

30 SOCIAL MEDIA TOOLS FOR AGENCIES

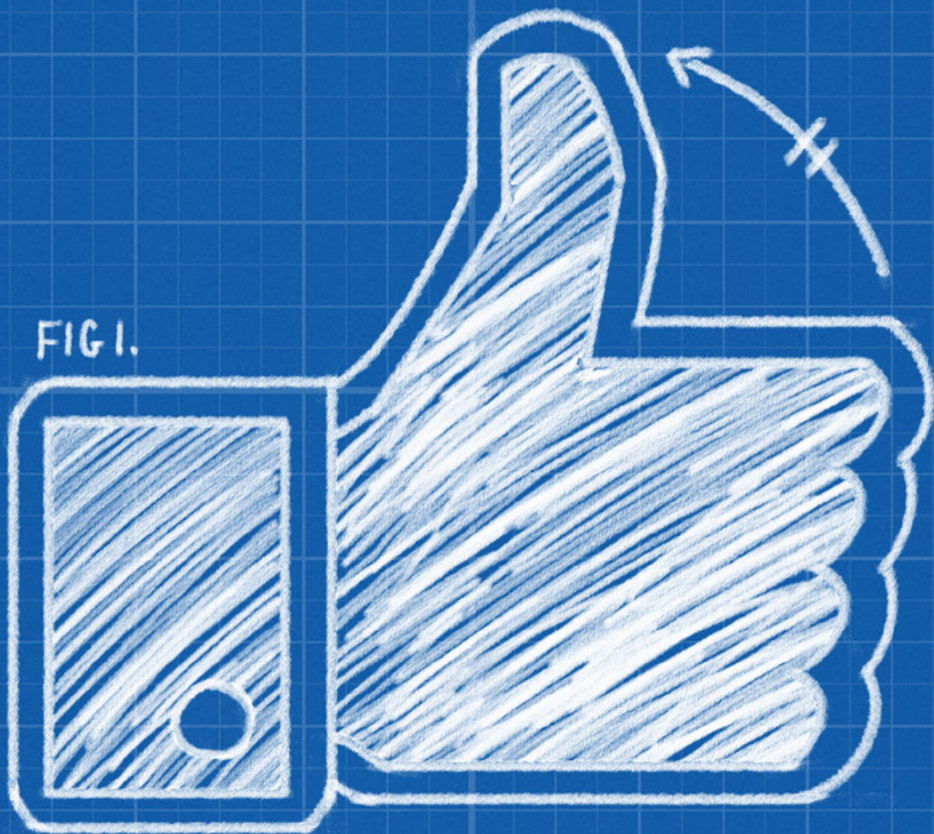


FIG 1.

MEASURE X LIKES



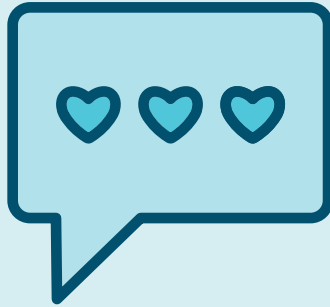
FIG 2.



FIG 3.



FIG 4.



Ready to scale your business by streamlining social media? Check out our 30 favorite tools to find the perfect social solution for your agency!

Social media management and strategy can be overwhelming, whether you have a team of one or a team of 20. As an agency, you're juggling not only your own business, but often your clients' as well. It's challenging to manage multiple social media accounts while simultaneously using those platforms to create engaging content, boost followers, increase conversions, track performance, answer questions, and any number of other reasons you're using the likes of Facebook, Twitter, LinkedIn, YouTube, Pinterest, and Instagram.

The key to an organized, efficient, and successful social media strategy is relying on a handful of well-selected tools designed to make day-to-day management incredibly easy. With the right selection of apps, shortcuts, and browser extensions, you can grow your agency to new heights (and keep your sanity).

We've compiled a list of our 30 favorite social media tools for you to pick and choose from. Check 'em out to find the perfect social solution for your agency!

