

MIGHTY MARKETING

TOP 10 SOCIAL MEDIA TOOLS



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Top 10 Social Media Tools to Make Solopreneur Marketing Easier

One of the questions I'm asked most – in calls, webinars, during workshops, at presentations, in emails, and certainly face-to-face is some variation on “what’s the best X tool for marketing?” or “What tool do I need to do Y?” There are a LOT of apps, widgets, websites, and software out there. There’s not always ONE right answer or perfect tool, but I CAN give you at least 10 of my favorites, ones I use all the time in my own solopreneur business. These are ones I’ve tested, reviewed for articles and presentations, and can easily recommend. For some I use the free version and that’s just fine, others I’ve found are worth paying for.

1. [HootSuite](#) - manage all your social accounts in 1 place, check your analytics, save searches on your competition and hot topics in your niche.

It's possible to lose a lot of the personalization needed for success today on social media when you automate everything, but HootSuite lets you easily customize and not worry so much about that. Seeing multiple social accounts in one place keeps you organized and not jumping around. Tracking hot #hashtags, your own lists, and saved searches lets you cut through a lot of the social clutter and noise. The free account is great for solopreneurs starting out or with only a few social accounts. You can connect up to 3 social profiles and schedule up to 30 posts under the free account. HootSuite is one of the approved Instagram partners. Paid plans start at: \$29/mo for 10 social profiles and unlimited scheduling.

2. [Buffer](#) – another top social media manager with a very clean, streamlined interface.

Easy to use tool that lets you schedule posts, add images or videos (*Buffer handles sharing of images better than other tools in my opinion*), and share/curate links you find anywhere online with ease with their browser extensions. Buffer's free account lets you connect 3 social accounts and schedule up to 10 posts on your pre-set schedule. Paid plans start at: \$15/mo for 8 social accounts and 100 scheduled posts per account (paid plan includes scheduling to Pinterest)

3. [MissingLettr](#) – plan and automate a year-long social media campaign to share, and keep sharing, your best content. When I publish a blog post, MissingLettr ‘reads’ my post, pulls out the graphics, potential key quotes, and creates a 12-month promotion campaign for that post, which I can review, edit, and adjust. It will then

send out social messages to promote that post across my chosen social channels and drive traffic back to my site, for a full year. Perfect for continuing to bring attention to the hard work you put in to those 'evergreen' pieces of really useful content. I LOVE this tool and am happy I paid for it – AND I've secured a special deal with them, exclusively for you – [50% off ANY plan for the first 3 months!](#) Just [use this special link](#) to grab the deal.

4. [TweetDeck](#) – Twitter specific social management (Twitter bought TweetDeck a few years ago).

Add more than 1 Twitter account for easier management and watching. Respond to Tweets, Direct Messages and more all from inside the app. Keep up with saved searches or tags – and you can even geo-target and look at tags or searches in a particular area via the filter setting. If you're signed in to Twitter and visit TweetDeck you will be automatically inside the app and viewing your stream, mentions, Tweets, and saved lists.

5. [Planoly](#) – THE Instagram planning and scheduling tool in my opinion.

Yes, it's only for Instagram, but it's an approved partner tool with a great looking grid/calendar interface to make it easy to plan out your 'Grams. As an approved partner, that means you can schedule and post DIRECTLY from this tool, not having to go back inside the Instagram app. *(Note: I'm not a big Instagram user for my business, but a close pal IS an Instagram expert, and he showed me inside this tool during a webinar I offered to my community. If I were going to use Instagram for biz, this is the tool I'd go to.)* Free plans include: 1 user/Instagram account, 30 uploads/mo, photos only Paid plans start at: \$7/mo for 1 user/Instagram account, unlimited uploads of anything, and 1 year of analytics.

6. [RiteTag](#) - find trending, appropriate tags to use (see which tags are commonly used with links, photos, frequently RT'd, have @mentions, etc).

You don't want to accidentally use a hashtag that is popular for all the wrong reasons! (negative news, taken over by 'trolls', associated with anything related to bigotry/racism/sexism/hate groups). Type in a word, find the related hashtags, get hashtag suggestions for images (paid plan). It integrates with many other social tools (including Buffer, Hootsuite, TweetDeck), and the paid plans have additional features for social creation and publishing. Search tags for free. Paid plans including hashtag suggestions, start at \$49/year.

7. [Hashtagify.me](#) - Don't use the wrong tags in your social posts! Check your tags and find new ones with Hashtagify.

With this tool you can find, analyze, and amplify your messages by using the right, popular hashtags for your topic. See connected or related tags, find out who the top

influencers are who use those tags, see if a tag doesn't get that much traction. Good for Twitter and Instagram. Also has paid plans for greater hashtag analysis, tracking influencers, and access to their full data on popular tags, starts at \$19/mo for 2 hashtags + 2 users.

8. [BuzzSumo](#) – enter a topic or a domain and see what's hot or trending on that topic, what the most shared posts are for that topic, who's an 'influencer', and more.

A great way to find already hot pieces of content and curate them, share them, and copy their style for a take and spin in your own niche. Limited searching and results for the free version. The paid Pro tool is robust, but honestly too pricey for most solopreneurs (starts at \$79/month).

9. [Social Mention](#) - a real-time social listening and social research tool. Searches across social media, blogs, websites, news, etc. See and export data on top keywords, users, hashtags, as well as social sentiment. 'Social Sentiment' tells you if that topic/keyword is has positive, negative, or neutral associations and the degree of 'passion' (likelihood that people will talk about this topic repeatedly).

10. [Likealyzer](#) – completely FREE tool from Meltwater that analyzes ANY Facebook Page.

If you have a Facebook Page for your business (*and you do, right? Because you can't use your personal FB profile to promote or run your business or FB will kick you off!*) you can use this free tool for a check-up, score out of 100, and pointers on how to improve, especially relative to your competition. [Psst: Would you give a Like to the [Mighty Marketing Mojo FB page](#) or come [join our FB Group](#)? Thanks!]

Want to really boost your social media marketing? See more time-saving, tools & tips? [Get the Smarter Social Success training!](#)

About Jennifer at Mighty Marketing Mojo:



Yes, I'm that person who felt they had to go learn and know it all! Why I left my first career in marketing, and the stint in customer service management, to get a grad degree in finding stuff (aka my MS in Library Science). And eventually I left the path of becoming a professor to go out as a solopreneur. There's more than one to teach! But all that knowledge and experience is no good if I can't share my lessons learned, mistakes overcome, and the successes too. And I'm a sharer! I want you to feel confident, mighty, and inspired to market YOUR solo biz, not like it's a messy headache. So, Mighty Marketing Mojo.com is where I share my tips, tools, and more on getting smarter about solopreneur marketing.