

INFOGRAPHIC

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.





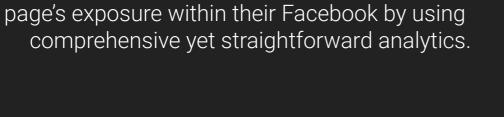


This platforms enables advanced segmentation and audience insight into your brand's Twitter account.

marketers time with campaign setup and optimisation.

Goal based Facebook media management system, saving

A free tool enabling Facebook marketers to check their











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



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

social influencers. Search for influencers, track campaigns and report on their impact.

Connecting brands with the right audience through

type into their Google search box.

A tool that helps find keywords that people

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



Keyword Tool







of designers, photographers and illustrators.

converse with prospects and generate leads.

Social media management software designed

for the B2B industry. Publish social messages,

Over 3 million digital products created by a community



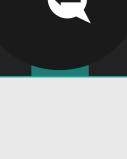
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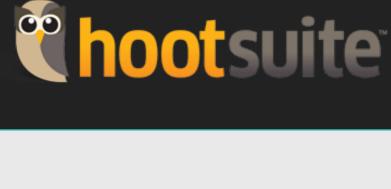


Being a marketer will require you to produce visual

content. Editing your photos is easy with this tool.







Hootsuite is a dashboard resource that manages

most of your social networks and helps 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.

Twitter content resource: https://tweetdeck.twitter.com Twitter reporting resource: http://www.socialbro.com Facebook ads resource: https://www.meedee8.com

Facebook reporting resource: https://www.socialbakers.com/edgerankchecker/edgerank/competitiveedge Instagram account resource: https://itunes.apple.com/us/app/fotogramme/id449380292?mt=8 Instagram reporting resource: http://iconosqaure.com

WHERE TO FIND THESE TOOLS:

Pinterest reporting and management resource: https://www.tailwindapp.com Influencer Marketing: https://webfluential.com

Google Adwords reporting resource: http://reportgarden.com

B2B management resource: http://www.picmonkey.com All in one resource: https://hootsuite.com

Google Adwords keyword resource: http://eywordtool.io

webfluential

www.webfluential.com