Image creation

[A COLOR STORY](#)

Nail the perfect filter and aesthetic vibe for your Instagram photos with a couple swipes and edits in [A Color Story](#), a beautiful creation from [A Beautiful Mess](#). With 100+ filters, 40+ effects, 20+ tools, and the option to save your edits for later, you're sure to create the perfect feed.

This app is super easy to use and helps speed up your workflow. Plus it's free, but you can also buy packages to take your social media photos to the next level!

[VSCO](#)

[VSCO](#) is a snazzy app that allows you to shoot, edit, and share photography. Known for its film-inspired filters, this app will make your images look professional and well-executed. You can also contribute to the creative VSCO community by sharing your photos or browsing through others – hello, inspiration!

“VSCO is a great camera app that offers more filters, more settings, and generally a couple magnitudes more control over the look and feel of your photos.” – Fast Company



[CANVA](#)

If you don't have the time, resources, or desire to craft custom Photoshop images for your personal or professional social media posts, Canva is a quick and simple way to create them instead. From Twitter to Tumblr, it offers pretty templates that make it a breeze to whip up graphics with text overlays, ebook covers, YouTube thumbnails, and more.

There's a [browser](#) and [app](#) version, so you can access the tool whenever and wherever works for your personal creative style.

[PABLO](#)

[Pablo](#) is the brainchild of [Buffer](#), which let's you create beautiful images for all of your social media channels easily and quickly. With pre-loaded image dimensions for all major mediums, you can create engaging images to compliment all of your social media copy. Their database also contains hundreds of royalty-free stock images to use, and various fonts to choose from.

[ADOBE SPARK](#)

If you're not a designer, don't let the Adobe name scare you here. This tool is built for anyone with an eye for design, no major expertise needed. Bonus: it's free! You can create graphics, web stories, and animated videos with [Adobe Spark](#).

Your projects also automatically sync between your computer and iOS device, so you can create and share whenever the inspirational light bulb may go off.

Want more image tips?

Follow these simple tutorials!

Once you have the tools to create the best social images in town, it's time to keep your branding consistent and apply them to your website. These tutorials will help you add them to WordPress in an easy, sharable way. Check 'em out!

- [How to add Instagram photos to WordPress sites](#)
- [How to create a duotone image in Photoshop](#)
- [How to optimize images to improve WordPress site performance](#)

Management

[FACEBOOK PAGES APP](#)

Use the browser version or app to manage your or your client's Facebook Pages, no matter where you're at. Utilizing [Pages](#) is a must for anyone using social media for business.

Within the app, you can manage up to 50 Pages straight from your mobile device, check Page activity, see insights, post updates, respond to comments, view and reply to messages, manage settings, and adjust Page admins. Basically, this app allows you to do almost everything you can do on the browser version. Hooray!

[FACEBOOK ADS MANAGER APP](#)

Easily manage all of your Facebook and Instagram ads on the go with the [Facebook Ads Manager](#) app, available for all mobile devices. You can create ads, edit campaigns, view your performance, manage account settings and track spending, and easily switch between your Pages or ad accounts. This way, you'll never have to fret that an ad is overspending, and always have knowledge about ad performance for you clients whenever they may randomly call you!

[HOOTSUITE](#)

[Hootsuite](#) is a fairly robust social media management tool that supports social network integration for Twitter, Facebook, LinkedIn, Google+, and more. Its user interface is in the form of an easy-to-use (though often cluttered) dashboard. While many agencies may turn to Hootsuite for its full offerings (which includes scheduling and analytics), it particularly excels as a social media listening tool, and many people use it exclusively for that purpose.

The dashboard is bleak, gray, and a bit clunky, but with a little effort, you can create a bunch of customized streams of information that will help you stay on top of your clients' mentions, your mentions, and general industry news. You can add and refine your streams over time, adding in valuable keywords (like 'design agency in [your location]'), competitors, new clients, and outside resources.





Inspiration:

- [30 popular Pinterest accounts every designer should follow](#)
- [Inspiring Instagram accounts designers should follow](#)
- [5 ways to make your blog more Tweetable](#)

TWEETDECK

If you don't want to opt for a full suite of social media management, [TweetDeck](#) is a solid option for scheduling and monitoring tweets. You can arrange Twitter accounts, filter the people you're following on Twitter, and track mentions, keywords, and hashtags using this tool.

