



Social Media Marketing Guide: 12 Key Tools

from Larry Chase's Web Digest For Marketers

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Quick Note from Larry Chase

Since you're reading this, it probably means you just subscribed to my Web Digest For Marketers email newsletter. Thank you.

If someone passed this PDF along to you, and you are not subscribed to my newsletter, you can sign up for free [here](#).

Top Tools for Social Media Marketing: My editorial staff reviewed over 350 Social Media Marketing tools. In this Guide, you will find short reviews of our top picks. We selected 12 tools, along with a couple of must-know resources, so you can stay on top of this fast-moving category of Internet Marketing.

Enjoy!

Cordially, Larry Chase: Publisher
Web Digest For Marketers

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Twitter Tools

[TweetScan](#)

To be successful in Social Media, you need to "join the conversation," which is the motto of the Social Media movement. Trouble is, the conversation goes on 24/7/365, but your tracking probably doesn't.

Enter TweetScan (30-day trial/\$15 annual fee), a Twitter-specific search engine that scans all Twitter posts for the keywords you specify and delivers the results via a daily email. The tweeter's name is included, in case you have to follow up on a post.

TweetScan won't substitute for real-time tracking when you're on the job, but it's a good backup and an extra pair of eyes, especially if you are the lone tweeter at your company.

Some suggestions for choosing useful keywords: your company's Twitter name, your brand or company name, your top competitors, or keywords you buy through Google AdWords.

[HootSuite](#)

Once you dive into the Twitter conversation stream, you should look for a suite of tools to manage your time and tweet most effectively. HootSuite's gratis set of tools is designed for enterprise-level tweeting, because several administrators can manage multiple accounts from a single dashboard.

Among the tools:

- Scheduler: Use it to write tweets in advance, useful for posting product announcements or coupons at a specific time.
- Ow.ly URL Shortener: Tracks actions on links you post in tweets and delivers statistics to please the wonkiest analyst: total clicks, clickers' geographic distribution, most popular tweets, trends over time, etc.
- Account chooser: If you have more than one account, you can post a particular tweet either to one particular account, a group or all of them. Administrators can also monitor who's tweeting what from the dashboard at a glance.

HootSuite doesn't yet track retweets -- the number of times your followers pass along your posts to their own groups -- but you can measure retweets independently using [Retweetist](#).

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Influence Measurement

[Grader.com](#)

How effective is your presence on key Social Media sites? Does your online personality encourage or turn off potential followers? The evaluation tools at this site will help you quantify the nearly unquantifiable by measuring your Social Media profiles -- corporate and personal alike -- and comparing them to other users, and then give you ideas for how to improve your standings.

Created by marketing-services provider HubSpot, Twitter Grader evaluates you on your number of tweets, the ratio of your follows to followers, how often others act on your tweets and how influential your own followers are. The higher your influence, the higher your grade.

Facebook Grader assesses your Facebook public pages, noting your number of friends, whether you have big gaps in your profile data, the reach and authority of your friends plus a "secret sauce" of proprietary factors.

The Press Release and Website Grader apps give you similarly comprehensive evaluations. The Personality Grader measures your online demeanor and intelligence, sometimes in blunt terms. (If your Twitter posts contain too many negative concepts, you'll get downgraded for complaining too much.)

Once you get your grades, compare your results to friends or competitors who also have graded themselves. Also, get good tips for buffing up your profile and improving your score.

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Facebook Tools

[Facebook Marketing Solutions](#)

This official Facebook site gives you the tips, case studies, best practices, FAQs and user-generated experiences you need to market intelligently on this global social network, whether your marketing budget has two, four or six zeroes in it.

Look here for case studies of successful Facebook campaigns run by household-brand names like Adobe and Burger King, as well as tips on using Facebook's many features, such as creating events, amassing "friends," promoting your fan pages and using Facebook Connect to expand your reach to your Web site.

Setting up the site like a regular Facebook page also is a little bit of genius. Seeing all the interactions and elements and how they work together shows you firsthand that success on this network takes more work than just slapping up a page and moving on.

