

Top Social Media Tools for Excellent Marketing Campaigns in 2020

digitalmarketingtrends.in/top-social-media-tools-for-excellent-marketing-campaigns-in-2020/

Devo Banna

January 17,
2020



Are you planning on leveling up your social media campaign this 2020? If your answer is yes, then this article is for you. 😊

One way to go about it is by having the right image tools in your arsenal, and that's one of the things we'll be discussing. We'll be sharing the top social media tools that make for epic marketing campaigns.

Smarter Queue

SmarterQueue

This scheduling tool is a combination of powerful analytics and category queueing. It

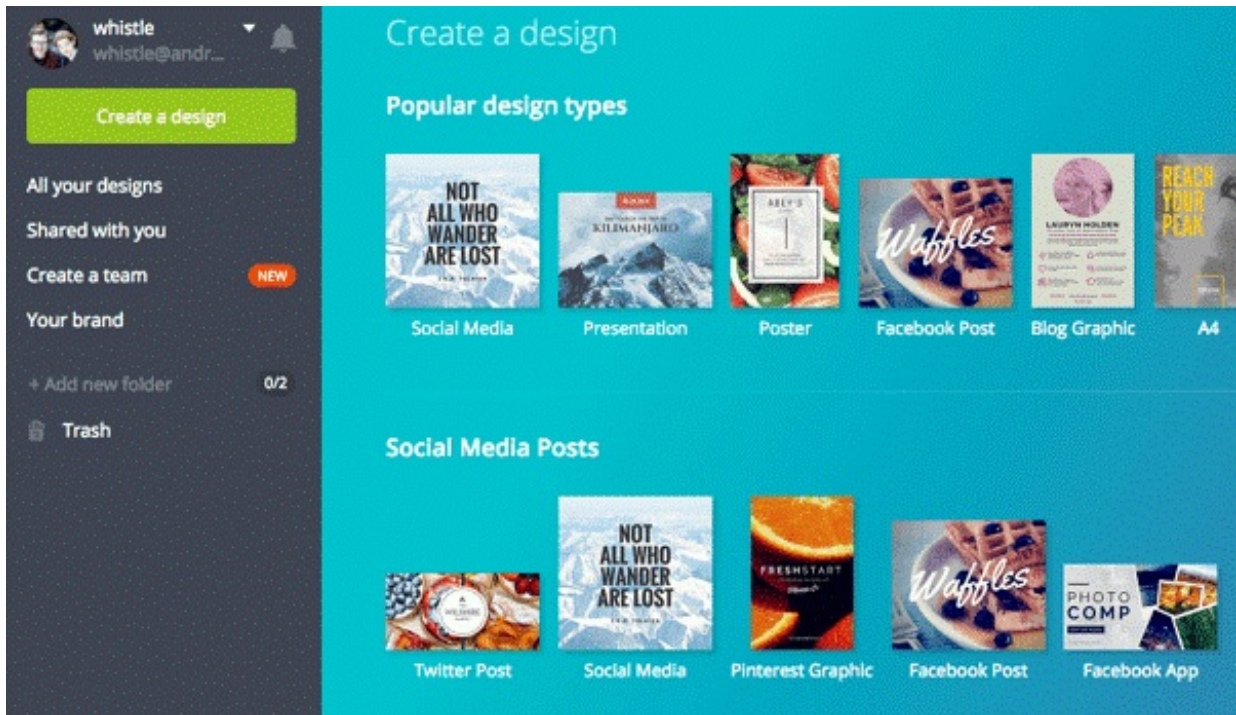
lacks listening capabilities and a social inbox that's why it's not yet categorized as a full social media management tool, but it still gets the job done. At \$19.99 a month, you get four social profiles that enable you to post ten times per day for each profile. With a price so reasonable, businesses and solopreneurs can maximize this tool to help them schedule their content.

BuzzSumo



This tool allows you to find two things: the top trending influencers and the most shared content. You can also use this tool to evaluate what kind of content goes perfectly with each topic. The only thing that you need to start exploring the world of BuzzSumo is searching for a domain or a specific topic. This social media tool enables its users to have a better understanding of their social media impact and to come up with effective social media strategies. The results are broken down into Reddit, Pinterest, Twitter, and Facebook shares.

Canva

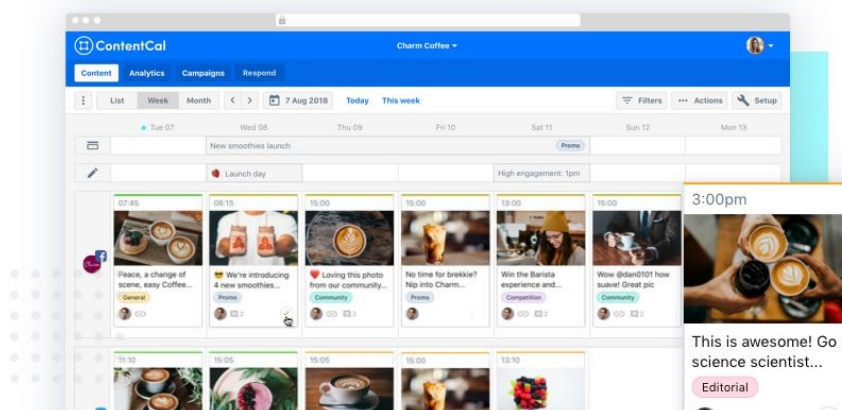


Everyone would probably agree when we say that Canva is the best image tool out there. In a world where the Internet is loaded with tools for creating images, Canva stands out by offering an interface that's friendly for both beginners and experts. This tool is, without a doubt, every marketer and social media manager's best friend because it allows them to create share-worthy images even though they don't have a graphic designer in their team. It also has a library of over two million elements that can be used for social media graphics, most of which are available even if all you have is a free account. This is why when it comes to tools for creating images, you can totally rely on Canva.

ContentCal



Beautifully simple social media software



If workflows make you feel giddy, then this tool is for you. While it has all the usual features that social media management tools have, it specializes mostly on reporting, scheduling, posting, team workflows, and planning. It's perfect for public sector organizations, charities, and small businesses. Their free plan allows users to manage a maximum of four social media channels, with a limit of ten posts each month. It's excellent app especially for newbies who need time to help in knowing the ins and outs of marketing campaigns.

Venngage



This is an amazing online web app to create unique and beautiful graphics like social media graphics, presentations, infographics, charts and more. This is one of the most effective tools to get access to social-media-ready templates, an inbuilt editor which is perfect for those who are not a pro, a list of icons, great charts tool to create visuals, data, charts etc. and more.

Recommended read: Mobile-Friendly vs. Mobile Optimization: What's The Difference?

These tools help users achieve their goals, while making sure that not a single minute goes to waste. Some tools are free, while some require monetary investment, but that's fine. We assure you, these tools are worth every single penny. 😊



Watch Video At: https://youtu.be/lk_C4ZeuXk