
Social Media Tools Guide

CONTENTS

Personal Welcome.....	4
Brand24	5
Features.....	5
How does it work?.....	6
Pricing.....	10
OptinMonster	11
What does OptinMonster provide to capture attention?	11
Setup	12
Which opt-in works best?	13
Split testing.....	14
Pricing.....	14
SEMRush.....	15
1. Understand how you are doing.....	15
2. Analyze your competitors so you can beat them in search results	16
3. Analyze the competitors of your competitor	18
4. Make sure you don't lose existing traffic	19
5. Find advertising opportunities before your competitors do!	20
Pricing.....	22
LeadPages.....	23
What are the important things you need to know about landing pages?.....	23
Features.....	23
How it works	24
Price.....	26
Summary	26
Social Crawlytics	27
Features.....	28
Agorapulse.....	29
Top Features.....	29
Getting Started.....	29
Key Benefits of Using Agorapulse	32
HootSuite.....	34
Setting up a Stream at a Conference	34
Filtering content within streams	34
Creating Streams within Tabs	35
HootSuite List Management	36
Tailwind	38
Top Features.....	38
Getting started	38
Track Growth.....	40
Engage Your Audience	42
Optimize Content	43
Measure ROI Section	44
Competitors.....	45
Key Benefits.....	46

Pinvolve	47
Top Features.....	47
Getting started	47
Key Benefits.....	49
Buffer	50
Key Features.....	50
Nimble	51
Features.....	52
Dlvr.it	53
Looking for more resources on social media tools and technology?.....	54
Visit our Resource page – RazorSocial.com/Resources	54

PERSONAL WELCOME

Thank you so much for downloading this guide. This will not be a waste of your time and I guarantee you will get some value out of it.

My name is Ian Cleary and I'm the CEO of RazorSocial. We recently won an award as one of the top 10 social media blogs for a global competition run by Social Media Examiner so we must be doing something right.

In this guide you will get lots of information related to tools and technology. Our entire focus is in this area and we are now considered the leading resource globally for information in this area.

Now that I've got you, you're not getting past me until you read this guide!!!

We'd love to hear your feedback. Send me an e-mail to ian.cleary@razorsocial.com and I'll respond personally to every e-mail.

You are more than welcome to share out this guide to anyone that you feel will benefit from it.



BRAND24

Monitor Keywords Across Different Channels

Brand24 is a cost-effective social media monitoring tool for monitoring keywords across multiple channels. You set up the keywords you want to monitor and track them through their application, or through email alerts.

There are many monitoring tools available but they are generally either very expensive or have severe limitations. For example, you may use Google Alerts at the moment to track some keywords mentioned on the web. Google Alerts also does not provide the functionality that is really essential to manage and proactively respond to these alerts.

Features

Here are the key features:

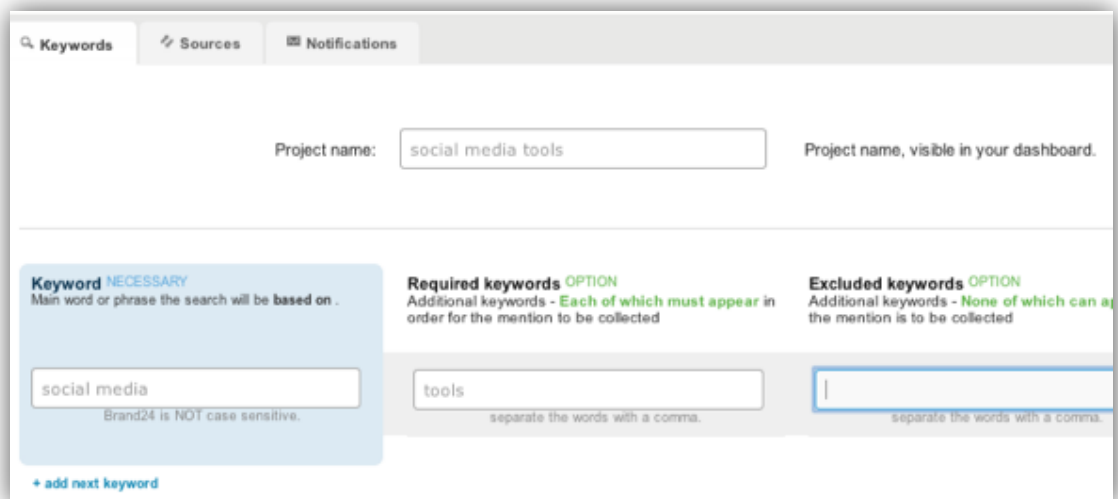
- 💬 Keyword monitoring - You can monitor keyword mentions on blogs, Facebook, Twitter, forums, video sites, photo sites etc.
- 💬 Influence reporting - It produces a table that outlines the most influential people/sites that are mentioning the keywords you are monitoring. This is very useful as you may want to prioritize who you interact with, out of those who mention the keywords you are tracking.
- 💬 Multi-user support - You can set up additional users to access your account and restrict their permissions. For example, you might want to set up 'view only' access.
- 💬 Advanced filtering - When you set up keyword filtering, you can enter in keywords or phrases and include additional keywords that have to appear somewhere. You can also add in negative keywords and limit the sites you want to be monitored (by excluding specific sites or excluding channels).
- 💬 Mobile support - There are iPhone and Android apps that you can use to track your mentions when you are out and about.
- 💬 Reporting - You can produce a nice, colorful status report, export your report to Excel, or automatically produce an infographic-style report.

How does it work?

1. How to set up keyword monitoring

When you want to set up keyword monitoring, you create a new project. This project consists of a keyword you want to monitor, channels you want to include, keywords you want to exclude, etc.

In the following example, we have set up a project name of 'social media tools'. In this project, we want to monitor when someone mentions the phrase 'social media' and also mentions 'tools' somewhere on the same page, in the same tweet, etc.

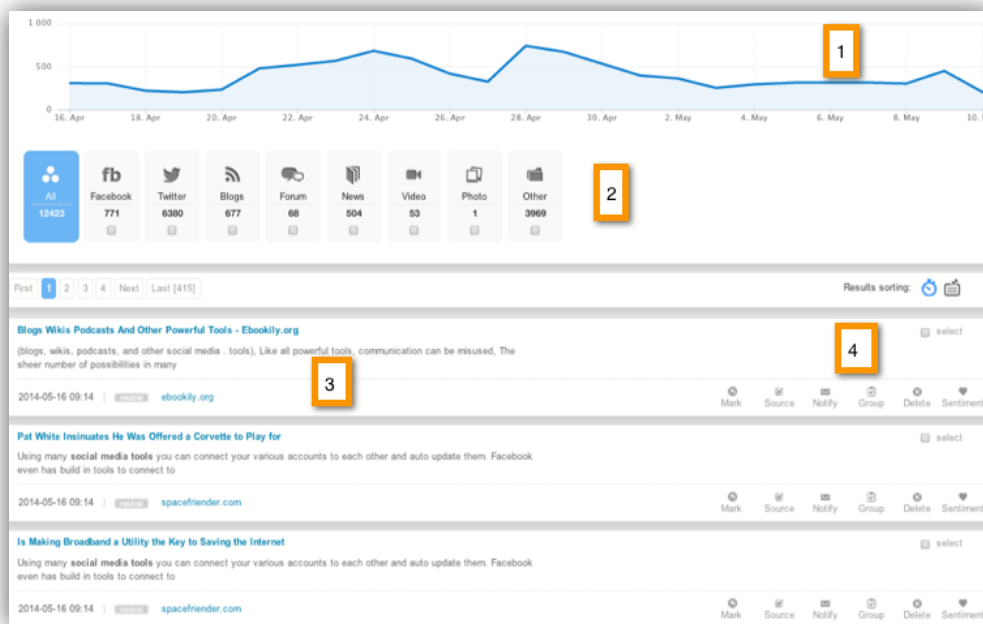


The screenshot shows the 'Keywords' tab in the RazorSocial interface. At the top, there are three tabs: 'Keywords', 'Sources', and 'Notifications'. Below the tabs, there is a 'Project name' field containing 'social media tools' and a note: 'Project name, visible in your dashboard.' Below this, there are three main sections for keyword configuration:


- Keyword NECESSARY**: 'Main word or phrase the search will be based on.' The input field contains 'social media'. A note below says 'Brand24 is NOT case sensitive.' At the bottom of this section is a link '+ add next keyword'.
- Required keywords OPTION**: 'Additional keywords - Each of which must appear in order for the mention to be collected'. The input field contains 'tools'. A note below says 'separate the words with a comma.'
- Excluded keywords OPTION**: 'Additional keywords - None of which can appear in the mention is to be collected'. The input field is empty. A note below says 'separate the words with a comma.'

Once your project is set up, your monitoring begins. The mentions are refreshed every hour so you can really keep on top of any fresh mentions.

When you want to monitor mentions, this is the main screen:











1. This is a graph showing the volume of mentions over a particular period. You can click on any point in the graph to filter the data. For example, if there was a spike in mentions on any particular day you may want to check it out to see why.
2. These are the channels you have set up to monitor. When you set up your project, you can define the channels for that project. If I click on any channel, I apply a filter just for that channel.
3. These are the actual mentions found. You can browse through them and click on any of the results to view more details.
4. There are various actions that you can perform on the mention:
 - 🗨 Mark - You mark/highlight an entry and then, at a later stage, apply filters based on the marked items. As you browse through the mentions, you may want to mark the important ones.
 - 🗨 Source - This displays information related to the source of where the mention came from. You will only get information for high trafficked websites through this.
 - 🗨 Notify - You can email someone to notify them of the mention, e.g. if you find an important one, you will want your team to do something about it.
 - 🗨 Group - You can set up groups and add mentions to them, and then filter based on these groups.
 - 🗨 Delete - Delete any mentions that are not relevant.











-  Sentiment - Adjust the sentiment if you feel the sentiment the tool detected was incorrect.

2. How to analyze which influencers are sharing content, and which main sites they are sharing

You can do an analysis of your mentions to see which authors/sites are mentioning these keywords, what their authority is, etc.

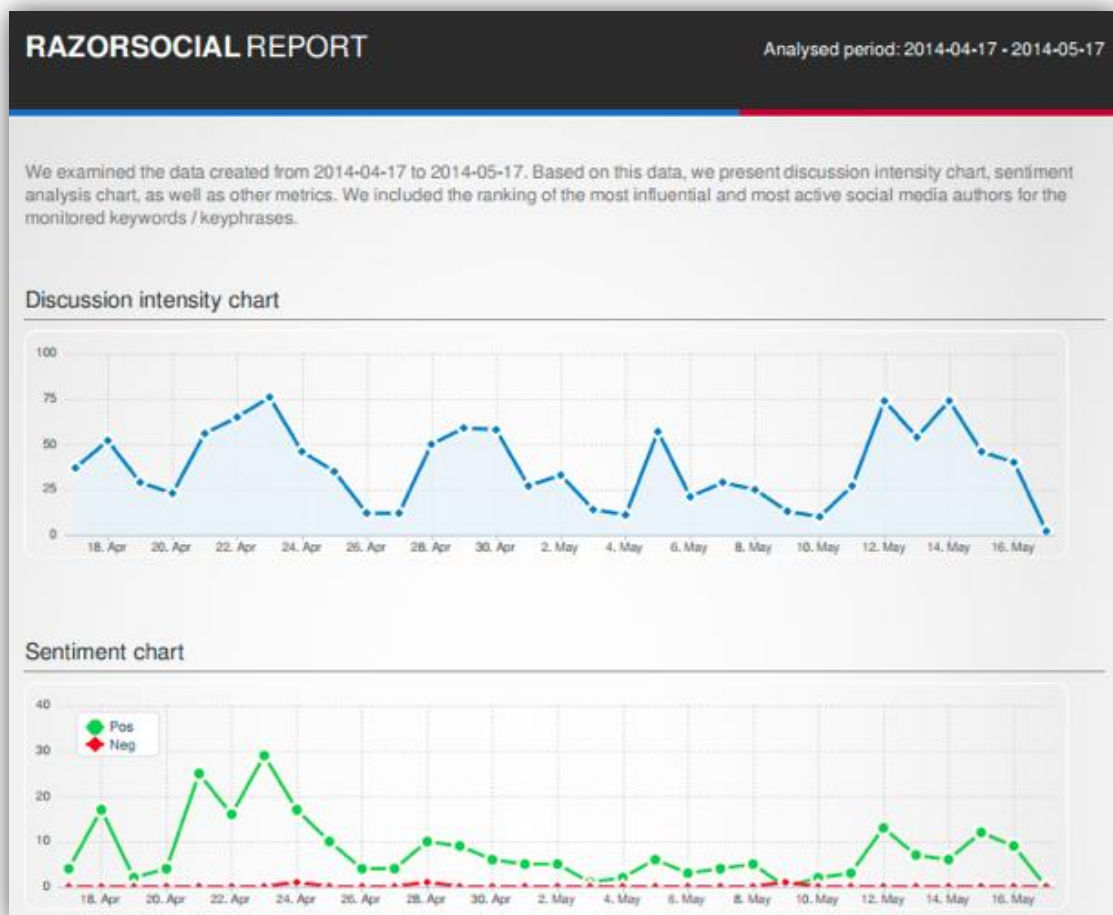
	Author	Site	Share of Voice ☆	Estimated influence ☆	Options
1	 LollyDaskal	twitter	16.757 %	126 101	info Block
2	 RazorSocial	fb	8.709 %	65 536	info Block
3	 IanCleary	twitter	5.718 %	43 032	info Block
4	 kimgarst	twitter	5.183 %	39 005	info Block
5	 Canva	fb	3.447 %	25 943	info Block
6	 ShortStack	fb	3.202 %	24 100	info Block
7	 mqtodd	twitter	2.414 %	18 165	info Block
8	 thenextweb	twitter	2.184 %	16 432	info Block

You can also get a report on the most active sites where mentions occurred.

