

### THE MODERN MARKETER'S CHEAT SHEET

(14 TOOLS YOU SHOULD HAVE ON YOUR RADAR)

As marketers in the social era, we are expected to communicate and report on multiple channels. This infographic is a cheat sheet for all marketers to keep, helping you discover the best tools to create, share and report on your brand's online content.



This platform enables advanced segmentation and audience insight into your brand's Twitter account.

Goal based Facebook media management system, saving marketers time with campaign setup and optimisation.



A free tool enabling Facebook marketers to check their page's exposure within their Facebook by using comprehensive yet straightforward analytics.



An iPhone app that allows marketers to manage multiple Instagram accounts from one place.



ICONOSQAURE

Gathers Instagram analytics and data using total likes, top photos, averages and follower growth charts.

Helping you market Pinterest smarter by scheduling pins, monitor Pinterest, analyse industry trends and measure results.



webfluential

Connecting brands with the right audience through social influencers. Search for influencers, track campaigns and report on their impact.

A tool that helps find keywords that people type into their Google search box.



Spend less time preparing the data and more time explaining the insight within the data.



Social media management software designed for the B2B industry. Publish social messages, converse with prospects and generate leads.

Over 3 million digital products created by a community of designers, photographers and illustrators.



Being a marketer will require you to produce visual content. Editing your photos is easy with this tool.



Hootsuite is a dashboard resource that manages most of your social networks that you oversee all audiences from one place.

### REGISTER AS A MARKETER

Join the smartest influencer marketing platform and connect to influencers, tell stories and positively influence consumers.

### WHERE TO FIND THESE TOOLS:

Twitter content resource: <https://tweetdeck.twitter.com>  
 Twitter reporting resource: <http://www.socialbro.com>  
 Facebook ads resource: <https://www.meedee8.com>  
 Instagram account resource: <https://www.socialbakers.com/edgerankchecker/edgerank/competitiveedge>  
 Instagram reporting resource: <https://itunes.apple.com/us/app/fotogramme/id449380292?mt=8>  
 Instagram reporting resource: <http://iconosqaure.com>  
 Pinterest reporting and management resource: <https://www.tailwindapp.com>  
 Influencer Marketing: <https://webfluential.com>  
 Google Adwords keyword resource: <http://keywordtool.io>  
 Google Adwords reporting resource: <http://reportgarden.com>  
 B2B management resource: <http://www.picmonkey.com>  
 All in one resource: <https://hootsuite.com>