The best way to use TweetDeck (even if you're using Hootsuite) is basically the same way you would use Twitter lists. You can filter and organize your followers, allowing you to prioritize certain streams and interact with the best people. We find it incredibly useful to create lists like "Influencers" (the users that matter most to your agency/client), "Bloggers/ Journalists," "Industry News Sources," "Staff," and "Competitors." You can create an unlimited number of columns and filters, so you can be as organized as you want to be. It's also completely free, which tends to be a pretty compelling argument for trying something out.

Scheduling

ONLYPULT

The hidden gem of Instagram scheduling tools, this app will post directly to Instagram for you when you draft from the web or their mobile app. Say adios to the days of having Instagram tools ping you when you need to launch a post!

[Onlypult](#) also allows you to change your Instagram bio link (#linkinbio), schedule a first comment of hashtags, queue posts to perfect your feed style, tag people and places, and so much more. The calendar and planner tabs are also super helpful when crafting Instagram posts. Onlypult is a paid app, but it's super affordable and offers different tiered pricing.



[BUFFER](#)

[Buffer](#) is the ultimate social media scheduling tool for Facebook, Twitter, LinkedIn, Google+, and now, even Pinterest. It allows you to schedule your content days, weeks, and months in advance with an intuitive and feature-packed app. It will even auto-post content for you at optimum times during the day, saving you time and staggering updates so they don't post all at once.

If you're managing multiple social media accounts (and collaborating with others), you can sync all of the accounts and add team members, making it easy to consistently share content and keep everyone on the same page.

The best part? Buffer also offers a browser extension for Firefox, Chrome, and Safari that lets you share content from any web page. Anytime you come across a relevant article, cool photo, or snazzy ebook, you can share it with just a click. And if you're always on-the-go, no worries. The Buffer app for iOS has you covered.

[TAILWIND](#)

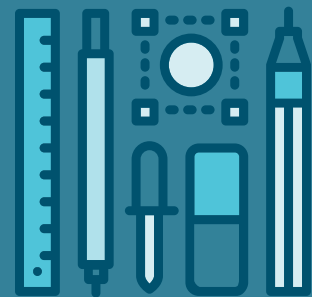
Buffer for Pinterest is a great tool, but if you want to get super serious about your Pinterest marketing, [Tailwind](#) is hands down the way to go. It's the ultimate tool for agencies and offers scheduling, monitoring, and analytics.

For agencies, you can manage all of your clients (and your own Pinterest page) from a single dashboard. They also have a handy browser extension so you can pin from any page, or save pins to schedule for later!

Their agency plan offers multi-user access, custom reports, white labeling, super clean analytics...basically anything you can think of. If you're a company that values this visual medium, Tailwind is certainly going to make your life easier.

Tutorials:

- [How to customize Facebook Open Graph and Twitter Card meta tags](#)
- [How to add Facebook Likes and Reactions to a WordPress post](#)
- [How to enable Twitter website cards for more social traffic](#)



[SPROUTSOCIAL](#)

Up there with tools listed above, [SproutSocial](#) is another great option to invest in to handle all of your agency's and client's social media platforms. SproutSocial was built to streamline and enhance conversations with customers, prospects, and enthusiasts. The platform is packed with handy features to make engagement easier for brands.

Speaking of packed, SproutSocial is more than just a scheduling platform. It's also brimming with all of the tools needed to conquer social media, including tracking social analytics, monitoring, listening, and scheduling.

[COSCHEDULE](#)

One of the biggest time-saving tools is investing in a robust content calendar. You can make your own, or invest in a premade template. Ultimately, it's whatever works for you and/or your agency.

[CoSchedule](#) is a great tool for a team, as you can easily collaborate within the app. You can assign tasks, add comments, and easily meet your project deadlines. It's a drag and drop calendar, and can be a one-stop-shop, cross-functional calendar for social, content, email, events, and more.