	The address	Mentions	Options
1	 twitter.com	765	info Block
2	 facebook.com	91	info Block
3	 plus.google.com	80	info Block
4	 scoop.it	20	info Block
5	 youtube.com	13	info Block
6	 balkhis.com	9	info Block
7	 pinterest.com	7	info Block
8	 marketingland.com	5	info Block
9	 venturebeat.com	4	info Block
10	 tuticool.com	4	info Block

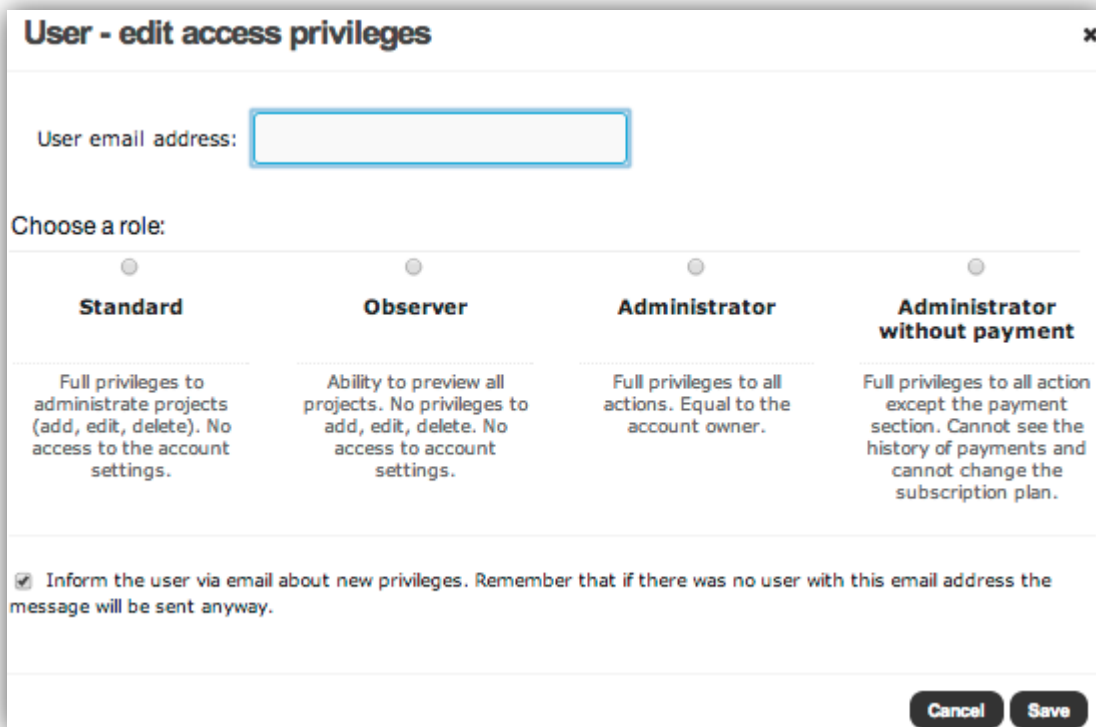
3. How to export the data into a report?

You can add your logo, pick the color, and then run off a really nicely formatted PDF report that shows you an analysis of the keywords being monitored. Here is an example of a section of the report:



4. How to give other people access to the monitoring

Brand24 supports multi-user access, so you can add additional users and assign them suitable permissions.



User - edit access privileges

User email address:

Choose a role:

Standard	Observer	Administrator	Administrator without payment
Full privileges to administrate projects (add, edit, delete). No access to the account settings.	Ability to preview all projects. No privileges to add, edit, delete. No access to account settings.	Full privileges to all actions. Equal to the account owner.	Full privileges to all action except the payment section. Cannot see the history of payments and cannot change the subscription plan.

☒ Inform the user via email about new privileges. Remember that if there was no user with this email address the message will be sent anyway.

[Cancel](#) [Save](#)

As you can see in the above screenshot, you can give someone full administrative access, or alternatively give them reduced access such as 'view only' mode.

Pricing

Pricing starts at \$19 per month and goes up to \$999 per month. At \$19 per month you can monitor 2 keywords and get up to 40,000 mentions displayed. At \$49 you get up to 6 keywords/120k mentions and at \$99 you get 10 keywords/500k mentions.

As you go up in price, the mentions are displayed more quickly. For example, on the \$19 per month plan, your new mentions are only updated every 24 hours. For the \$99 plan the mentions are refreshed every hour.

[Click here to learn more about Brand24](#)

OPTINMONSTER

Skyrocket Your Email Subscriber Conversions

OptinMonster is a WordPress plugin for building email subscribers. To build your subscriber numbers, you need to capture the attention of your website visitors and there's no better plugin for doing this.

What does OptinMonster provide to capture attention?

There are various options:

- 🗨 **Lightbox** – Pop-ups can be annoying when they pop up when you are in the middle of reading an article. However, with OptinMonster you can set it up to only display on 'exit intent'. This means that it only pops up when it detects that your website visitor is leaving your website (i.e. they have moved the mouse off the main screen). Smart, eh? Yes it is super smart.
- 🗨 **Footer bar** - This is a narrow bar that can pop up at the end of your page. In the example below (on PostPlanner's website) the pop-up appears as you are about to exit the site. This is a good way of capturing attention.



You can set it to appear on exit, or after a specific time, or you can set it to appear when a website visitor visits the same page for a second time.

- 🗨 **Slide in** - This appears (slides in) in the bottom right hand corner of your page. You can specify that it should appear after a specific time period, on exit intent or after the second load of the same page.
- 🗨 **After post** – This appears at the very end of a blog post. You can set it to display automatically, or get it to appear on exit intent.
- 🗨 **Sidebar** – This appears in the right-hand side of your blog.

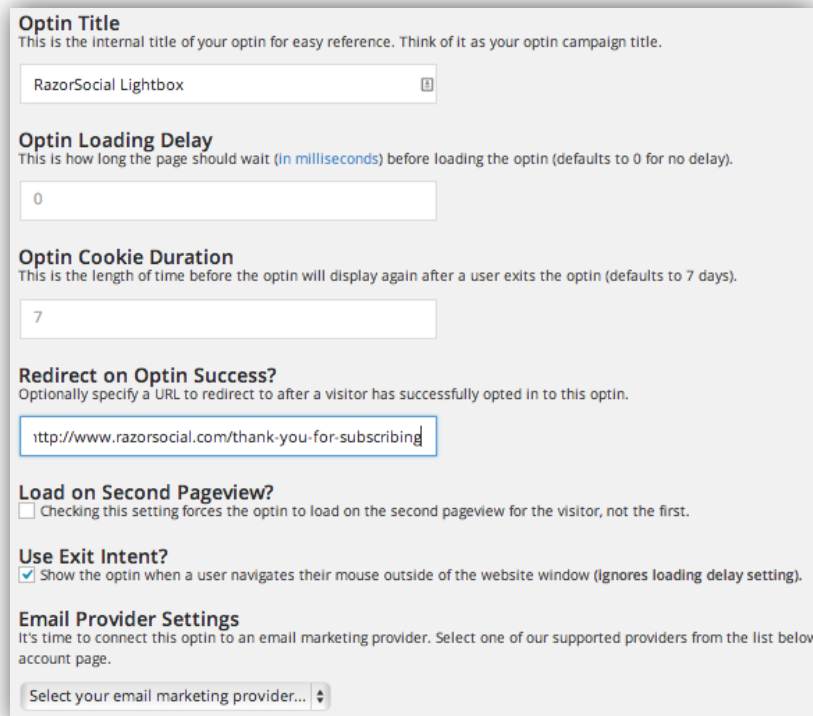
Setup

Here's an example of setting up a lightbox that appears when a visitor tries to exit your site.

Step 1 – Select the type of opt-in box that you want to create (i.e. a lightbox)

Step 2 – Do some basic configuration of the lightbox.

- Give the box a name – Make this a unique name so you know exactly what type of opt-in box it is.
- Specify when you want it to appear – You can set it to appear after a specific time period, only when a visitor is exiting and/or if they are online on a second page load.
- Specify the cookie duration – You don't want this opt-in box to appear every time the same visitor arrives on your site. By default it will only appear once every 7 days. I normally change this to 30 days so that it's a month before it displays again for any given visitor.
- What happens after someone subscribes? – You can redirect them to a thank-you page on your website, which is recommended.



Optin Title
This is the internal title of your optin for easy reference. Think of it as your optin campaign title.

RazorSocial Lightbox

Optin Loading Delay
This is how long the page should wait (in milliseconds) before loading the optin (defaults to 0 for no delay).

0

Optin Cookie Duration
This is the length of time before the optin will display again after a user exits the optin (defaults to 7 days).

7

Redirect on Optin Success?
Optionally specify a URL to redirect to after a visitor has successfully opted in to this optin.

http://www.razorsocial.com/thank-you-for-subscribing

Load on Second Pageview?
☐ Checking this setting forces the optin to load on the second pageview for the visitor, not the first.

Use Exit Intent?
☒ Show the optin when a user navigates their mouse outside of the website window (ignores loading delay setting).

Email Provider Settings
It's time to connect this optin to an email marketing provider. Select one of our supported providers from the list below account page.

Select your email marketing provider...

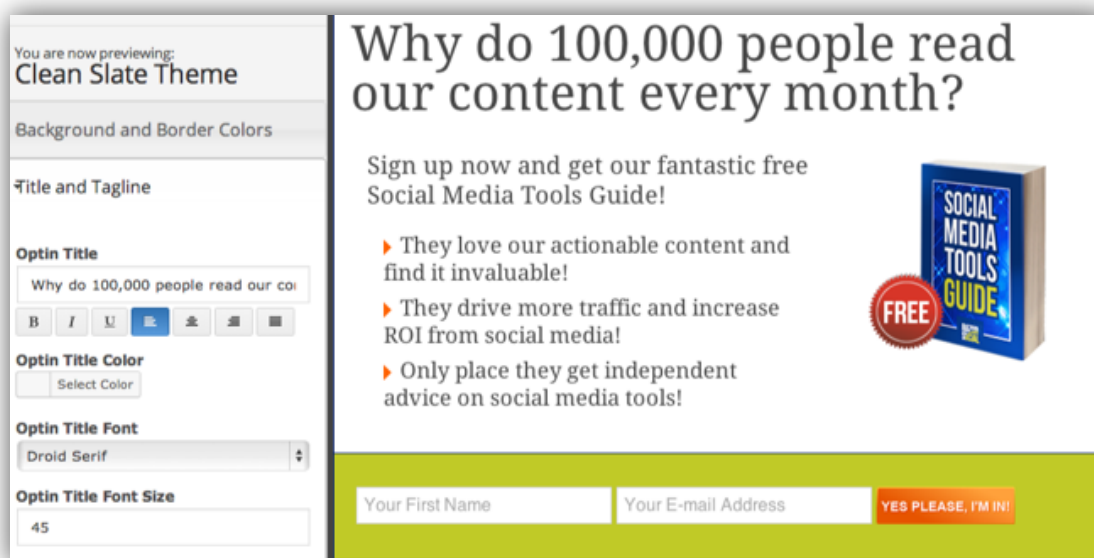
- Email provider – You specify your email provider of choice. There are default integrations available for Aweber, Campaign Monitor, Infusionsoft, Constant Contact, Mailchimp, Getresponse, Pardot, iContact and Madmimi. We

use [Ontraport](#), which wasn't on the list, but we could still use this as it supports using the HTML code that you can get from your provider.

