



Top 10 Social Media Resources

WebMarketin.com

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Introduction

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

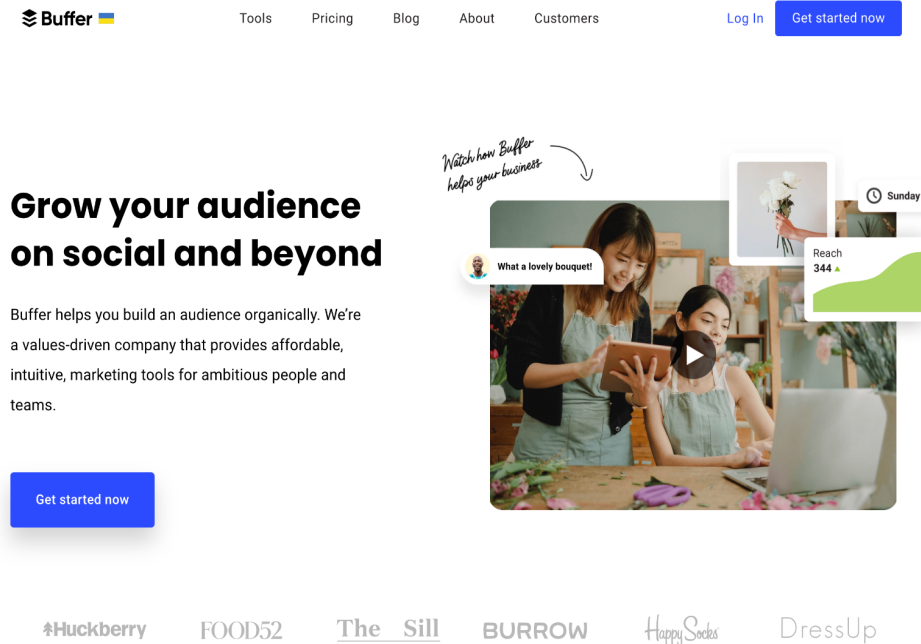
Keep in mind, you could have all the greatest tools and resources in the world, but if you don't take action on it, you won't see results. Be sure to use most of the resources provided here.

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. Buffer

<https://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

<https://www.canva.com/>



A simple new way to design



Canva is a tool you can use to create beautiful, shareable 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. Buzz Sumo

<http://buzzsumo.com/>

The screenshot shows the Buzzsumo Pro interface. The top navigation bar includes links for Top Content, Influencers, Content Alerts, Reports, API, Help, Email Us, Blog, and Account. The left sidebar contains filters for content type (Article, Infographics, Guest Posts, Giveaways, Interviews, Videos) and date (24 Hours, Past Week, Past Month, Past 6 Months, Past Year). The main search area shows the query 'content marketing' with a search button and an export button. Below the search bar, there's a table of results sorted by 'Total Shares'. The table lists three articles with their respective share counts across various platforms.

| | FACEBOOK SHARES | LINKEDIN SHARES | TWITTER SHARES | PINTEREST SHARES | GOOGLE+ SHARES | TOTAL SHARES |
|---|-----------------|-----------------|----------------|------------------|----------------|--------------|
| 10 Words to Cut From Your Writing entrepreneur.com - More from this domain By Shanna Mallon Article | 29,750 | 3,058 | 7,039 | 542 | 729 | 41,118 |
| The Ideal Length for All Online Content blog.bufferapp.com - More from this domain By Kevan Lee Article | 63 | 3,334 | 12,269 | 0 | 4,597 | 20,263 |
| Writing Tips: How to Come Up With 50 Topic Ideas in 30 Minutes entrepreneur.com - More from this domain By Neil Patel Article | 11,525 | 1,142 | 2,025 | 146 | 522 | 15,360 |

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

<http://iwriter.com>

How Does iWriter Work?