There are also some great scheduling tools built into CoSchedule. You can schedule messages in bulk (a huge time-saver!) or even set it on auto-pilot. CoSchedule can intelligently share messages at the most optimal time based on research and best practices to help your top posts or evergreen content get the most reach.

[LATER](#)

[Later](#) allows you to plan, schedule, and publish Instagram posts all within a calendar-view, drag-and-drop editor. This helps streamline the organization and execution of your Instagram strategy.

Skip the headache of finding all of your media with their bulk photo and video upload tool and then stay super organized thanks to their ability to add groups and labels. You can also engage with your industry community with the search and repost tool. It's a much easier way to create a curated feed!



Tracking

[BIT.LY](#)

This link shortener is an absolute must-have for any agency that considers branding to be important. You can brand your own short domain, keeping your agency (or your client) top of mind during all of your social sharing efforts.

[Bit.ly](#) also provides you with valuable real-time insights for all of your links, so you know what's performing well and why. Win-win!

[GOOGLE ANALYTICS](#)

We couldn't go through tracking tools without mentioning this beast! While the number one use for this is to track website traffic, it's also extremely helpful for tracking social media efforts. You can use it to dig into social marketing referral traffic by following:

[ACQUISITION > SOCIAL > OVERVIEW](#)

Here, you can see how much traffic your social posts have generated. To take it another step further, sprinkle your [Google Analytics](#) goals into the mix to see just how directly your social media is impacting overall marketing efforts. (Did you just think social media ROI reading that? We sure did!)

Another route you can go is by creating unique UTM tags for all your social media posts. We recommend doing it by campaign or organic posts. Then you can track each social campaign with an even bigger magnifying glass! To do this, you can use...

[GOOGLE URL BUILDER](#)

This builder makes the complicated UTM process so much sleeker! Break it down by source, medium, campaign, and content to nail down exactly what social post generated certain results. The [Google URL Builder](#) allows you to simply add the exact content where it's supposed to go so you can skip hacking UTM links together by yourself!



[FACEBOOK AUDIENCE INSIGHTS](#)

If you aren't looking to shell out a small fortune for a full management tool, most social media platforms provide their own set of analytics. [Facebook Audience Insights](#) gives you an overview of how well your page (or pages) is performing, so you can quickly and easily monitor its growth and impact. Just log in and visit this dashboard regularly to get a feel for which posts are the most effective and to gain insights into your audience demographics and behaviors.

[TWITTER ANALYTICS](#)

Track your perfectly crafted, witty tweets within Twitter with their [built-in analytics tool](#). It'll help you get a better understanding of your followers so you can make your content even more engaging and help with your client's business goals.

The Tweet Activity Dashboard provides high-level stats broken down by individual months. Here, you can find what the best tweets, follows, and interactions were. The Audience Insight Dashboards allow you to skim valuable information about the accounts you follow and your followers demographics and interests.

[ICONOSQUARE](#)

[Iconosquare](#) is a great tool to evaluate your Instagram posts, and you can even benchmark your performance against direct competitors. This tool visually lets you measure follower growth, demographics, engagement, hashtag performance, and so much more!

Listening

[HUNTGRAM](#)

This content discovery tool for Instagram helps you find users based on location or image subject, so you can speed up your social media outreach and find meaningful connections for your agency or your clients. If you specialize in restaurant branding and websites, you could use [Huntgram](#) to find potential clients or find bloggers to help promote the restaurant itself. Whatever your niche, you'll be sure to find a clever way to use this handy little Instagram tool.



GOOGLE ALERTS

Listening on social media is hard. There's a lot of noise, and it can often be hard to sift through the sea of posts constantly flooding all of the platforms. [Google Alerts](#) is one great, free tool to help you put your ear on the pulse. You can set up alerts to send you daily emails on blogs, social posts, web pages, newspaper articles, and new results on a specified selected search term or phrase.

SOCIALMENTION

The Google search engine for social media, this platform pulls in user generated content across the vast web into a single stream of information. With SocialMention, you can check in on what people are saying about your clients, industry product, or any other topic on all of the social media platforms in real-time.