Step 3 – Create your design

You select from one of the provided templates and then update the image, colors, text and then you're ready! It's very easy to configure.

You can see, on the left-hand side, that it shows you the items you can configure and, on the right-hand side, you see the results of your configuration.



Step 4 – Output Settings

You now specify some settings related to where the opt-in box will appear. Does it show up for the whole site, or for specific categories and/or specific pages on your site? You may not want it to appear on your home page, contact us page or certain other pages, or you may just want it to appear on your blog.

And that's all there is to it. You'll have an opt-in box set up in a couple of minutes.

Which opt-in works best?

We have found that the lightbox works best. It achieves the highest conversion rates, and we think the best configuration for the lightbox is on 'exit intent' with a 30-day cookie. This means the lightbox only appears when your website visitor is about to exit the site and it won't appear to them again for another 30 days. This makes sure that it's not always annoying them.

We know that the guys at Post Planner use a combination of the lightbox and the footer opt-in, and we believe that using the footer opt-in adds another .25% to their conversion rates.

The best thing about [OptinMonster](#) is that it's so easy to create and change the opt-ins, so you can test things out to see what works best for you.

Split testing

Split testing is where you present different options to parts of your audience to test out what works best.

With OptinMonster it's very easy to create multiple versions of the same opt-in box and then present one version to half your audience and the other version to the other half. You can then see which works best.

Pricing

Pricing starts at \$49 – this package includes installation on only 1 website and doesn't feature all of the mentioned types of popups. For unlimited websites, lifetime support and updates and all the extras – you will need to pay a one-time fee of \$349.

[Click here to learn more about OptinMonster](#)

SEMRUSH

Crush your competitors with inside knowledge

Your competitors are beating you badly in search results, what are you going to do about it? How much research do you do on your competitors? Do you want to analyze the areas where they are doing better than you online? Do you know which of their posts are driving them the most traffic?

There are some great tools out there to help with this research and one of them is [SEMRush](#).

1. Understand how you are doing

Before you analyze how your competitor is doing, you need start off by figuring out how you are doing yourself!

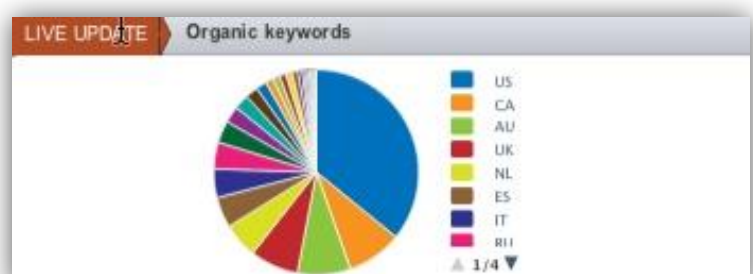
When you go to the [SEMrush](#) tool and enter your web address you will see an overview screen, which will show you how you are doing in terms of the traffic you are getting – both paid and unpaid. You can immediately see if your traffic is going up or down, if your ranking is improving or getting worse for your main keywords, how you are ranking within SEMrush, and more. You can download the report produced by SEMrush as a pdf and also change the date ranges so that you can see progress over the last year or two.

Here's one part of the overview screen, which shows traffic growth over a period of time.



As there are no ads running this only shows the growth based on organic traffic

Here is what we are ranking for, organically, around the world:



most of the ranking is in the US, as you can see in the chart:

Action

Monitor your dashboard on a weekly basis to keep an eye on your progress.

2. Analyze your competitors so you can beat them in search results

From the first screen, enter your competitor's name and select their location. In this example we are focusing in on a social media news site called Social Media Today and we have specified that we're interested in their US search results.



When I run the research I see lots of very useful information but let's focus in on the keywords. This is the screen I see:

LIVE UPDATE Organic keywords 1 - 100 (16,640)					
Keyword	Pos	Volume	CPC	URL	Traffic %
social media	2 (2)	60,500	7.40	socialmediatoday.com/	9.87
google keyword tool	8 (9)	110,000	4.99	socialmediatoday...h-tool	4.14
social networking sites	4 (4)	33,100	4.23	socialmediatoday...-world	2.90
social media sites	3 (3)	22,200	4.80	socialmediatoday...-world	2.50
what is twitter	4 (4)	18,100	0.81	socialmediatoday...-about	1.59
social media today	1 (1)	2,400	18.07	socialmediatoday.com/	1.41
what does hashtag mean	7 (7)	27,100	0.64	socialmediatoday...t-mean	1.36
netflix customer service	10 (10)	33,100	1.09	socialmediatoday...e-ever	1.24

This is only part of the screen but it contains some of the most interesting sections:

- **Keywords:** The top keywords that Social Media Today are ranking for.
- **Position:** Where they are ranked for these keywords (the number in brackets is their ranking the last time SEMRush evaluated search results).
- **Volume:** The estimated monthly traffic that is generated from these keywords (i.e. how many times people search for them).
- **CPC:** The average price of a click if someone advertised based on this keyword (in US Dollars).
- **URL:** The web page generating the traffic.
- **Traffic:** The average percentage of all traffic the website is getting from this keyword.

So, from this report we can see a broad range of keywords that are generating traffic.

Action

I know you're thinking that this is great, but what do we do?!

If a competitor is getting traffic for keywords that are relevant to your business, why don't you try to get that traffic instead?

Of course, to do this you must be realistic. If their website has much higher rankings than you and they have optimized their content well, you don't have much of a chance of beating them.

Note: To understand how to rate how highly a site is ranked read this post on [Understanding Domain Authority](#).










So, your options are:

- If your competitor is ranked higher but the post is not keyword-optimized, write an article focused on those keywords.
- Find competitors (or similar companies) that have a lower domain rank and research them using SEMRush. It will be much easier to write content that will rank more highly.
- If their domain rank is much higher and the page rank is high (each page is also ranked) then ignore it and move on!

3. Analyze the competitors of your competitor

What about the competitors of your competitor?

SEMrush does an analysis to find other companies that are ranking for very similar keywords, which it then ranks in a list. Based on this list you can see an estimate of the amount of traffic these companies get from their top 20 keywords so you can get a good idea of their traffic levels. The traffic is always estimated but it can be useful if you want to compare A with B. For example, if competitor A has 60k of traffic and B has 20k, you know that A has roughly 3 times the volume of traffic.

Domain	Competition level	Common keywords	SE Keywords	SE Traffic
 hubspot.com		2,190	23.7k	169.4k
 toprankblog.com		1,047	4.3k	16.5k
 convinceandconvert.com		926	2.5k	15.7k
 jeffbullas.com		803	2.5k	5.1k
 hootsuite.com		826	3.4k	110.9k
 wordstream.com		1,192	13.5k	117.3k
 searchenginewatch.com		1,539	25.7k	290.2k
 moz.com		1,079	14.5k	109.4k

The competitors of your competitor:

- Domain: The website name of the competitor
- Competition level: How competitive it is to rank for those keywords
- Common keywords: The keywords in common with the site we are analyzing that are ranked in the top 20 search results.
- SE Keywords: The number of keywords this site has in the top 20
- SE Traffic: The estimated monthly traffic from these top 20 keywords

Action

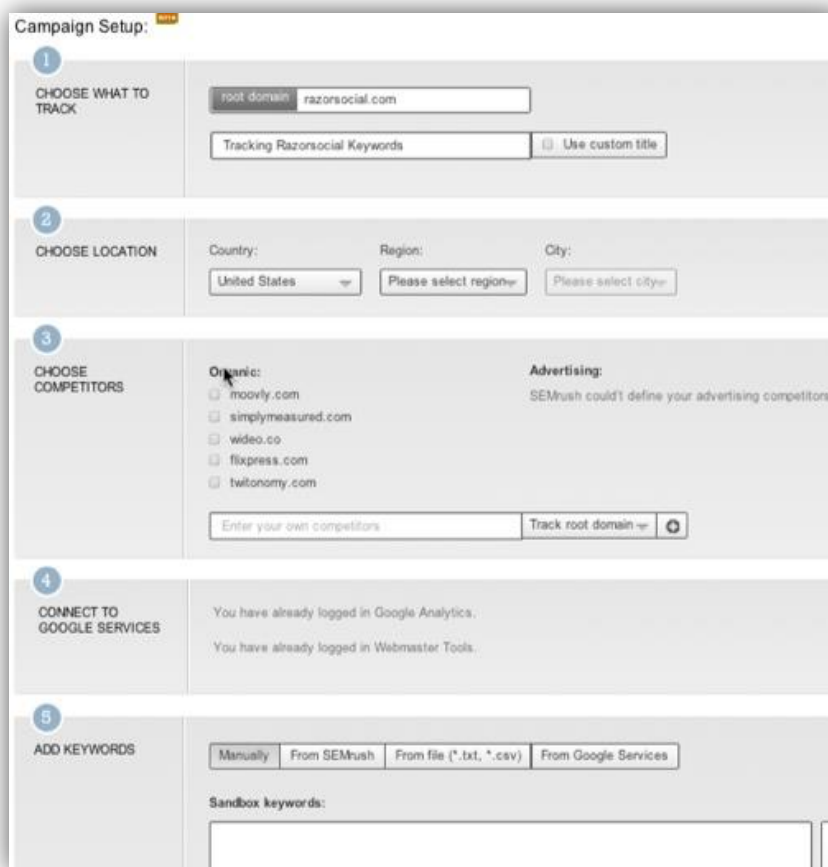
Pick out the competitors you think are really relevant and do a full analysis on *their* competitors. You're looking for the same again i.e. keywords that get traffic that you could rank on.

4. Make sure you don't lose existing traffic

It's great to get new traffic, but what about the risk of losing old traffic? Who are you going to lose it to? Yes, you're right those competitors again!!

If you don't look after your existing traffic, over time you might lose it. It may be ranking highly for a while but then start drifting down the search results.

Luckily SEMRush provides functionality to monitor this. In the position tracking section you need to fill out some details:



Campaign Setup:

- CHOOSE WHAT TO TRACK**

 ☐ Use custom title
- CHOOSE LOCATION**
 Country: Region: City:
- CHOOSE COMPETITORS**

Organic:
☐ moovly.com
☐ simplymeasured.com
☐ wideo.co
☐ flxpress.com
☐ twitonomy.com

Advertising:
 SEMrush couldn't define your advertising competitors.
- CONNECT TO GOOGLE SERVICES**
 You have already logged in Google Analytics.
 You have already logged in Webmaster Tools.
- ADD KEYWORDS**

 Sandbox keywords:

Here is what you need to set up:

- Choose what to track** – Enter the domain you want to track. If you select the domain 'custom title' you can name it so you don't get it mixed up with other domains you are tracking.
- Choose location** – Specify the location that you want to track keywords positions for.
- Competitors** – If you want to compare against your competition, select from the suggested list or add more.

4. **Connect to Google services** – This connection to Google Analytics or Google Webmaster Tools allows SEMRush to retrieve additional information to help you do the analysis.
5. **Add Keywords** – You can add the keywords you want to track in multiple ways – manually, by letting SEMRush add the top 20 keywords, from a text file or by retrieving information from Google Analytics/Webmaster Tools.

Once you add the keywords then you are ready to start tracking.

Action

Set up this tracker to monitor your top 20 (or more) keywords. When you see that important keywords that normally drive traffic start to drift down the search results, you need to take action. Here are some options:

1. Re-evaluate how well your posts are optimized and optimize them further.
2. Find out your highest ranked pages on your website (e.g. using Moz toolbar) and link to a post that is in trouble: this will help to push up the value of the page.
3. Get links from other websites to this content. You can do this in the following ways:
 - a) Write a guest post on a high profile website. Write an article that is about the same topic, and then link back to it.
 - b) Actively promote the post on social media. When others see it, if it provides great value they might link back to it from their own site.

5. Find advertising opportunities before your competitors do!

There are websites paying for traffic, through Google AdWords, while you are driving your own traffic for free. AdWords can be quite expensive, so if you were able to find these companies you could make money by suggesting they put their ads on your site directly.

SEMRush makes this easy. It looks at all the keywords you are ranking for and then identifies companies that are advertising based on these keywords and displays them in a chart.

