

# 10 Tools for Social Media & Content Marketing

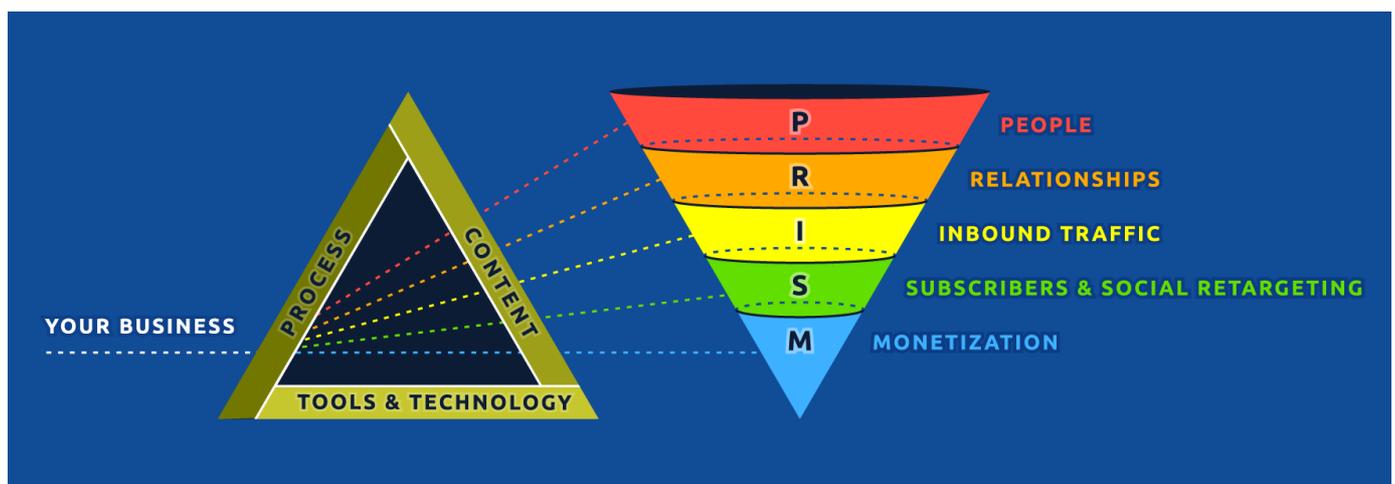


Save time, build a bigger audience and generate more revenue using these great tools

This document has 10 awesome tools that we recommend (we're the tool guys so we should know a thing or two about tools). We hope that you can pick off at least 1 or 2 tools, implement them in your business and see results.

Our PRISM framework is a useful framework to follow to show how you can make money from social media and content marketing. For this guide we explain each stage of PRISM and then give you two tools that can help you with that stage.

So you'll learn more than just the tools when you go through this guide!



# P for People

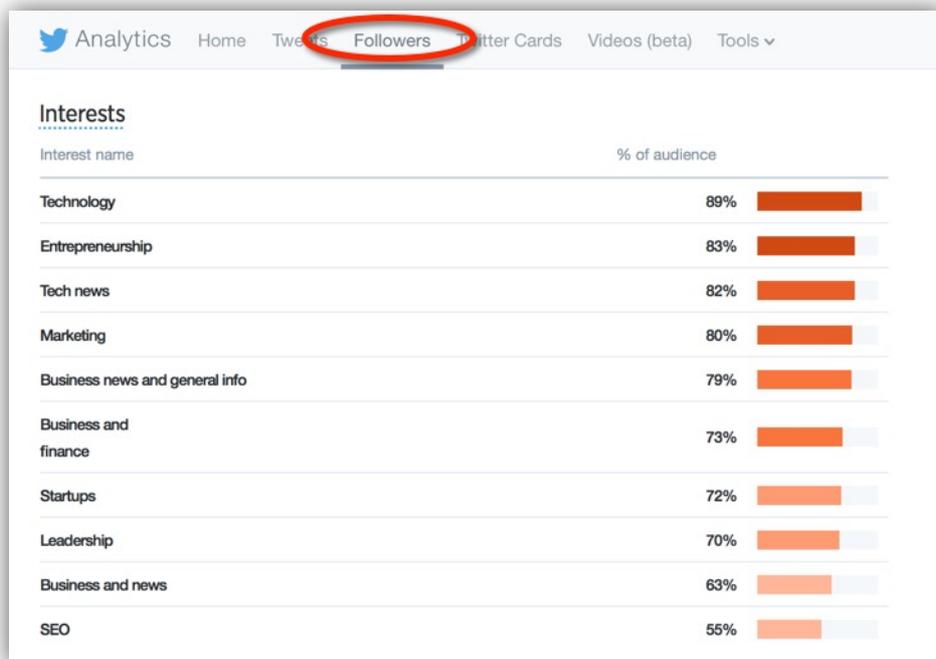
You need to build an audience for your products and services. The size of your followers/fans does matter if you are build a relevant audience of people potentially interested in your products or services or has access to an audience that does!