[Facebook Fan Pages](#)

This Facebook app allows marketers to create individual pages and invite an unlimited number of people to "fan" (as in "become a fan of") their brands. Fan pages get you past the standard 5,000-friend maximum per account, in effect at time of writing. What's more, once your brand has fans, it becomes a free advertising network. Some analysts have likened Facebook fan pages to a two-way communication-enabled phone book.

Whenever your company has a new product announcement or promotion, you can use the status-update feature to announce this development to every fan. It also can help you build a database of interested users.

The news feed that most Facebook users employ (unless they turn it off) extends the reach of your fan pages. Not only will your brand fans see your announcements, but so will their Facebook friends who are online at the time.

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Facebook Tools (continued)

[Facebook Connect](#)

This tool builds connectivity between your brand site and your users' Facebook pages. After you embed the code for the Facebook platform into your site, Facebook users will be able to connect their accounts to it.

This application can encourage users to post links to your Web pages or products or notes about your content on their Facebook pages. Some industry experts believe this app has the potential to transform how viewers interact with the Web and the way marketers build online experiences.

Blogger Resources

[BlogPulse](#)

Monitoring what people are saying about you is another key aspect of mastering Social Media. This specialized search engine helps you patrol the blogosphere with four tools -- Trend Search, Featured Trends, Conversation Tracker and BlogPulse Profiles -- which return a rich set of data showing you who's talking about what, to whom, when and where.

Track the conversation about you or your competitors, see who's reposting your material and what they're saying about it, or just see what trends are happening that day in blog posts and comments.

We use BlogPulse, a service of Nielsen BuzzMetrics, to track blog action on Web Digest For Marketers and the conversation around it, partly because it seems to index faster than Google.

The Trend Search graph shows the buzz, and how long it lasts, that results when we publish each issue of Web Digest For Marketers. Conversation Tracker shows us who's posting the newsletter using our Blogger/Twitterer link, and Profiles gives us a quick glance at who's talking, their blog ranking if any and other posts to see what else they are talking about.

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Blogger Resources (continued)

[ShareThis](#)

To maximize your Social Media exposure, your Web content should be "shareworthy," captivating and easy to pass along to others via email and social networks. The ShareThis icon gives visitors a menu of sharing options accessible by a single click on its distinctive green icon. This is much easier than forcing visitors to hunt for their preferred network in a field of icons on your page.

ShareThis has both front-end and back-end benefits. On the public side, readers can forward your content to email or text; share to a raft of social networks, which ShareThis updates often so you don't have to; or save that content to a "ShareBox" social bookmark set.

Behind the scenes, ShareThis collects a staggering amount of information on who's clicking, what they're clicking on, where they're sharing it, your most popular content, and more. It reports that data to you in easy-to-grasp charts and graphs. One glance tells you what's hot on your site.

[Trendpedia](#)

This tool, by Attentio buzz-monitoring service, allows you to search the world of blogs by keyword, brand or topic to see who's blogging about it and what they're saying. The interface encourages you to compare one keyword vs. two more related keywords (or brands, if you are doing competitive research).

Trendpedia graphs a timeline for you showing that keyword's action over the past three months. You can then analyze that keyword's blogosphere trend. Click on the graph at any point to see the actual statements that bloggers have made, with links to their blogs.

We compared the topic of Internet Marketing vs. Search Engine Optimization and found that the Internet Marketing topic was far more prevalent than the Search Engine Optimization topic, by a score of 85% vs. 15%.

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B2B Social Media

[SlideShare](#)

All those information-rich charts, spreadsheets or slide decks you prepared for a Webinar or client meeting can help promote your ideas and market your company once you upload them to this site, which is like YouTube for PowerPoint.

SlideShare accepts presentations created in PowerPoint, OpenOffice and Apple Keynote slideshow creators, and other documents created in Office, OpenOffice, iWork and PDF.

Choose a category, pick the file you want to upload, and voila! Your genius presentation is ready to be viewed, shared, tweeted or downloaded. Install the SlideShare widget on your blog or Web site to promote your SlideShare posting and get even more exposure.