Domain	Common keywords	Ads Keywords	Ads Traffic	Ads Traffic price
sitegraph.net	31	0	0	0
webcrawler.com	100	2.8m	4.1m	2.7m
outbrain.com	87	1.6k	895	6.4k
liquidgrids.com	20	98	37	344
heatsync.com	69	1.9k	437	2.5k
simplymeasured.com	89	285	231	2.0k
shoutlet.com	56	147	35	317
rankpay.com	53	4.2k	2.3k	23.8k
sproutsocial.com	133	1.2k	4.1k	35.8k
imvagh.com	40	0	0	0
sugashackvideos.com	46	381	45	178
findsmarter.com	45	205.1k	155.8k	138.5k

These are the sites that are paying for traffic that you are getting for free. In this chart you can see:

- Domain: This is the website paying for the traffic
- Common keywords: These are keywords they are bidding on that you happen to rank for.
- Ads keywords: The keywords they are targeting.
- Ads traffic: The traffic generated from these ads.
- Ads traffic price: The cost of driving this traffic.

One of the companies listed is [SproutSocial](#). If I click on the column that shows common keywords, I see the following:

LIVE UPDATE razorsocial.com (by organic) * sproutsocial.com (by adwords) 1 - 100 (154)									Filters	Export
Keyword	RazorSocial.com	SproutSocial.com	Volume	CPC	Con.	Results	Trend			
twitter analytics	4	1	6,609	11.36	0.64	366,000,000				
facebook insights	19	1	2,909	8.34	0.23	348,000,000				
facebook analytics	11	1	1,909	10.34	0.75	378,000,000				
twitter tools	4	3	1,309	14.73	0.52	1,910,000,000				
social media analytics tools	5	1	599	20.83	0.99	89,500,000				
free twitter analytics	1	1	489	10.58	0.77	177,000,000				
twitter analytics free	2	1	329	11.13	0.78	177,000,000				
social media marketing tools	7	4	329	13.59	1.00	168,000,000				
twitter analytics tools	1	1	269	12.06	0.86	107,000,000				
facebook analytics tools	3	1	269	12.57	0.95	112,000,000				
social media dashboards	19	1	179	11.72	0.95	2,940,000				

This is a list of some of the keywords that RazorSocial ranks in the top 20 for that are also targeted by Sprout Social when they pay Google for AdWords Ads. The first one I highlighted is for Twitter analytics. If you look at the image below you'll see the ad run by SproutSocial and my organic search result.

If you look further down the list and see 'free twitter analytics', we are ranked number 1 for this term and [SproutSocial](#) are advertising.



Pricing

SEMRush offers two packages - \$69.95 and \$149.95. If you need more detailed data and branded PDF reports, you might have to pay the bigger price.

[Click here to learn more about SEMRush](#)

LEADPAGES

The easiest way to create high converting landing pages

LeadPages is a well-known piece of landing page software that is very simple to use, so you can have landing pages up and running in minutes.

They have a suite of landing page templates that you can use that will achieve good conversions. The reason you know that they'll achieve good conversions is that they get information from all their customers about their landing page conversion rates, and they aggregate this information. You can then sort the landing page options based on the highest converting template.

What are the important things you need to know about landing pages?

- 💡 A landing page is a page you drive visitors to on your website to convert them (persuade them to sign up to your email list, buy products etc.)
- 💡 Split testing is the process of sending people to different landing pages to test out which achieves the best conversion rates.
- 💡 If you build your own landing page, you will generally not achieve the rates of conversion that you could achieve by using landing page templates that have proven to work.
- 💡 A 'squeeze page' is a landing page typically used to collect marketing information (yes, it's just a landing page).
- 💡 Your CTA (call to action) is one of the most important elements on the Landing page. You have to clearly inform people of what you want them to do.
- 💡 Value proposition – This is the primary reason why visitors will hand over their details (i.e. what's in it for them)

Features

- 💡 **Templates** – 54 mobile-optimized templates to choose from. These templates are for different scenarios, e.g. for pages for downloading an eBook, signing up for a webinar, joining a mailing list etc.
- 💡 **Conversion** – They aggregate all the conversion information from all their templates from all their customers and you can sort the options based on what has achieved the best conversion rates.
- 💡 **Easy publishing** – You can grab some code and add it to your website, a

WordPress site or a Facebook page. It only takes 4 clicks to publish to a Facebook page so it's very easy!

- 🗨 **Split test** – Easily set up split testing and measure conversion on each page.
- 🗨 **Analytics** – You can use your normal analytics programs (e.g. Google Analytics) to view performance or you can use a very simplified version within **Leadpages**. This will show you views, unique views and conversions, and this is essentially all you really want to know!
- 🗨 **Integration** with a wide variety of providers that specialize in email marketing or provide email as part of their platform - Aweber, MailChimp, ConstantContact, Ontraport(ex-Office AutoPilot), Infusionsoft, SendReach, iContact, GetResponse, GetResponse360, 1ShoppingCart, MadMimi and Interspire.

How it works

Before you select your template, you should go to the admin section and connect your email service provider to [LeadPages](#) as it's likely you'll be collecting email addresses at some stage.

You start off by selecting one of the landing pages as a template. There are 65 templates to choose from, and these are broken down into various categories (e.g. sales pages, opt-in pages, etc.).



Once you select your landing page template you are asked what industry you are in. This is only used by LeadPages to figure out the best performing landing pages for your niche. You can then update the template.

To update any element in the template you just click on it and then change it on the left hand side. For example, if I click on the download text you'll see this text appear on the left hand side.



You can also replace images, change the colors of each element, change fonts and hide elements on the page. You can't move the position of sections on the page or add new elements to it.

For some of the pages you can add additional fields to the forms. For example, if you have a form with e-mail on it you may be able to add contact details to this, but it depends on the form you are using. Although this is restrictive, if you know the template performs really well already then you don't want to try to create new landing pages that you think might work, based on guesswork. These are landing pages that do work! We're always so tempted to make changes but, if you're not an optimization expert, stick to the proven templates.

As well as configuring the content, there are some other settings for the template:

- 🗨 Opt-in form integration – If you are collecting email addresses, you need to connect the form to the relevant email providers
- 🗨 SEO settings – configure the basic SEO settings for the page e.g. the title, description and keywords (don't worry about configuring keywords because Google will ignore them)
- 🗨 Tracking code – You can add any tracking code you want for whichever analytics provider you use
- 🗨 Style settings – Specify the colors for any elements on the page
- 🗨 Exit popup – If you want, you can configure a popup to appear when web visitors

are exiting the page. You can also set up a redirect website address where the user is redirected to if they stay on the page.

If you want to split test you can just copy the original template, update the new template and that's it. When you're ready you can preview the page and then click 'publish' when you're ready to launch it.

You can launch it immediately on a section of the LeadPages site or you can add it to your site. If you have a WordPress site you should install the LeadPages plugin which then makes it very easy to launch landing pages.

Price

The starting price for LeadPages is \$37 per month, which rises to \$67 per month with extra features.

Summary

[LeadPages](#) is very easy to use and provides you with 65 landing page templates that are proven to convert well. Why build landing pages yourself if you're not an expert in conversion? Why not use templates that are proven to be effective?

The disadvantage with [LeadPages](#) is that you don't have the flexibility that some other pieces of landing page software offer, but the major advantage is that you have a broad range of templates that will convert very well for you, and you'll have them up and running quickly.

It's surprising how often you need to build landing pages and the worst thing to do is ask a developer to build a landing page if they don't have strong expertise in building high converting pages.

[Click here to learn more about LeadPages](#)

SOCIAL CRAWLYTICS

Identify Your Competitors Most Shared Content

Social Crawlytics is a free tool that analyzes how popular or unpopular content is on a website. This is very useful to assess the performance of your blog or your competitors.

It analyzes the content and produces detailed information on where content is shared out and how often it is shared.

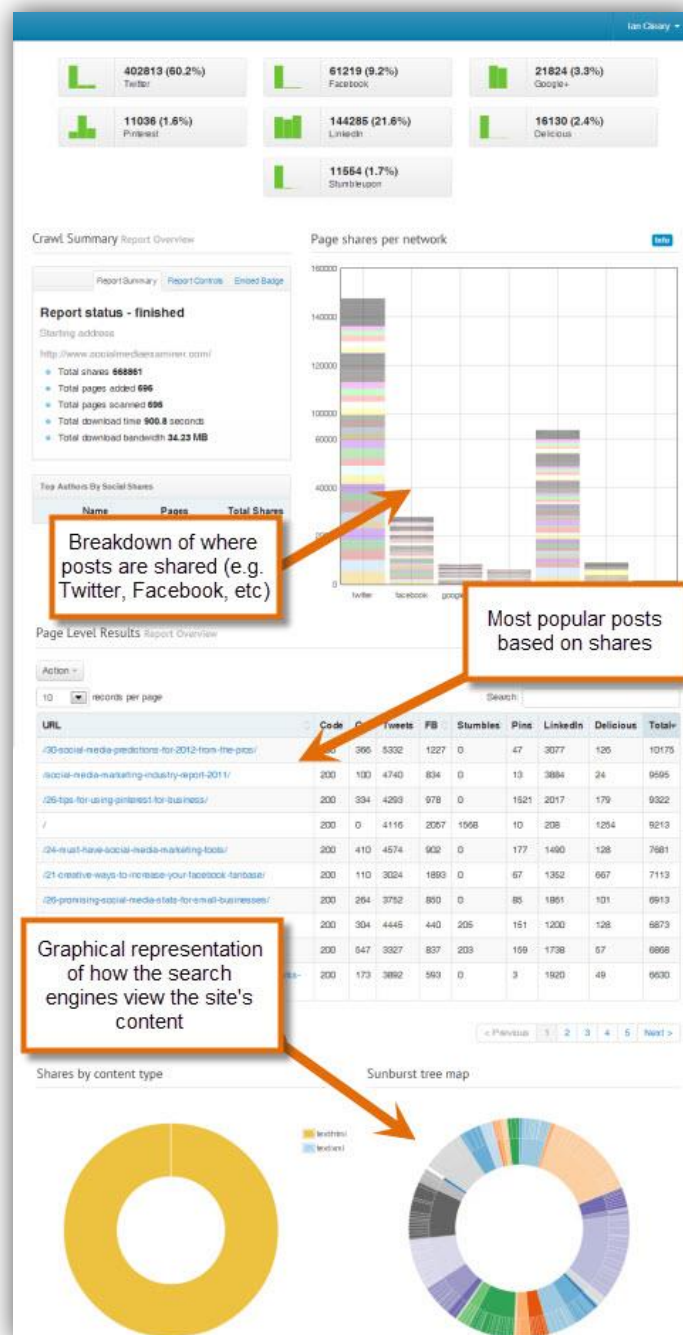
If you understand what content is popular and gets shared out the most can be very helpful to determine content that you should produce. Find out what is not popular is also useful, so you can understand what type of content does not resonate with your audience or your competitors.

“Social Crawlytics is the first of its kind. A fast and flexible web-based crawler, geared for social. Now marketers can maintain ongoing reports of social share history across all pages of any website “

Joe Griffin, CEO of iAcquire

If your competitor has a small number of pages you can do this manually but what happens if your competitors have hundreds or thousands of pages?

Social Crawlytics makes this process easy.



Features

- You can find out what content is shared out most on social media on a competitor's website.
- You can find out the authors on a blog that get the most shares. This will only work correctly if the website has implemented [Google Author Tags](#).
- You can implement a scheduled report which automatically sends you an updated report on a website at a time you choose

When Social Crawlytics goes through a website it picks out all the blog posts and then displays these posts in order of popularity on social media channels.

Page Level Results Report Overview

Action ▾

10 records per page Search:

URL	Code	G+	Tweets	FB	Stumbles	Pins	LinkedIn	Delicious	Total
/30-social-media-predictions-for-2012-from-the-pros/	200	366	5332	1227	0	47	3077	126	10175
/social-media-marketing-industry-report-2011/	200	100	474	834	0	13	3684	24	9595
/26-tips-for-using-pinterest-for-business/	200	334	4293	978	0	1521	2017	179	9322
/	200					0	208	1254	9213
/24-must-have-social-media-marketing-tools/	200					77	1490	128	7681
/21-creative-ways-to-increase-your-facebook-fanbase/	200					7	1352	667	7113
/26-promising-social-media-stats-for-small-businesses/	200	264	3752	850	0	85	1861	101	6913

For each post you can see which channel it is shared on the most as well as the total number of shares

It displays Google+, Twitter and Facebook and it also displays shares on StumbleUpon, Pinterest, LinkedIn and Delicious.

In the example above, the post related to 30 social media experts making predictions had 5332 shares on Twitter.

[Click here to learn more about Social Crawlytics](#)

AGORAPULSE

Marketing Your Business on Facebook

To get maximum benefit from using Facebook it is important to use a management tool that provides functionality to improve engagement, grow fans and help develop business for your company.

Agorapulse is a **platform to manage and grow your Facebook presence**.

It has a broad range of functionality that can be used to help grow your presence on Facebook.