## Tool 1 – Twitter Analytics

You need to use the platform analytic tools to try to figure out if you are building the right audience.

For example, use Twitter analytics for analyzing your Twitter account. Although this is free it is extremely useful. You can use it to do a full analysis of your Twitter account. But what we're most interested in at this stage is if we are attracting the right audience.

To get an analysis of your followers go to [analytics.twitter.com](https://analytics.twitter.com) and you'll see a breakdown similar to the following:



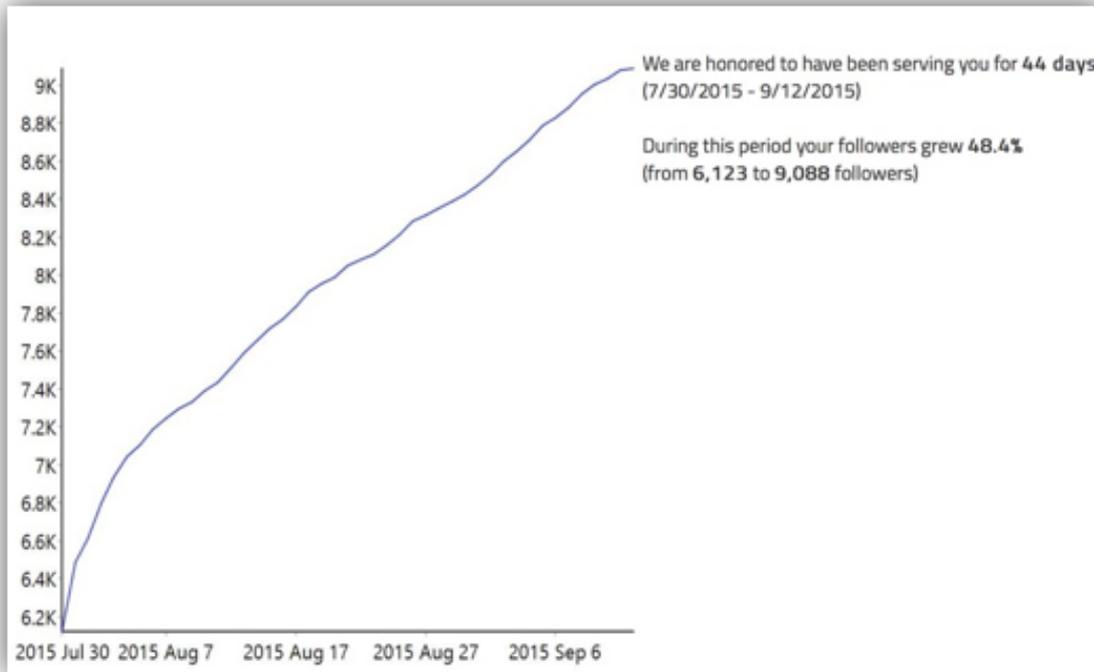
If you have a good profile audience but poor engagement you are providing the wrong type of content. If you get great engagement but you're attracting the wrong audience you won't be able to mobilize this audience into action.

## Tool 2 – Social Quant

[Social Quant](#) is a tool for building your Twitter followers.

The best way of growing followers is a follow/follow back strategy. Use this tool for Twitter and identify other tools that will help you build followers/fans on other platforms.

Here's an example of an account I grew followers on using Social Quant. We achieved 50% growth in 3 months.



On other channels you can also use ads to target fans.

One of the best form of ads are ones that retarget your website visitors. They were already interested enough to visit your website so there is a good chance they will become a fan.

