCs but for mobiles as well and integrates fonts, images illustrations and templates.



1. **Powtoon:** with is this tool we create animated videos in the most user friendly and engaging way possible. It gives professional feel and look.

## Monitoring Tools

1. **Hootsuite:** the most popular and an essential one, Hootsuite helps you to monitor, track and manage your various social media accounts. Not only yours, you can also keep a watch on what your competitors are upto.
2. **Tweetdeck:** started off independently, it was later acquired by Twitter. Tweetdeck is a social media dashboard that lets you easily carry out the management of Twitter accounts.



## Lead generation Tools

1. **Audiense:** It was previously known as “social bro” it helps you compare growth of one account to similar other accounts. It can allow users to send twitter DMs to targeted audience automatically!
2. **Tweepi:** This one is again for twitter. This tool helps one to manage the followers. It enables you to extract and analyze personal data of your twitter account. Imagine being able to extract the details of your followers, your non followers and the people you wish to follow!

## Analytics Tools



1. **Agorapulse:** Covering Facebook, Twitter, and Instagram it helps businesses with less investment and allows them complete tool similar to huge companies.
2. **Crowdbooster:** This tool helps you to analyze and optimize your strengths. It helps you measure presence as well as performance of your brand/business on social media and provides figures accordingly. It helps you come up with data-driven decisions because it is integrated with powerful tools.

**Recommended read: [Is your IoT Device Secured? 5 Questions You Should Be Asking Yourself Today](#)**

## **Conclusion**

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This was just a brief look into few of the best Social Media Marketing tools. The opportunities out there are innumerable. Know that Social Media is just a tiny step to boost sales process. This could be challenging but with the assistance of such tools it gives you ease and efficiency. Get started and explore the various options available in the treasure. 😊



Watch Video At: <https://youtu.be/SoMZhwwp2Gs>