



# TWITTER MARKETING

---

## E X C E L L E N C E



## Twitter Marketing Resource Sheet

If you're looking to launch a successful Twitter marketing campaign, then you could probably use a little help from the right tools. With the right apps and software, Twitter marketing is *much* easier and can even be automated to some extent. We covered several tools and resources in the eBook, so you can check this sheet to quickly find which ones you need!

### Buffer

[www.buffer.com](http://www.buffer.com)

Buffer is a great tool for those new to Twitter that focusses on one thing: scheduling posts so that your account never looks desolate. It can save you a ton of time while preventing your Twitter from becoming a ghost town. Invaluable.

### Hootsuite

[www.hootsuite.com](http://www.hootsuite.com)

Hootsuite is a highly powerful tool for automating, syncing and monitoring your Twitter account. It can be used like buffer to schedule posts but at the same time it allows multiple users to edit a single Twitter account, it lets you view feeds from different social media all in one place and it lets you cross-post to more than one account at once. It's a true powerhouse for social media and well worth a look if you're serious about investing in social media marketing.

### Shareaholic

[www.shareaholic.com](http://www.shareaholic.com)

Shareaholic is a WordPress plugin that makes it easy for your fans and visitors to share the content they enjoy on your site. Install Shareaholic and buttons will appear right on

your posts for Google+, Twitter, Facebook and more so that your fans don't need to leave your brand to share what they enjoy.

## **IFTTT**

[www.ifttt.com](http://www.ifttt.com)

When it comes to syncing your accounts, IFTTT goes far beyond Hootsuite or the built-in features on various social networks. IFTT lets you set up complex and powerful relationships between a mind-boggling array of different social media accounts, web apps and more.

## **BuzzSumo**

[www.buzzsumo.com](http://www.buzzsumo.com)

BuzzSumo makes it easy to find content that is very popular across social media. Here you can find blog posts, articles and more that are getting lots of likes, shares and retweets and then you can seamlessly share those to your *own* accounts for instant hits!

## **Twitter Blog**

[www.blog.twitter.com](http://www.blog.twitter.com)

The official Twitter blog will keep you up to date with all the latest developments from Twitter. This is a great way to ensure you're taking advantage of the latest features and tools and is also just good reading.

## **Bitly**

[www.bitly.com](http://www.bitly.com)

Bitly makes it easy for you to shorten a URL. While this happens automatically in Twitter now, it does still have its uses if you want a consistent, short URL that you can use across platforms.

### **Twitter Analytics**

[www.analytics.twitter.com](http://www.analytics.twitter.com)

Twitter analytics is a feature of Twitter itself but mustn't be underrated. This tool lets you see information regarding the number of tweets you've posted, how many views you've had, which tweets have performed best and who your 'best' followers are.

### **Followerwonk**

[www.followerwonk.com](http://www.followerwonk.com)

If you're looking for some more detailed information regarding your followers, then Followerwonk will scratch that itch. This tool shows you which followers are the most active and valuable and even shows what time of day they are most active! Handy when setting up scheduled tweets.