# R for Relationships

To build relationships with your audience you need to share valuable information and look for opportunities to engage.

You can't have a 1 to 1 relationship with everyone you connect with but you can answer their questions, open up opportunities to have conversations, and more.

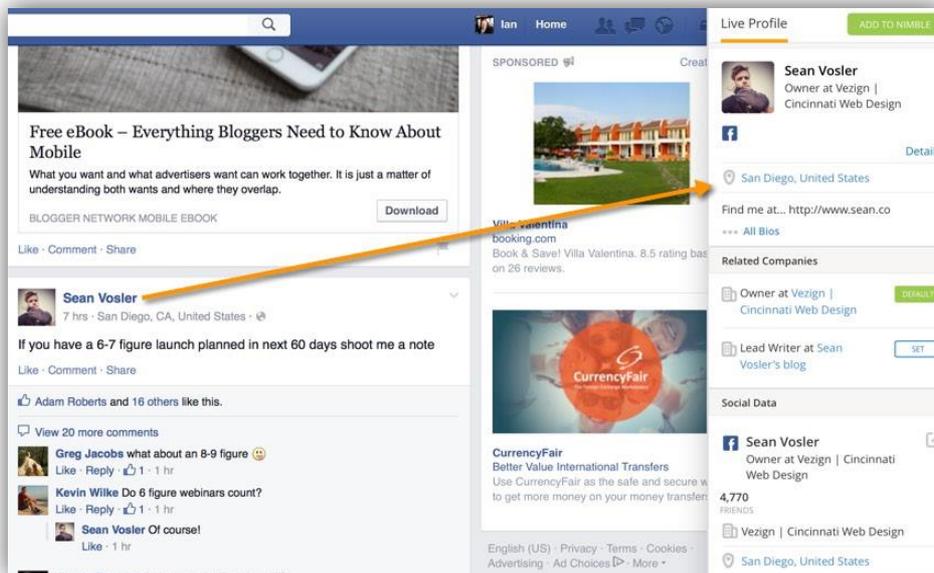
There are many tools to help in this area:

## Tool 3 – Nimble

[Nimble](#) is a social relationship management tool. When you build up your thousands of followers and fans it's impossible to have a 1 to 1 relationship with all of them.

But you can identify groups of people that are important to have a stronger connection with.

For example, if you come across someone on Facebook that is a potential partner, when you hover over their name up pops Nimble which shows you a profile of that person. With one click of a button you can add them to your account so can start tracking your relationship with them.



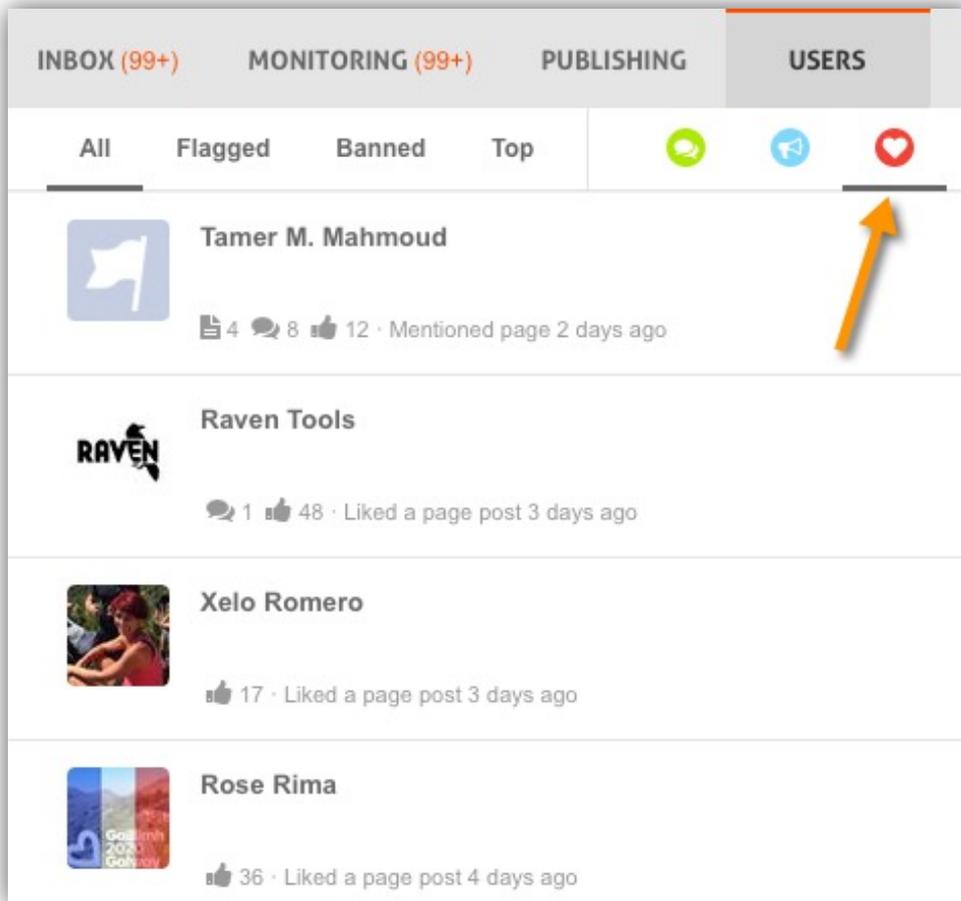
As you build the relationships with each of them they should start interacting back, sharing your content (if it's good!), and much more.