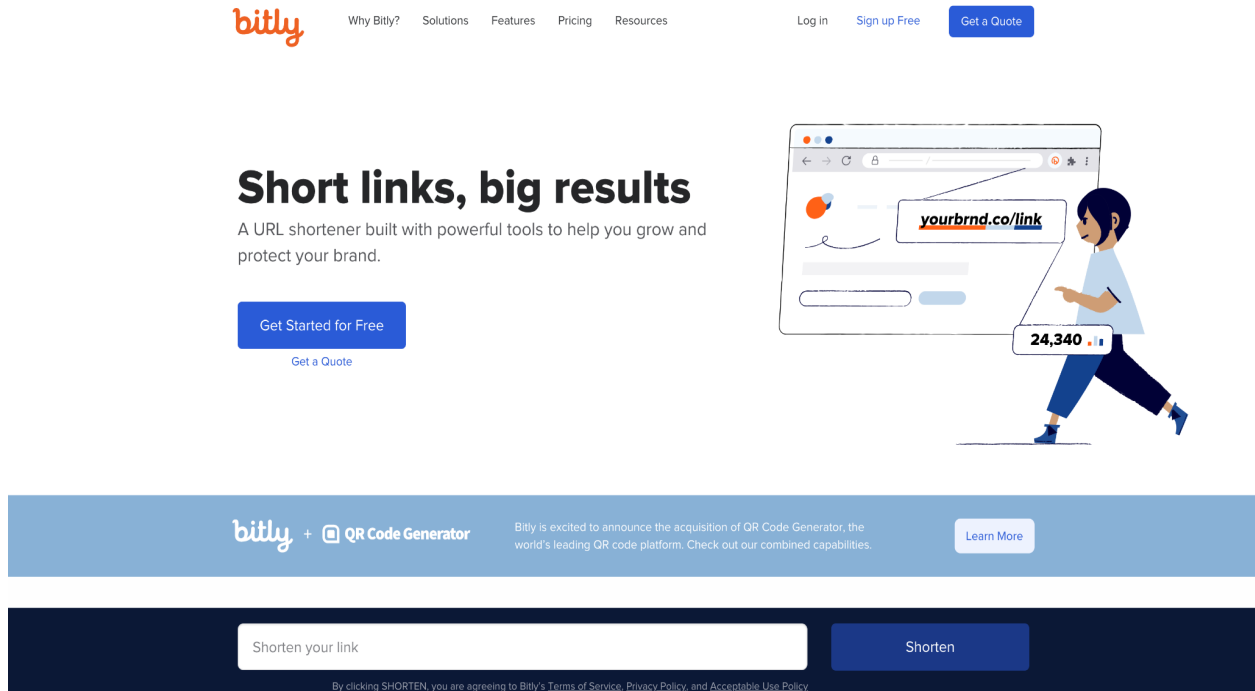
iWriter Works In Just 5 Easy Steps.



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

5. Bitly

<https://bitly.com/>



The screenshot shows the Bitly homepage. At the top, there is a navigation bar with the Bitly logo, links for 'Why Bitly?', 'Solutions', 'Features', 'Pricing', and 'Resources', and buttons for 'Log in', 'Sign up Free', and 'Get a Quote'. The main section features the headline 'Short links, big results' and a subtext 'A URL shortener built with powerful tools to help you grow and protect your brand.' Below this are two buttons: 'Get Started for Free' and 'Get a Quote'. To the right, there is an illustration of a person pointing at a large screen displaying a shortened link 'yourbrnd.co/link' and a click count of '24,340'. A blue banner at the bottom of the main section announces the acquisition of QR Code Generator. At the very bottom, there is a dark blue bar with a 'Shorten your link' input field, a 'Shorten' button, and a small disclaimer.

Short links, big results
A URL shortener built with powerful tools to help you grow and protect your brand.

[Get Started for Free](#)
[Get a Quote](#)

yourbrnd.co/link
24,340

bitly + QR Code Generator
Bitly is excited to announce the acquisition of QR Code Generator, the world's leading QR code platform. Check out our combined capabilities. [Learn More](#)

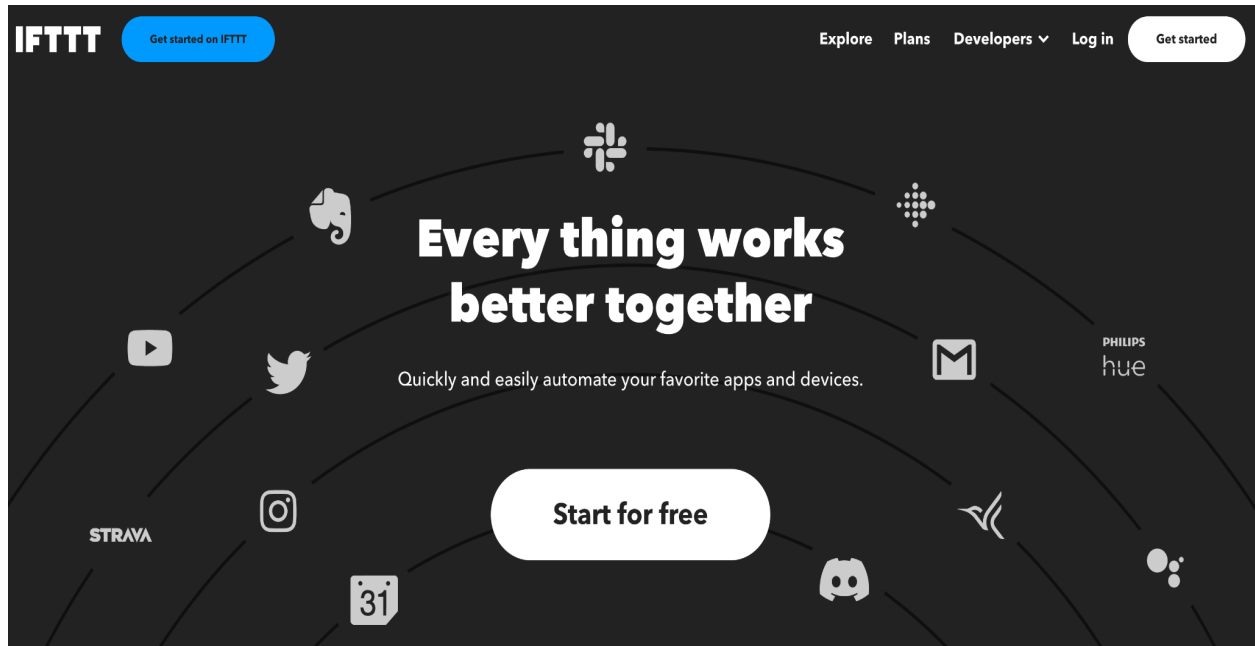
Shorten your link [Shorten](#)
By clicking SHORTEN, you are agreeing to Bitly's Terms of Service, Privacy Policy, and Acceptable Use Policy