Top Features

You can operate all essential features of Agorapulse without any technical skill. The following are some of the key features:

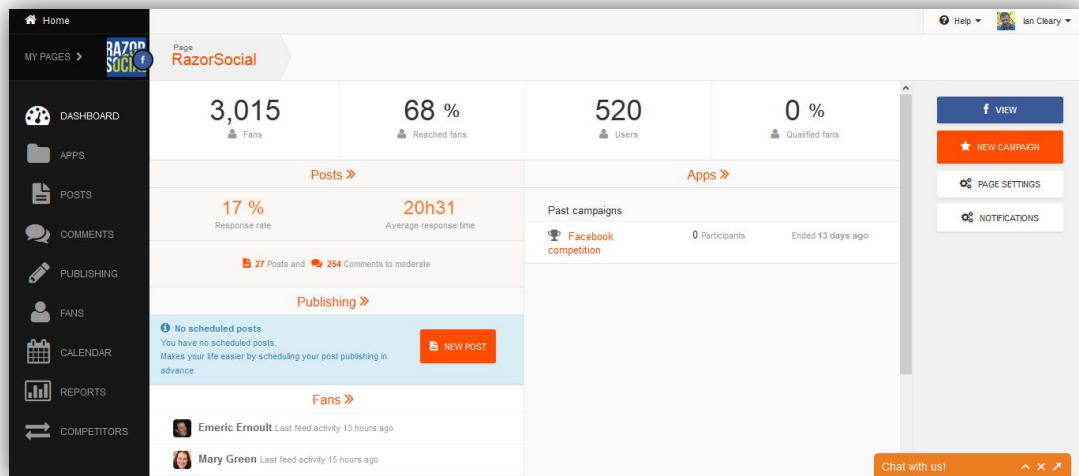
- 🗨 **Facebook Page Management** – Ability to update content on your page, schedule updates, target updates based on groups of countries or languages.
- 🗨 **Facebook Applications** – You are provided with 14 applications to help you grow your fans including applications for a competition, quiz, top fans, document application and many more.
- 🗨 **Lead Management and CRM** – Agorapulse builds up a profile of your fans based on interactions on your Facebook page and participation through the applications. For example, when you run a competition you can collect additional information related to your products or services that can be used for targeting specific offers to these fans.
- 🗨 **Analytics** – There is a detailed analytics module which gives you an overview of how your pages and posts are performing.

Getting Started

Register using your Facebook account and then choose which Facebook page you want to manage. **You can try it for free for 28 days before deciding to buy.**

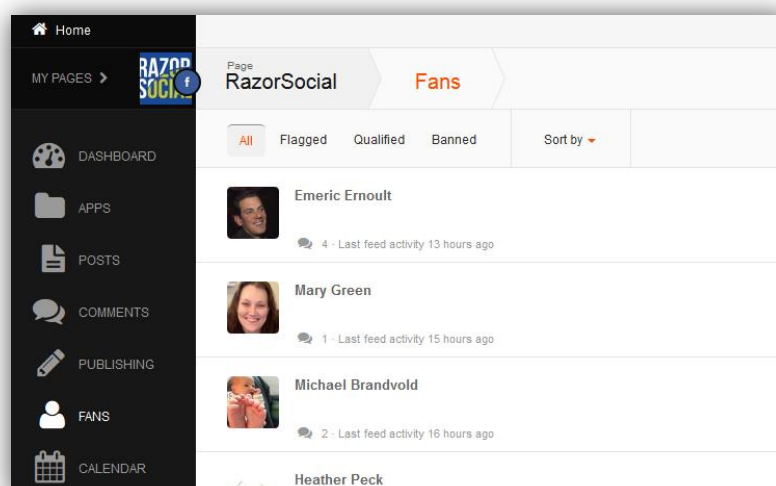
Once you select your page you are shown **the dashboard which contains an overview of your page's performance**.

From this dashboard you can see what posts are effective, what is not working, what is the best time to interact and much more.

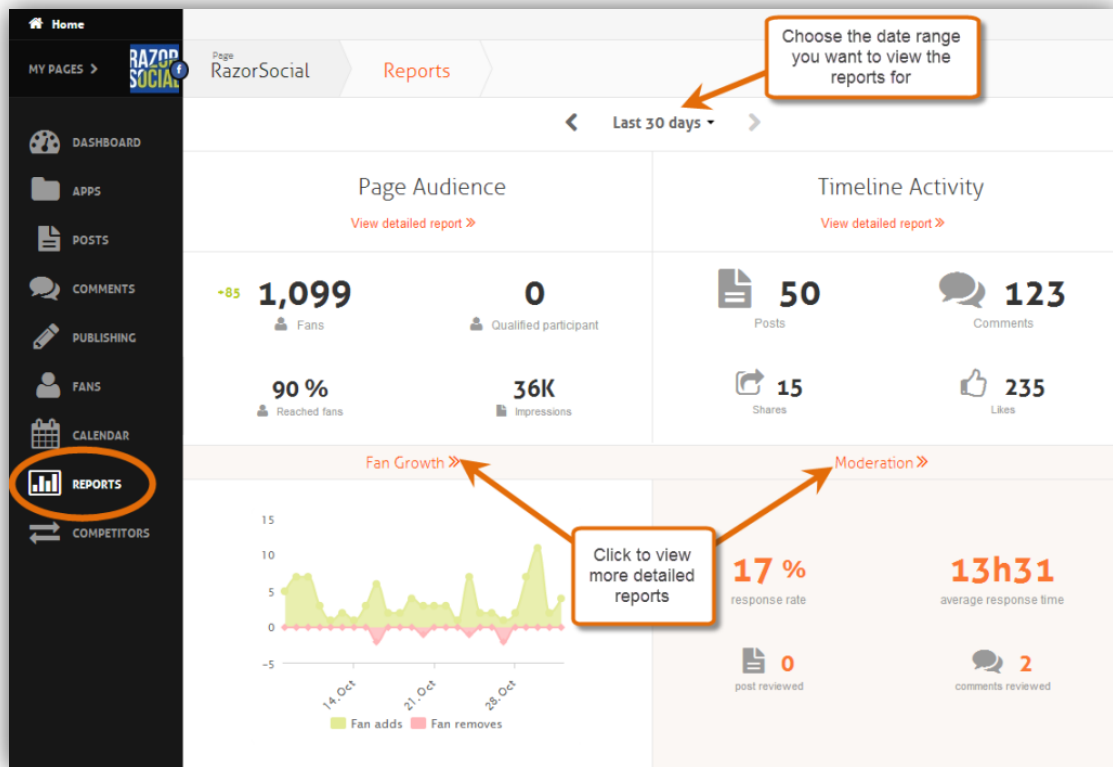


You can also choose to focus in on certain areas via the other menu options. This includes:

- Apps** – add new applications to your Facebook page or view details of the performance of existing applications
- Calendar** – A visual display of posts made or scheduled on your page.
- Posts** – A view of posts made with details of comments, likes and a gauge on sentiment (e.g. positive or negative). You can also schedule updates to be posted at the optimum time to get the best engagement.
- Fans** – A graphical display of the top users that have posted content or interacted on your page. By identifying your most loyal fans you can build a closer relationship with them. Your loyal supporters will be the people to turn to when you want to get the word out about a new product or service.



- Reports (premium feature) – Detailed analytics and stats on your Facebook page such as who is getting your content and how your fans engaged with each post. This helps you identify what is working and more importantly what's not.



Page RazorSocial Reports

Fan activity **Page activity** Recommendations

Last 30 days

Page activity

44
Page posts

25
Page comments

Average post reach

13 %
of fan base (139 fans)

Average post engagement

8 %
of reached fans (11 fans)

Posts

Fan reach

Engaged users

Storytellers

Negative feedback

Averages

12.48 % of fan base

5.56 %

2.12 %

0.0 %

Some practical mistakes from Jeff.
Nov 4, 2013 8:01:07 PM

10.89 % of fan base

7.75 %

0.7 %

0.0 %

7 Interesting Social Media Tool startups at Dublin Web Summ...
Nov 4, 2013 11:26:02 AM

10.17 % of fan base

6.84 %

0.85 %

0.0 %

Love this quote!
Nov 2, 2013 12:00:34 PM

13.68 % of fan base

9.57 %

7.26 %

0.0 %

Aweasome View (San Francisco - Golden Gate)
Nov 2, 2013 9:34:34 AM

13.68 % of fan base

9.36 %

5.91 %

0.0 %

Share your Facebook page below, would love to hear about wha...
Nov 1, 2013 3:01:06 PM

30.06 % of fan base

5.31 %

2.55 %

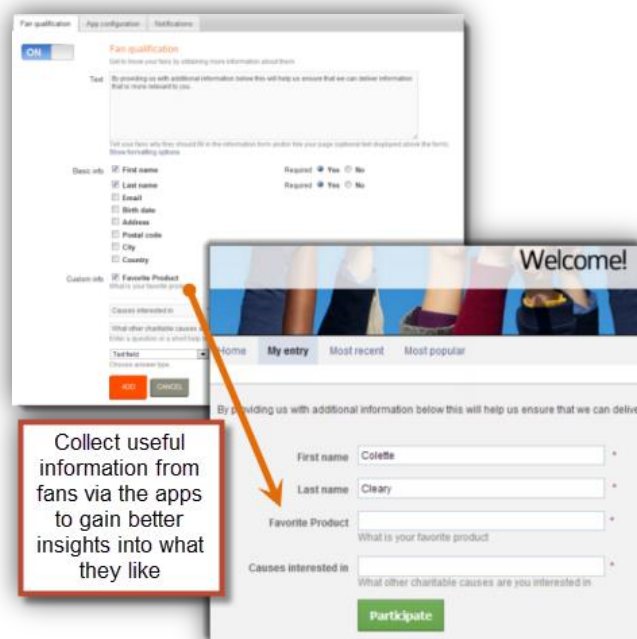
0.0 %

- Competitors (only available with diamond premium) – A grid comparing you against your competitors for fans, engagement, posting etc.

EDIT				
Fans ?	103,231 90.5/day	81,377 55.4/day	76,402 0.0/day	20,382 34.1/day
Talking about this ?	2,628 2.55% of fans	2,671 3.28% of fans	1,759 2.30% of fans	597 2.93% of fans
Fan posts	113 4.3/day	295 9.3/day	0 0.0/day	93 3.2/day
Page posts	100 3.5/day	62 2.1/day	113 3.5/day	29 1.0/day
Interactions ?	7,872 78.7/post	11,673 188.3/post	2,065 18.5/post	1,466 58.6/post
Engagement ?	7.63% 0.08%/post	14.34% 0.23%/post	2.70% 0.02%/post	7.19% 0.25%/post

Key Benefits of Using Agorapulse

- There are many configuration options when setting up the applications which give you great flexibility and control.
- The ability to **collect additional information on the fans** and build up a profile of the fans is really valuable.



Collect useful information from fans via the apps to gain better insights into what they like

- Having an extensive suite of applications, page management and analytics in one platform **saves a lot of time** and ensures that you can see all activity in one place.
- The applications support frictionless sharing through Facebook Open Graph.** This means that participants entering the competition can share out information related to the competition automatically. **This results in much higher shares.**
- Very useful information provided in relation to analytics and engagement on your page. For example **a calendar showing what you posted over the past month**, what fans are engaging and how your page is performing.
- There are currently 14 applications to choose from. A broad range of Facebook applications reduces the chances of your fans getting bored with similar content.
- Ability to moderate user posts and create actions based on the content. For example flag it or assign to a team member.



[Click here to learn more about AgoraPulse](#)

HOOTSUITE

Manage Your Social Media Profiles

HootSuite is one of the most common tools that are used by social media professionals to manage Twitter, Facebook and other accounts.

We'll assume at this stage that you are familiar with the basic functionality of HootSuite so here are 5 additional features of HootSuite that you may not be using.

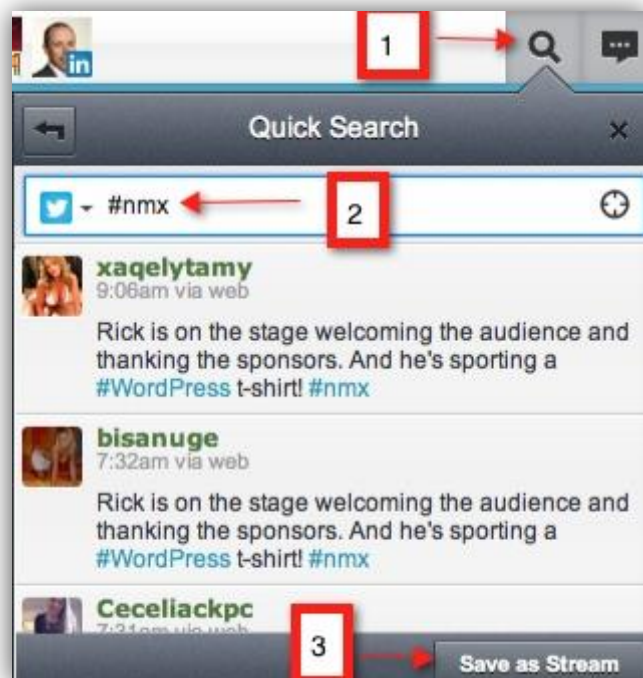
Setting up a Stream at a Conference

If you go to a conference and want to keep track of the conversation the best way to do this is to set up a stream filtered by the hash tag for the conference.