BUZZSUMO

Social media influencers. This is a hot buzzword that gets thrown around a lot in the social media world. As marketers and advertisers, we know this buzzword is super important, but can often be difficult to find. With [BuzzSumo](#), you can easily find industry experts to interact with by searching for topics and keywords that your fans care about.

At its core, BuzzSumo allows you to research certain keywords to discover what content people are sharing around them. You can also view posts competitors are publishing on these keywords, and track how others are using social media centered on the keyword.

MENTION

[Mention](#) is somewhat of a take on Google Alerts, but provides real-time monitoring instead of daily emails. It lets you search the web, social media, and beyond for helpful insights to power your social media strategy. Similar to Google Alerts, you can also program it to receive daily emails of their findings.

With the real-time monitoring, you can focus on what's being said about you, or your competitors, join in on the discussion, find influencers, and tackle your brand's social customer support.

The automated reports also make it a breeze to share with clients and management when they want an update on how your social media marketing is performing.



Miscellaneous

ZAPIER

[Zapier](#) connects the apps you use, giving you nearly endless ways to automate tasks and streamline your agency's processes. You can use Zapier to automatically promote your content through Twitter, Facebook, Google+, and LinkedIn via Buffer. You can use Zapier to autoshare Instagram posts to a Facebook page, save Twitter mentions to a Google Sheets spreadsheet, automate Twitter replies, add new Instagram followers to a spreadsheet...and the list goes on, and on, and on some more.

GRAMMARLY

When you're writing a ton of social media posts for your agency and your clients, it's easy to make an embarrassing spelling or grammatical error. And we all know that social media loves to catch us on these mishaps! Save yourself and your client's professional look, and get another set of copy editor eyes on your social copy with the [Grammarly](#) browser extension! We consider it a big life-saver.

TYPEFORM

Revamping social media strategy and finding the right content for followers is an ongoing challenge. One of the best strategies is to listen to your fans, and tailor your content to what they find useful. And forms are a great way to learn that information.

[Typeform](#) is a great, free tool to utilize the next time you want to send a survey out. From surveys, quizzes, landing pages, and conversational online forms, you can easily build beautiful and engaging surveys in a breeze!

WISHPOND

Contests are a great way to hack both engagement and followers at the same time, and [Wishpond](#) allows you to do it effortlessly! It's a fantastic tool for social contests and promotions. With options for launching sweepstakes, photo contests, hashtag contests, vote contests, referral contests, and coupon promotions, the engaging opportunities are limitless!



Social media management is only one piece of the organization puzzle while trying to grow your agency. Once you've chosen the tools to help you streamline your social channels, it's time to start looking at how to add even more recurring revenue channels to your agency. (Or start, if that's not how you're doing your pricing yet!)

By offering up services that your clients continue to pay for over time, you're creating an income stream that is stable, predictable, and super reliable. Recurring revenue will allow your agency to maintain a healthy cash flow and work in a more stress-free environment.

Interested in learning more about recurring revenue?

Make more money with you current clients!

In four chapters, we'll cover four different ways your agency can start earning recurring revenue and actionable steps to start implementing those strategies. Chapters include:

1. Turnkey websites

Turnkey website development helps meet the needs of smaller clients while freeing up time to focus on larger projects.

2. Reselling hosting

Reselling hosting is one of the simplest, most straightforward ways to add recurring revenue to your agency's bank account.

3. Maintenance plans

Offering site maintenance plans is a great way to add some recurring dollars while building up rapport with your clients!

4. Search engine marketing

SEM is not a set-it-and-forget-it job, making it the perfect monthly service for any agency to offer their clients.

What are you waiting for? [Download the next ebook to continue growing your business and scaling your services.](#)

What is Flywheel?

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

Stop wasting time on server management, security plugins, caching, and all those other boring repetitive tasks that take your focus away from growing your business and jeopardize your relationship with clients. Get Flywheel and get back to doing what you love.

CONTACT SALES

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Or, sign up at getflywheel.com



FLYWHEEL