[Jing](#)

Search engine spiders are hungry for images and videos in Web copy. This tool (gratis and paid pro versions) helps you capture screenshots and online videos quickly and upload them to a reliable third-party site for visitors to see and share. Jing installs quickly, works on demand or in the background and is easy to master.

Most PCs and Macs come with screen-capture software, but they aren't as feature-rich as Jing and don't connect within the app to a sharing site as Jing does. With an application this fast and easy, you can easily increase your image sharing and your reach.

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Social Media News Sources

[Mashable](#)

While many marketers want to utilize new Social Media applications, few know how to get started on the technical side. This site gives them the tools to take to their IT departments and say, "This is what we want to do, and here is how we are going to do it."

One tool kit teaches how to use Twitter status updates to drive sales. For example, it shows marketers how to make Twitter coupons for their brand. It also includes great apps relevant to marketing on Facebook, Gmail, Ping.fm and HelloTxt.

On the content side, Mashable writers delve into new apps on the Social Media market, observe them from every angle, and then offer in-depth reports, often brutally honest. This editorial transparency helps marketers decide whether the app is something that they need to check out immediately, file away for later or skip over.

[Web Strategist](#)

Jeremiah Owyang, an analyst for Forrester Research, writes the Web Strategy Social Media blog that is separate from his employer-based work. Owyang provides an excellent resource for the latest in Social Media news, along with his research-based analysis of the developments.

Best-of-site tool: Although it was created in 2007, his detailed instructions are still relevant for marketers who must execute the all important "sales" task of explaining Social Media to their executives in simple language. Owyang uses a step-by-step format that goes over the issues of terminology, how to handle office politics and deal with other likely challenges proactively.

If you can't visit his site regularly, sign up for his enewsletter **Weekly Digest of the Social Networking Space**, a digest of recently posted items.

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More Social Media Resources at WDFM.com

Want more short reviews of Social Media Marketing tools? Find them [here](#).

Larry Chase's Internet Marketing Resource Center

There are over 55 Internet Marketing categories at Larry Chase's Internet Marketing Resource Center. Each category features short reviews of the top tools and resources handpicked by our editorial staff.

Sample categories include:

- [Best of Google Tools & Tips for Internet Marketing](#)
- [Search Engine Optimization \(SEO\)](#)
- [Top Twitter Tools & Resources](#)
- [Best Search Engine Marketing Blogs](#)
- [Online Sales Lead Generation Resources](#)

About Web Digest For Marketers & Larry Chase

Started in April 1995, Web Digest For Marketers was the first Internet Marketing newsletter. It now has over 44,000 subscribers. [Read the current issue here](#).

Each issue of Web Digest focuses on a single aspect of Internet Marketing, such as: Social Media Marketing Tools, SEO, PPC, Best eCommerce Blogs, Best Marketing Campaigns Using Facebook, et al.

Larry Chase is the Publisher & Executive Editor of Web Digest For Marketers. He started marketing on the Internet in 1993, making him one of its earliest pioneers.

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About Web Digest For Marketers & Larry Chase (continued)

He is also the best-selling author of "Essential Business Tactics for the Net," published by John Wiley & Sons, Inc. in 3 languages. Prior to Internet Marketing, Mr. Chase was a Madison Avenue copywriter on blue-chip accounts, such as Xerox, IBM, Volkswagen, AT&T, Chivas Regal, et al.

Organizations hire Mr. Chase to consult on Internet Marketing strategies and tactics and integration of online and offline media campaigns. He is also a highly sought-after speaker on the corporate lecture circuit internationally. Clients over the years include: American Automobile Association (AAA), Belgacom Skynet, Freedom Communications, Fidelity Investments, Minnesota Life, CUNA Mutual, The Wall Street Journal, AT&T, KPMG Peat Marwick, Electrolux, et al.

As a futurist with a reputation for accuracy, Mr. Chase recently predicted "12 Trends for the Next 3 Years for Internet Marketing." Read them [here](#). These 12 Trends have become his most popular speaking topic.

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