In HootSuite select the search box, enter the hash tag and then click save as stream.

After you are finished the conference you could remove the stream.

You could also set up this search just to search through specific topics on Twitter or search based on locations.



Filtering content within streams

HootSuite allows you to divide up content into streams (columns of filtered data).

You can perform searches based on content that is within that specific stream.

If you select the down arrow (highlighted in the screenshot below) you are given the option to filter your streams. You can filter by keyword or filter by Klout score (a score produced by Klout which attempts to rank people by influence).

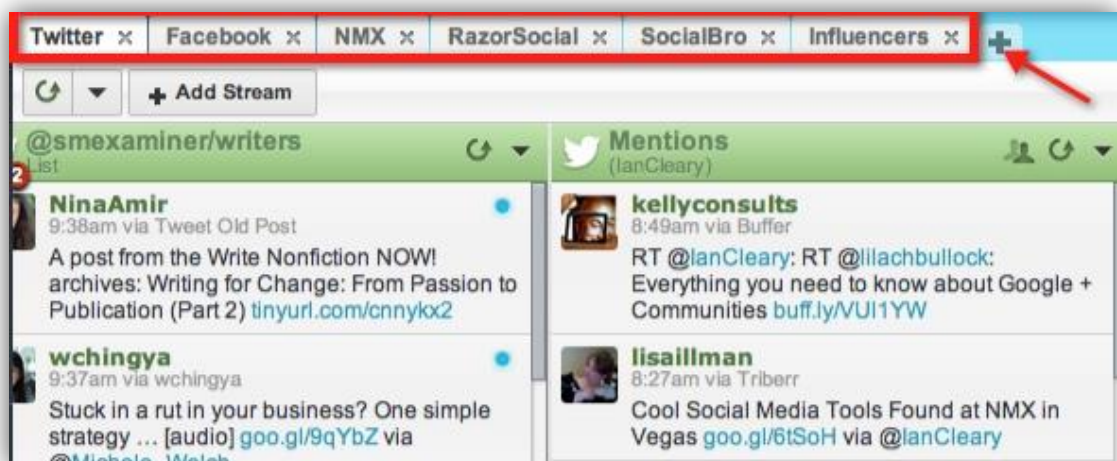


This is handy functionality to find relevant information within the streams.

Creating Streams within Tabs

Streams are the columns of information you display within HootSuite. For example, you can have a stream which displays when your name is mentioned or for a particular hashtag.

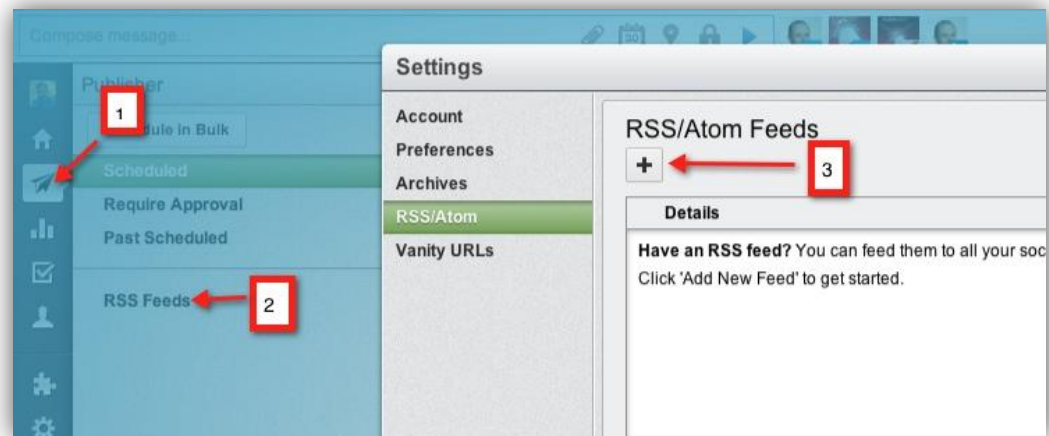
Over time as you add streams you end up with too much information. Sometimes it's better to have multiple tabs and then have relevant streams within those columns. When I click on any of the tabs highlighted there can be multiple streams displayed relevant to the tab.



HootSuite List Management

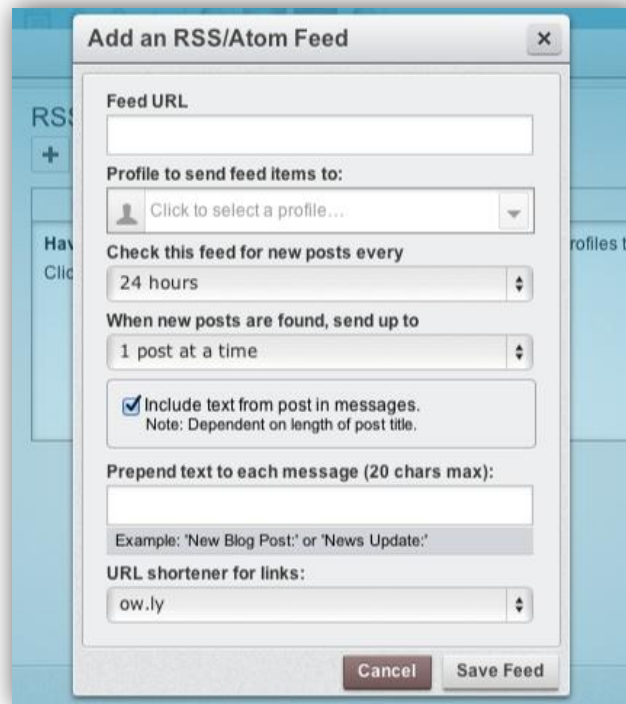
Twitter lists are a great way of organizing your Twitter stream. Within HootSuite there is List management functionality that allows you to drag and drop people you follow (or follow you) into lists. This is an easy way of grouping your Twitter followers. You can also drag and drop people within the lists.

1. Distribute your blog content through an RSS feed
 - If you have a blog you can automatically set up the blog within HootSuite and get HootSuite to automatically send out content for that blog.



- Select the option for viewing scheduled posts and/or setting up RSS
2. Select the 'RSS feeds' option.
 3. Add your RSS feed. When you are adding your RSS feed you'll need to provide the following information:
 - Profile to send feed items to – This is not necessarily Twitter, this could also be Facebook or other platforms supported by HootSuite.
 - Check this feed for new posts every – This will automatically check your feed to look for new posts, the default this is set to 24 hours.
 - Prepend text for each message – You can automatically add text into the start of any post sent out.
 - Include text from post in messages – this is dependent on the length of the post.
 - Prepend text to each message – You may want to put some additional text at the start of each post.

- URL Shortener – These tools just shorten the links so that more can be fit in a tweet.



The screenshot shows a dialog box titled "Add an RSS/Atom Feed" with a close button (X) in the top right corner. The dialog contains the following fields and options:

- Feed URL:** A text input field.
- Profile to send feed items to:** A dropdown menu with a person icon and the text "Click to select a profile...".
- Check this feed for new posts every:** A dropdown menu showing "24 hours".
- When new posts are found, send up to:** A dropdown menu showing "1 post at a time".
- Include text from post in messages:** A checked checkbox with a note: "Note: Dependent on length of post title."
- Prepend text to each message (20 chars max):** A text input field with an example: "Example: 'New Blog Post:' or 'News Update:'".
- URL shortener for links:** A dropdown menu showing "ow.ly".

At the bottom of the dialog are two buttons: "Cancel" and "Save Feed".

[Click here to learn more about HootSuite](#)

TAILWIND

While Pinterest provides some basic [analytics](#) to help you assess the performance of your [Pinterest](#) account, if you want more advanced analytics and the ability to **analyze your competitors**, [Tailwind](#) is a good application.

Top Features

- 🗨 **Growth Tracking of fans, followers, boards, likes and pins**—View graph reports based on default or custom date ranges. Track the volume of pins from your website.
- 🗨 **Audience Engagement Details**—Find trending pins, your top repinners, most influential followers and a table of the people who share content the most.
- 🗨 **Content Optimization**—View details for each piece of content to help you decide how to optimize (e.g., view the time and day of the week when most pins occur).
- 🗨 **ROI Measurement**—Through integration with [Google Analytics](#), view the website [traffic](#) and revenue that's generated from Pinterest and view the individuals who drove that traffic.
- 🗨 **Competitor Benchmarking**—Benchmark your analytics against your competitors.
- 🗨 **Collaboration**—Share your account with multiple team members.
- 🗨 **Enterprise Features**—At the enterprise level, you can create custom reports, set up keyword monitoring and run influencer campaigns to identify, vet and recruit key influencers.

Getting started

There's a paid version of Tailwind, but you can **start with the free version**. Just **enter your Pinterest username and select the *Create Free Dashboard* option**.

Note: Certain features we cover below, such as competitor benchmarking and measuring your ROI, are included only in the paid version of Tailwind.



Creating your free dashboard is easy. When you first log in, you'll see a screen similar to this.

The Tailwind menu. Because this is the screen for the free version, not all of the options are available in each menu section.

On the left is the menu and on the right you see content relevant to the menu item selected. In this case, *Your Boards* is selected.

Let's take a look at what each section offers.



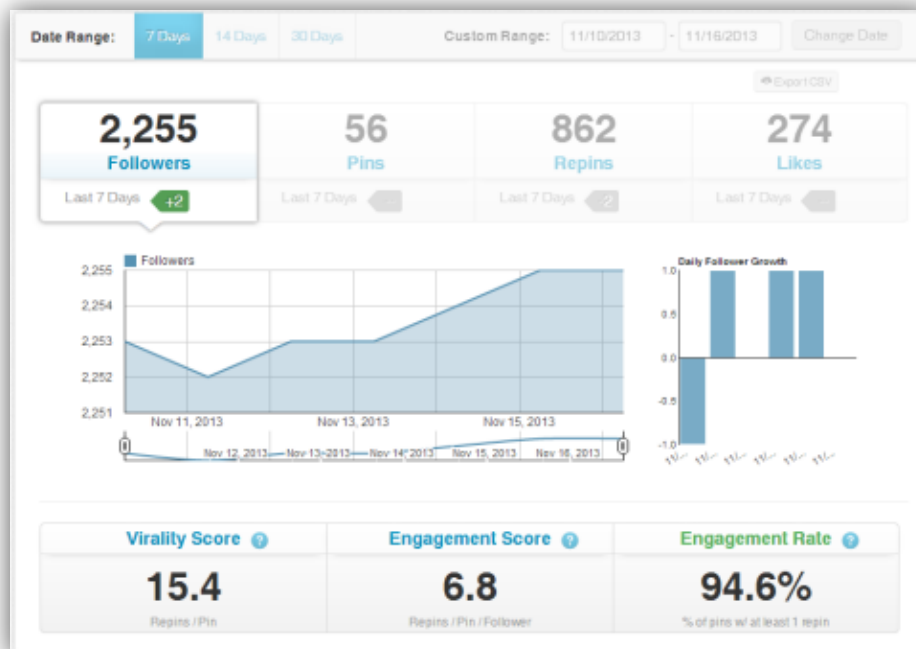
Track Growth

The Track Growth section is where you view the performance of your Pinterest account.

Click on *Your Profile* to see your follower growth and stats that give an indication of how well your content is doing. For example, you can easily **see how many pins, repins and likes you've had on your boards** and how each of these stats has increased or decreased over time.

Below the graph are these statistics:

- Virality Score** is found by dividing your total repins by your total pins. A score of 14.5 means that over 14 times the amount of content you are pinning is repinned, which is very healthy.
- Engagement Score** is found by dividing your total repins by total pins divided by followers. This score lets you **see how engaged each follower is with your content**. In this example, each follower engaged with an average of 6 pins over the last 7 days.



- Engagement Rate** is the percentage of your pins that are repinned at least once. This will **reveal how relevant your content is** to your audience. In the example above, nearly 95% of the pins in the last 7 days were repinned. A phenomenal **engagement** rate and one I'm sure we'd all love to achieve.

