8 Social Media Tool Favourites

By Lilach Bullock

As an avid social media user and blog and business owner, I often find it very hard to find enough hours in a day to finish everything I have to do. The only thing that is saving me from working 24 hours a day is my collection of tools that are not just helping me save time, but also to get better results for my business.

I didn't want to keep all of these tools to myself, so I thought I'd share them with you here:

1. Dlvr.it
I love blogging and try to do it as often as possible. Sometimes however it can be a bit difficult to keep up with promoting blog posts, but fortunately dlvr.it[1] is always there to help me! I use it to post automatically to Twitter, Facebook and even LinkedIn (an amazing source of traffic by the way!). It's very easy to use and a great time saver!

2. Vcita
I use Vcita[2] as a contact form for my website, and couldn't be more pleased with it. I like that it is very visible on the website on each page, yet it doesn't disturb visitors. It's one of the best contact forms I've ever tried, as it allows people to schedule meetings with me online in a matter of seconds, by choosing from my available times, and this way I also save time with calendar management. It also reminds me of all my calls and meetings so I don't have to check it constantly. I also love the fact that I can manage all of my enquiries from one easy to use dashboard.

This automatically appears on the bottom right hand side of the website after visitors are on the site for a few seconds.

3. Twtrland
Twtrland[3] is a great free tool that I use on a constant basis to check up on my Twitter analytics. It offers lots of great insights about my followers (demographics) as well as my tweets. Twtrland also works with Instagram, and it helps me track my most popular images and my followers. It doesn't have lots of features, but it's pretty insightful for a free tool. I also like it because I can also use it to study other users' Twitter and Instagram profiles.

Enter a person's name and it will display a full profile of that person on twitter

4. Twitonomy
Twitonomy[4] is another free Twitter tool, but this one offers lots more insights. There is also a paid version, but I find I often get enough analytics just from the free version. I use it to analyze my tweets, my mentions and retweets, as well as my followers. Twitonomy also informs you on who the most influential users in your network are, as well as who are the most active, and you can also use it to monitor conversations, and look at other peoples' profile analytics.

You get detailed analytics for a twitter user.

5. Postplanner
I've made Facebook friends from all over the world, so it can be hard to post at the right times in order to reach all of them (especially in the middle of the night!). Postplanner[5] allows me to schedule my posts on Facebook, so I can send them out whenever I want to whomever I want, at the same time, thus saving hours of work each week.

Whenever I am out of ideas to post to Facebook, I also check the apps' built-in status ideas to give me some inspiration.

However one my favourite PostPlanner features is that it allows you to brand your Facebook posts. As you can see in the screenshot above, with PostPlanner you can add your logo (which links to your website) as well as your brand name (that also links to your website. It's a great feature that allows for better branding, increased brand awareness as well as more traffic to your website.

Your own branding is on your updates and these updates also link directly to your website.

It's also great for discovering new sources of great content – overall, a very useful Facebook app!

6. ManageFlitter
Twitter is all about relevant followers that are interested in what you have to offer and who want to engage with you. Many people believe that you can't control who follows you, but it is possible, and ManageFlitter[6] is one the main secrets behind my follower base. I use it to find new people to follow, but mainly to unfollow – you can track those who unfollowed you, and most importantly those who are inactive (i.e. haven't posted in the last month). I also like the fact that I can use ManageFlitter to see when most of my followers are active on Twitter, so I can tweet at the best times and reach more of my audience.

[1] http://www.dlvr.it/
[2] http://www.vcita.com/
[3] http://www.twtrland.com/
[4] http://www.twitonomy.com/
[5] http://www.twitonomy.com/
[6] http://www.manageflitter.com/

7. Woorank

Woorank[7] is one of the biggest secrets behind my SEO efforts. Although I am not an expert in SEO, I still manage to get my website out there with this easy to use and very thorough tool. It helps me set up my most important priorities which makes it much easier to achieve them. What I really like about Woorank is that it shows me exactly what I'm missing to have the best website I can – which makes it the perfect SEO tool for beginners, experts and everything in between.

8. HelloInsights

I am a huge fan of Pinterest and I love that so many tools are popping up to help with the popular social network. One of my favourites is HelloInsights[8], which is an amazing analytics tool for Pinterest. Their analytics are very detailed and insightful and allow me to stay on top of engagement.

So here they are, all the tools I use on a daily basis! I should also mention that the first tool I use every morning is Google Analytics, but I'm sure everyone with a website is already addicted to it.

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About the Author

Lilach Bullock is one of the UK's most dynamic, well-respected and well-connected businesswomen. She launched and then sold her first business within three years of becoming a mother. Even now, she juggles a demanding home life with commercial commitments. Lilach's contribution was recognised nationally, when she became a finalist at the Best MumPreneur of the Year Award, presented at Downing Street, where she was praised for her entrepreneurial efforts. Her latest venture, Network Waves, launched in 2011 and is a must-have for anyone who promotes their business via the internet. This innovative and exclusive website is a one-stop-shop for social media and internet marketing needs. "Lilach Bullock listed as one of the top 20 Women Social Media Influences in Forbes (2013)"

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[7] http://www.woorank.com/
[8] http://hellosociety.com/helloinsights.php

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