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. IFTT

<https://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

<https://vwo.com>

The screenshot shows the VWO website homepage. At the top is a navigation bar with the VWO logo and links for Products, Pricing, Solutions, Why VWO?, Resources, Contact, Login, and EN. The main heading reads "Fast growing companies use VWO for their A/B testing". Below this is a subtext: "Thousands of brands across the globe use VWO as their experimentation platform to run A/B tests on their websites, apps and products." A form prompts the user to enter an email address (placeholder: name@yourcompany.com) and a "TRY VWO FOR FREE" button. Below the form is a grid of 24 cards, each featuring a company logo and a specific metric improvement. A chat bubble is visible in the bottom left corner.

| Company | Metric | Value |
|----------------|--------------------|----------|
| 34% | Add-To-Cart Ratio | 34% ▲ |
| imb | Conversion Rate | 87% ▲ |
| UBISOFT | Click-through Rate | 31% ▲ |
| HYUNDAI | Click-through Rate | 208% ▲ |
| bcp | Conversions | 30% ▲ |
| FOLIEKNIVEN.DK | Revenue | 79.34% ▲ |
| 50% | Form Submissions | 50% ▲ |
| Garanti BBVA | Sign-ups | 24% ▲ |
| AMD | Social Shares | 3,600% ▲ |
| 10% | Click Rate | 10% ▲ |
| MICRO FOCUS | Sign-ups | 12.37% ▲ |
| WikiJob | | |
| 202% | Conversions | 202% ▲ |
| Chargebee | Click-through Rate | 19% ▲ |
| Los Angeles | Bounce Rate | 43% ▼ |
| medienreich | Engagement | 40% ▲ |
| Teamleader | Sign-ups | 12.5% ▲ |
| NÜFACE | | |

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. Jon Loomer

<http://www.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. Social ROI Calculator

<https://www.hootsuite.com/tools/social-roi-calculator>

The screenshot shows the Hootsuite Social ROI Calculator interface. At the top, the Hootsuite logo is on the left, and 'Platform Plans Resources' and 'Log In Request a Demo' are on the right. The main heading is 'Social ROI Calculator' with the tagline 'Do a little math. Impress your boss.' Below this, there are two sections: 'Calculate your return' and 'Calculate your investment'.

Calculate your return

Total Facebook visits from campaign: 1,000 (range 100 to 250k)
Landing page conversion rate: 10% (range 0% to 50%)
Close rate: 50% (range 0% to 100%)
Lifetime customer value: \$1,500 (range \$100 to \$50k)

Calculate your investment

Total ad spend: \$1,000
Content creation costs: \$500
Labor costs: \$200

Hootsuite is a social media management platform that covers almost every aspect of a social media manager's role. With just one platform users are able to do the simple stuff like curate cool content and schedule posts all the way up to managing team members and measuring ROI.

They offer a free social media calculator that comes handy when you need to quickly check your ROI.

10. Customer Lifetime Value Calculator

<https://startupbonsai.com/tools/customer-lifetime-value-calculator/>

startupbonsai

Ecommerce ▾ SEO ▾ Social Media ▾ Marketing ▾ Business ▾

Customer Lifetime Value (LTV) Calculator

Want to calculate customer lifetime value? Use the calculator below:

Customer Lifetime Value Calculator

Average Order Value (\$)

0

Number Of Repeat Sales

0

Within a smaller time frame then retention time e.g.
days/weeks/months

Retention Time

0

E.g. Months / Years

Total Summary

| | |
|--------------------------------|----------------|
| Average Order Value (\$) | 0 |
| Number Of Repeat Sales | 0 |
| Retention Time | 0 |
| <hr/> | |
| Customer Lifetime Value | \$ 0.00 |

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?