On *Your Boards*, a breakdown of performance helps you **determine which boards are most popular or are having the greatest impact**. Use the arrows to sort the data in each column and focus on a specific stat such as Followers, Repins, Virality Score or Engagement Score.

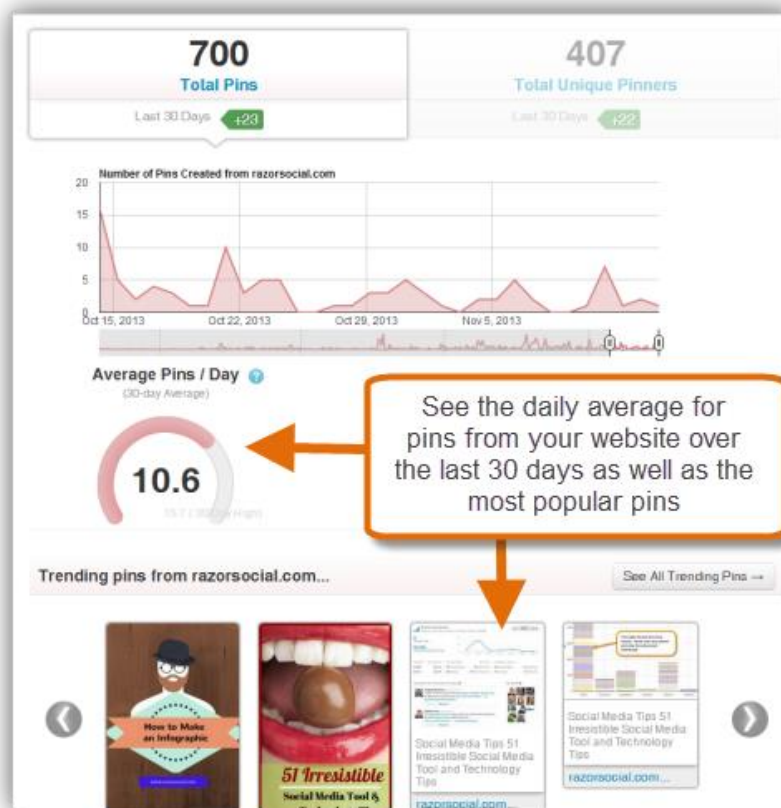
Click on any of the board titles to drill down further via the *Pin Inspector* and see the performance of all the pins on that board.

Board	Pins		Followers		Repins		Virality Score	Engagement Score
	Total	Last 7 Days	Total	Last 7 Days	Total	Last 7 Days	Repins / Pin	Repins / Pin / Follower
Google Tools	8	0	177	+ 109	8	0	1.00	5.65
Social Media Success How to Quotes etc	4	+ 1	171	+ 107	4	0	1.00	5.85
Twitter Tools	8	0	177	+ 108	8	0	0.73	4.11
Facebook Tools	7	0	177	+ 109	3	0	0.43	2.42
Social Media Tools Tips	19	+ 1	176	+ 108	7	+ 4	0.37	2.09

Sort the table by any column and click on any board to drill down and see detailed stats on the pins that make up that board.

If you upgrade to a paid plan, *Your Website* will show stats and details on pins that are created directly from your website. These are mainly pins that other people create when they find something on your website that they want to share on their own boards.

You can also **view the trending pins from your website** to see which images are most attractive to pinners.








Engage Your Audience

Explore this section to view details of your most engaging content and the audience that's sharing it the most.

Trending Pins will **show which images on your website are getting the most engagement on Pinterest** and who is pinning them.

Under *Top Repinners*, you **see the people who repin your content the most**, while *Top Brand Promoters* shows you the Pinterest users who mention you the most in **comments**. You can also see which of these users aren't following you.

Use *Influential Followers* to **identify the most influential people on Pinterest who are following your boards**. These pinners are ranked by influence and show up according to the number of followers they have on Pinterest.

<div> Most Influential Followers Top Brand Promoters Top Repinners Most Valuable Pinners Export All-Time </div>						
Rank	Photo	Profile Info	Repins	Followers	Reach	Revenue
1		<div>Not Yet Following You</div> <div>Go Engage →</div>	7	16	112	\$0.00
2		<div>razorsocial</div> <div>Dublin, Ireland</div> <div>razorsocial.com/</div> <div>This is You!</div>	4	181	724	\$0.00
3		<div>Matera</div> <div>reloquidigitalpro.com/</div> <div>Following You</div>	3	37	111	\$0.00
4		<div>Not Yet Following You</div> <div>Go Engage →</div>	3	1,041	3,123	\$0.00
5		<div>London, UK</div> <div>agennetuk.co/</div> <div>Not Yet Following You</div> <div>Go Engage →</div>	2	4,489	8,978	\$0.00

It's very useful to see which of your top repinners aren't following your boards so you can start engaging with those who have a large following.

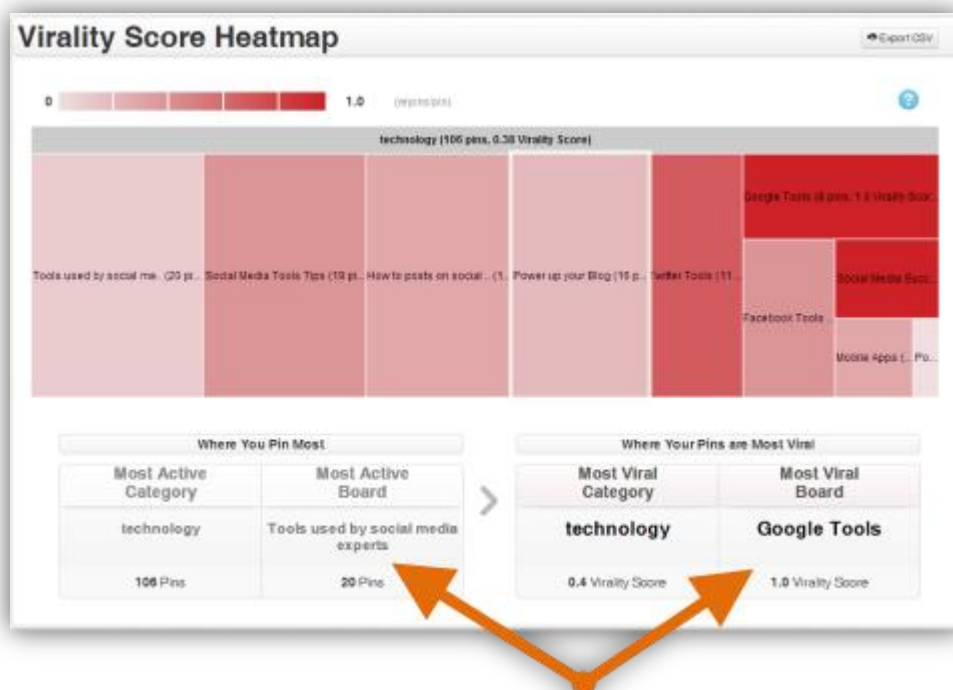
Optimize Content

Use this section to **identify trends and monitor the type of content that's resonating** with your audience. What you learn here will help you recognize current interests and post content that continues to engage them.

Find a detailed list of the most recently pinned images in the *Pin Inspector*. You can **see the number of repins, likes and comments for each pin**, then sort the columns to see what type of content works best.

The **Category Heatmaps** provide a visual summary of the categories and boards that are performing the best. The size of the box indicates the volume of pins on that board, and the color indicates the level of action on that board (i.e., repins to pins). Darker colors mean more engagement.

As its name suggests, *Peak Days & Times* will **show the best (and worst) times and days for you to pin**.

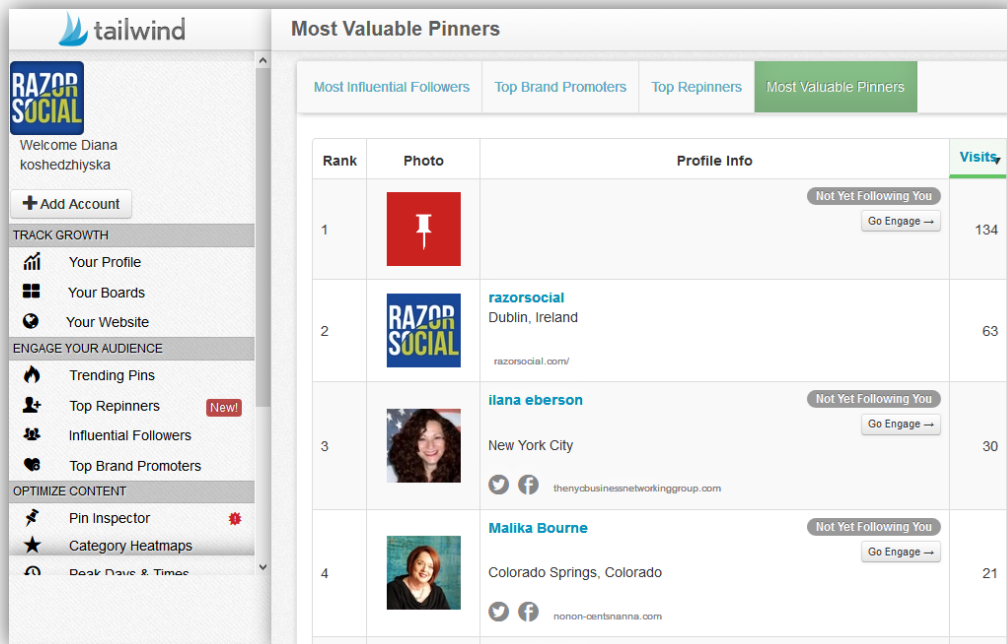


Are you focusing your efforts in the right area?

Measure ROI Section

If you connect your Pinterest and [Google Analytics](#) accounts, *Traffic & Revenue* will show referral traffic from Pinterest and the estimated revenue generated as a result of this traffic (assuming you have goals set up with values attached).

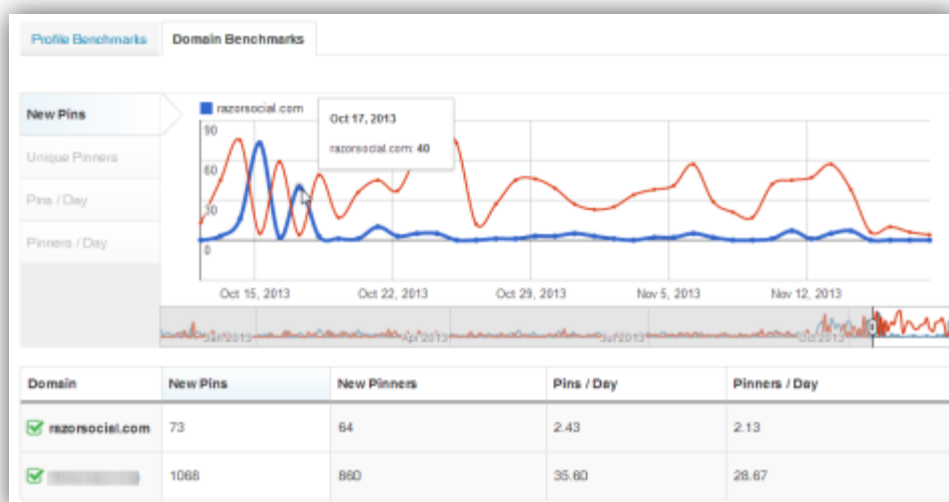
The *Valuable Pinners* section lets you see people who pin content that drives traffic to your website. If these are influential people, follow and engage with them to encourage more sharing.



Competitors

This is where you **perform benchmarking of your Pinterest account against your competitors'** and see how you compare with regard to followers, pins, repins and more.

With *Competitor Benchmarks* and *Competitor Intelligence*, you can **compare the performance of your Pinterest profiles or the breakdown of pinning from your websites.**



Compare the volume of pinning from a competitor's website to yours.

Key Benefits

If Pinterest's baked-in analytics don't provide you with enough detail and you want competitor analytics, Tailwind will help you **monitor your analytics and gain valuable insights into how you can grow your presence on Pinterest quickly.**

[Click here to learn more about TailWind](#)

PINVOLVE

If your brand already has a thriving Facebook fan base, it makes sense to let your fans know about your Pinterest boards. But sometimes a status update and link don't do the trick.

[Pinvolve](#) is an application that installs on Facebook to display images from your Pinterest boards right on your [Facebook page](#).

Top Features

- 💬 **Display content from your Pinterest account**—Synchronize Pinvolve with your Pinterest account and display your [Pinterest images](#).
- 💬 **Display content from your Facebook page**—Display Facebook timeline images in a Pinterest-like fashion through the application.