If you wanted to keep track of a group of influencers on Twitter, then I would advise adding them to a Twitter list and monitoring them that way. This can be a private list so only you can see it.

## Tool 4 – AgoraPulse

[AgoraPulse](#) is a social media management tool for Facebook and Twitter. One of the great features of AgoraPulse is that it tries to separate out people that you need to engage with. For example, these could be key influencers, people that interact a lot with your content, and so on.

Here's a filter of people that liked more than 5 of our posts:



This is super useful information as it helps you identify your most active followers so you can engage with them and go on to build a loyal community of people who read and appreciate your content.

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# I for Inbound Traffic

When you build the relationships through social you can drive inbound traffic as they will start to interact more with your content. You can also drive traffic through other means such as blogging.

## Tool 5 – Yoast SEO Plugin

This is still the [best plugin](#) to optimize your blog content for Google, so don't even think about it. Install it now!

At times, there may be a post you write where you don't care about Google traffic but for most posts you will want regular ongoing traffic.

You define the keyword(s) you are targeting and then follow the checklist to ensure you are optimizing your content correctly.

## Tool 6 – SEMRush

Enter in your competitors website address and look at the top keywords that your competitor is getting traffic for. You can then pick off some of these keywords and use them for ideas for content on your site. You want to take some of your competitors traffic.

[SEMRush](#) is an awesome tool that we use every day. You can use the free version and get the top 10 keywords your competitor is ranking on.

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# S for Subscribers and Social Retargeting

You need to build email subscribers as this is where the majority of your sales will come from. When people don't subscribe via email you can retarget them with ads on Facebook and other platforms.

## Tool 7 – OptinMonster

[OptinMonster](#) is a very powerful tool for building email subscribers. One of the best features is an exit intent popup. A website visitor can browse on your website for hours and they won't see anything. But, as soon as they try to exit the site they'll see a popup encouraging them to sign up to your email list.

This typically gets good conversion rates, and not as annoying as the ones that appear the minute you arrive on a site. Try it out.

## Tool 8 – MailChimp

If you are not sure what email marketing tool to use, start off with [MailChimp](#). It has lots of great functionality and is very competitively priced.

When you want to upgrade to a marketing automation tool there are various options such as Infusionsoft or Ontraport.

# M for Monetization

Now that you are generating more traffic and building email subscribers monetization is easier (not easy!!!). Monetization happens by enticing people with good offers at the right time.

## Tool 9 – SamCart

[SamCart](#) is a tool for creating checkout pages. The difference between these checkout pages and ones your developer will build is:

- a) Pick optimized templates which give you higher conversion
- b) Easily add 1 click upsells (e.g. after buying the first product they can easily buy the second one without entering in credit card details)
- c) Great reporting showing what's working/not working with the option for split testing.

## Tool 10 – ClickFunnels

If you want a tool that can build all your pages for your sales funnel and all your checkout pages [ClickFunnels](#) is a really good tool for this.

## SUMMARY

Of course you need to have a good strategy in place but the tactics for implementing the strategy require good tools.

Watch out for the next set of emails which will help you further building your own 'PRISM' so you can generate more money in less time online!