SOCIAL MEDIA
MARKETING
MADE SIMPLE

RESOURCE CHEAT SHEET

The Basics

- "What is Social Media Marketing?" (https://buffer.com/social-media-marketing)
- "Social media marketing strategy: the ultimate guide to crafting a social strategy for your brand or business" (https://megaphonemarketing.com.au/social-media-marketing-strategy/)
- "Social media marketing for businesses" (https://www.wordstream.com/social-media-marketing)
- "10 Steps To Building Your Personal Brand On Social Media" (https://digitalmarketinginstitute.com/blog/10-steps-to-building-your-personal-brand-on-social-media)
- " Introduction to brand building through social media" (https://www.canva.com/learn/introduction-brand-building-social-media/)
- "Social Media Marketing Made Simple: A Step-by-Step Guide" (https://neilpatel.com/what-is-social-media-marketing/)
- "The Ultimate Guide to Social Media Branding for Small Businesses" (https://www.lyfemarketing.com/blog/social-media-branding/)

Strategy, Templates, and Plans

- "How to Create a Social Media Strategy in 8 Easy Steps (Free Template)" (https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/)
- "How to Create a Social Media Marketing Plan From Scratch" (https://influencermarketinghub.com/social-media-marketing-plan/)
- "The Social Media Content Calendar Template Every Marketer Needs [Free Template]" (https://blog.hubspot.com/blog/tabid/6307/bid/33415/the-social-media-publishing-schedule-every-marketer-needs-template.aspx)
- "7 steps to an effective Facebook marketing strategy" (https://sproutsocial.com/insights/facebook-marketing-strategy/)
- "How to Create Captivating Visuals, Grow Your Following, and Drive Engagement on Instagram" (https://www.hubspot.com/instagram-marketing)
- "How to Create a Social Media Marketing Plan From Scratch" (https://buffer.com/library/social-media-marketing-plan/)

Analytics and Metrics

- "19 Social Media Metrics That Really Matter—And How to Track Them" (https://blog.hootsuite.com/social-media-metrics/)
- "11 Facebook Metrics Every Brand Needs to Track" (https://sproutsocial.com/insights/facebook-metrics/)
- "18 Ways to Attract More Social Media Followers in 2020" (https://blog.aspiration.marketing/attract-social-media-followers-in-2020)
- "Social Media Analytics: The Complete Guide" (https://www.socialbakers.com/blog/social-media-analytics-the-complete-guide)

Fact Sheets and Data

- "Social Media Fact Sheet" (https://www.pewresearch.org/internet/fact-sheet/social-media/)
- "The Best Times To Post On Social Media in 2020" (https://sproutsocial.com/insights/best-times-to-post-on-social-media/#facebook)
- "20 Important Benefits of Social Media Marketing Every Business Should Know" (https://coschedule.com/blog/benefits-of-social-media-marketing-for-business/)
- "8 Surprising Social Media Marketing Facts" (webfx.com/blog/social-media/8-surprising-social-media-facts/)
- "126 Amazing Social Media Statistics and Facts" (https://www.brandwatch.com/blog/amazing-social-media-statistics-and-facts/)
- "21 Social Media Marketing Statistics You Need to Know in 2020" (https://www.dreamgrow.com/21-social-media-marketing-statistics/)
- "77 Essential Social Media Marketing Statistics for 2020" (https://blog.hubspot.com/blog/tabid/6307/bid/23865/13-mind-bending-social-media-marketing-statistics.aspx)
- "20 Facts About Social Media Marketing for Small Businesses" (https://thoughtreach.com/facts-about-social-media-marketing-for-small-businesses/)

Content Ideas and Strategy Tips

- "TikTok Trends // 5 types of videos to create" (https://www.smperth.com/resources/tiktok/5-tiktok-video-types/)
- "Top 21 TikTok Video Ideas To Gain More Followers" (https://influencermarketinghub.com/tiktok-video-ideas/)
- "How to Plan a Social Media Collaboration" (https://www.socialmediaexaminer.com/how-to-plan-social-media-collaboration/)
- "What is a social media brand collaboration?" (https://writeaway.com.au/what-is-a-social-media-brand-collaboration/)
- "Creating an Instagram Content Strategy" (https://digitalbrandinginstitute.com/instagram-content-strategy/)
- "How to Create an Instagram Content Plan for Your Business" (https://www.socialmediaexaminer.com/how-to-create-instagram-content-plan-for-business/)
- "Facebook Marketing in 2020: How to Use Facebook for Business" (https://blog.hootsuite.com/facebook-marketing-tips/)
- "15 Facebook post ideas to increase engagement" (https://sproutsocial.com/insights/facebook-posting-tips/)
- "52 Effective Social Media Post Ideas and Examples to Fill Your Calendar" (https://coschedule.com/blog/social-media-post-ideas/)
- "17 Engaging ideas for what to post on Twitter" (https://sproutsocial.com/insights/what-to-tweet/)

Tools

- Canva (https://www.canva.com/)
  - o Graphic design website
- Photopea (https://www.photopea.com/)
  - o Essentially a *free* version of Adobe Photoshop
- Buffer (https://buffer.com/)
  - o Social media management
  - o Scheduling tool
- Hootsuite (https://hootsuite.com/)
  - o Social media management
  - o Multiple accounts at once
- Trello (https://trello.com)

- o Content strategy calendar
- o Very visual
- Asana (https://app.asana.com)
  - o Project management and content calendar
  - o To do lists
- CoSchedule (https://coschedule.com/)
  - o Calendars
- Post Planner (https://www.postplanner.com/)
- Tailwind (https://www.tailwindapp.com/)
- Social Flow (https://www.socialflow.com/)
  - o Publishing platform
  - o Uses algorithms to better results
- Later (https://later.com/)
  - o Instagram marketing platform
  - o Publish automatically
  - o Insights
  - o Plan
- Biteable (https://biteable.com/blog/social-media-marketing-tools/)
  - o Video creating and editing tool
- MeetEdgar (https://biteable.com/blog/social-media-marketing-tools/)
  - o Helps you spend less time managing your accounts
  - o Reshares content automatically
  - o Optimizes ROI
  - o Gives suggestions
- Mention (https://mention.com/en/)
  - o Social listening tool
  - o Tracks your brand
  - o Can also track your competitors
- IFFTT (https://ifttt.com/)
  - o "If this, then that"
  - o Set up rules to increase productivity
- Bitly (https://bitly.com/)
  - o URL shortener
- Design Wizard (https://biteable.com/blog/social-media-marketing-tools/)
  - o Design tool
  - o Simple and easy to use
- Grum (https://www.grum.co/)
  - o Schedule your Instagram posts from the web

Tools for Analytics

- Sprout Social (https://sproutsocial.com/pricing/)
    - Engagement, publishing, analytics: all in one place
- BuzzSumo (https://buzzsumo.com/)
    - Research tool
    - Shows which content performs best
- Snaplytics (https://www.snaplytics.io/)
- Keyhole (https://keyhole.co/)
    - Hashtags
- ShortStack (https://www.shortstack.com/)
    - Contests
- AdEspresso (https://adespresso.com/)
    - Real-time analysis of social media ads
- FollowerWonk (https://moz.com/followerwonk/)
    - Analytics for Twitter
    - "10 of the best social media analytics tools for marketers" (https://sproutsocial.com/insights/social-media-analytics-tools/)