Getting started

Go to Pinvolve and **click on the *Free Get Pinvolve Now* button** and **select the Facebook page you want to add Pinvolve to**.



Select the Facebook page you want Pinvolve added to.

Now you configure the tool with your Pinterest username and the email address associated with your Pinterest account.

Select the Pinboard you would like to display. Recent Pins will display the most recent items pinned to your boards.

If you **enable Pin Sync**, anything you pin on **Pinterest will automatically post on your Facebook page**. You can choose which board will be synced, the maximum number of pins that will post on any given day and if you want to be notified when a sync occurs.

Pinvolve also supports [Instagram](#).

This is the only configuration you need for your account.

Setting up your account is easy and you can change the settings at any time via the *Settings* option on the Pinterest tab.

When you view Pinvolve on Facebook, the header image includes your logo, company details, a Follow button for Pinterest and a Tweet button.

Underneath the header are tabs for Pinterest and Facebook, as well as a link to the Settings.

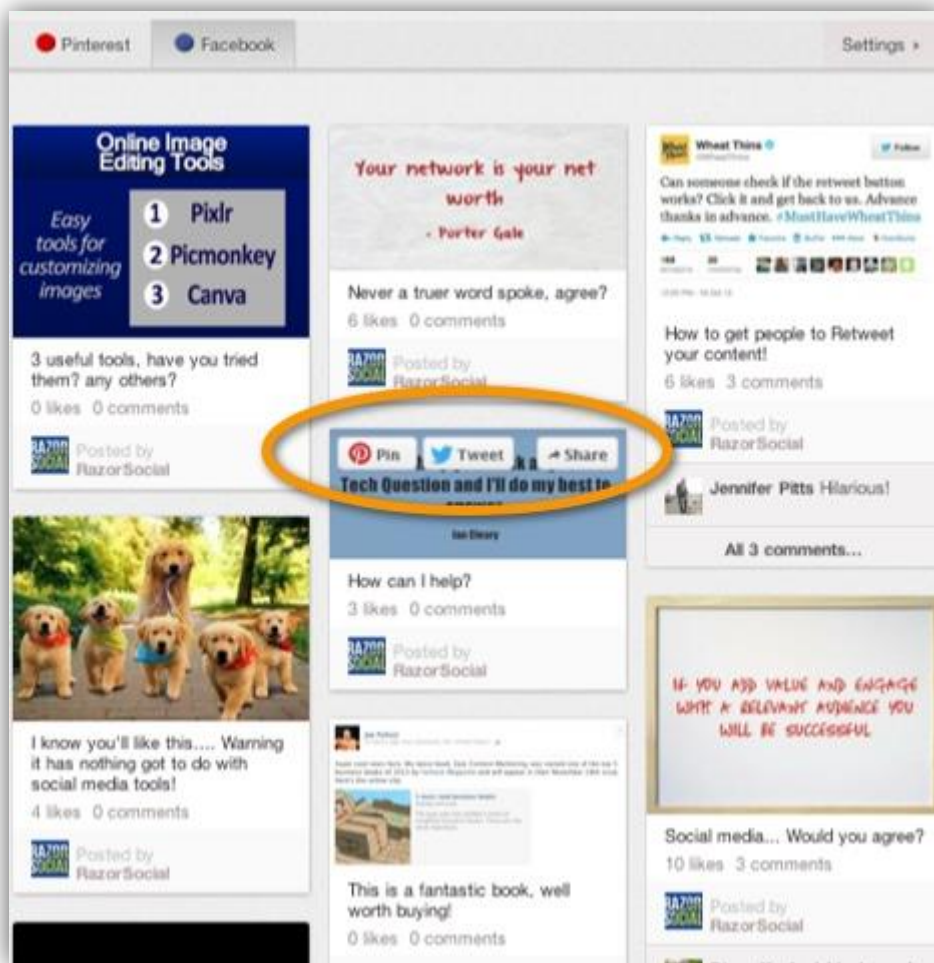
Select the Pinterest tab to show a list of everything that was recently pinned to your Pinterest account.

View the recent pins from your Pinterest account.

Switch to the Facebook tab to view image posts from your [Facebook timeline](#). Pinvolve displays the images in a fashion similar to Pinterest, which makes it easy to view.

Regardless of which tab your fans are viewing, they can pin, tweet or share anything they see. For example, people can easily pin items to their Pinterest or Facebook accounts.





Fans can browse through images and either pin, tweet or share them from your Facebook tab.

Key Benefits

Pinvolve is a great application that lets you increase the visibility of your pins to your Facebook audience. If they're also Pinterest users, the app lets them scan through and **repin your Pinterest posts without leaving Facebook**. Very useful!

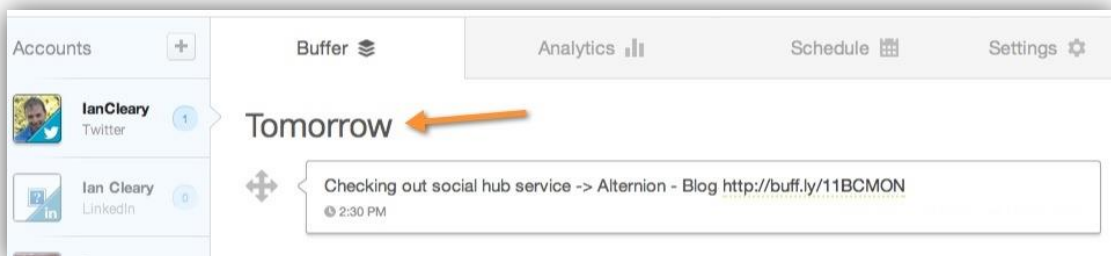
[Click here to learn more about Pinvolve](#)

BUFFER

Schedule your Tweets

Buffer an application with a browser extension you install that allows you to buffer content into a queue for later delivery on social networks.

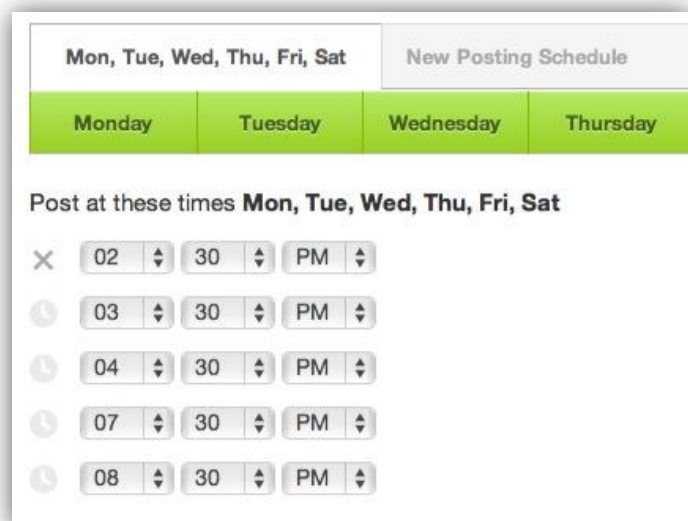
For example, if you are browsing the web and come across 10 articles you want to share with your social networks it doesn't make sense to share them all at the same time.



You set your schedule based on the optimal times to post:

Key Features

- Automatically schedule content to be delivered over Twitter, Facebook, LinkedIn or Google + (company page)
- View analytics on shares through buffer
- Automatic link shortening on any links shared
- Ability to add team members to fill up your buffer queue



[Click here to learn more about Buffer](#)

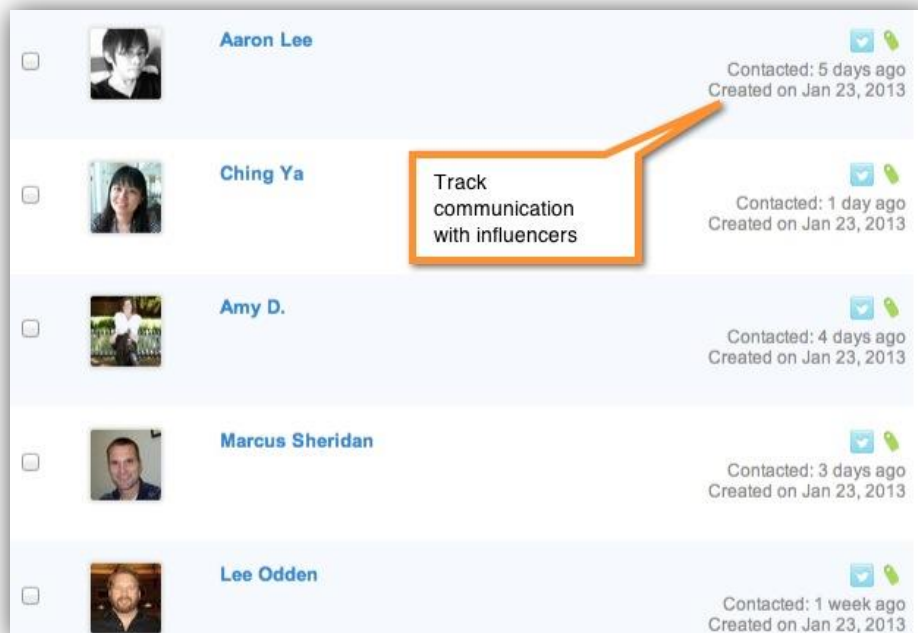
NIMBLE

Building Relationships through Social Media

Nimble is a social relationship management tool. It automatically builds up a profile of people you want to form relationships with and helps you nurture this relationship right through to sale.

Here is an example of how you could use it. Make a list of your influencers in Twitter and import into Nimble.

Within Nimble you can communicate with your contacts via Twitter, LinkedIn, and so on. This is all recorded so you can see when you last spoke to these contacts.



Add in the social profiles of your contacts. Now you can view any of their interactions through these social profiles (e.g. Twitter, Facebook, and Google+) and you can interact directly within Nimble.



Nimble is excellent for managing your relationships and is very much socially connected.

Features

- Full contact management system for any contacts you need to develop relationships with
- Ability to interact with your contacts on social media directly within nimble
- e-mail integration that allows you to view e-mail correspondence with contacts
- Deals management to progress contacts to leads to sales
- HootSuite app for Nimble so you can view contact details within HootSuite or add contacts from HootSuite to Nimble
- Integration available to a variety of platforms, for example – MailChimp, Wufoo, Hubspot, Rapportive, Freshdesk, Zapier, Quoteroller

Click here to learn more about Nimble

DLVR.IT

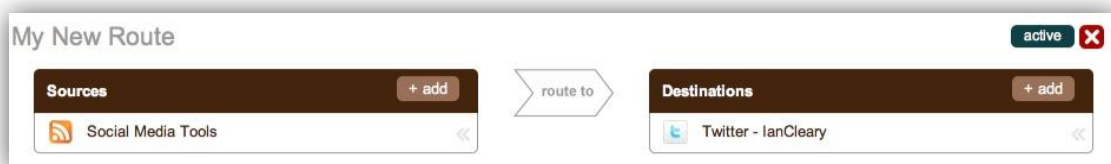
Automate delivery of Blog Posts to Social Media

Some automation makes perfect sense and some is damaging.

When you create a blog post you are generally going to want to share this out to your social networks so it makes perfect sense to automate this.

In Dlvr.it you set up a source which is where the data comes from and then a destination to where the content is going to.

Dlvr.it will then automatically monitor the source for new data and send out the relevant tweet, Facebook update etc.



When a post comes from RazorSocial (listed as social media tools above) a tweet is automatically generated to Ian Cleary's profile. With this tweet you can also automatically add items on to it. For example, for every tweet related to a post I include #RazorSocial.



[Click here to learn more about Dlvr.it](#)

LOOKING FOR MORE RESOURCES ON SOCIAL MEDIA TOOLS AND TECHNOLOGY?

Visit our Resource page – RazorSocial.com/Resources

THAT'S ALL FOLKS

There you go, I hope you find that very useful and have already started using some of the tools or implemented some of the tips and tricks.

We'd love to hear your feedback on how we can improve this document or even just to say hi. Please email me directly on ian.cleary@razorsocial.com.

We are going to update this document every 3 months and we also provide weekly blog posts on the latest tools and tips that are really worth subscribing to.

Go to www.razorsocial.com if you are not already subscribed and subscribe now.

And please tell all your friends about us!!

Share to your network    www.RazorSocial.com

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior written permission of the author. Requests to the author for permission should be addressed to ian.cleary@razorsocial.com.

Limit of Liability/Disclaimer of Warranty: While the author has used his best efforts in preparing this book, he makes no representations or warranties with respect to the accuracy or completeness of the contents of this book. The author shall not be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information, please visit our website at <http://www.razorsocial.com>