

25 Social Media Tools to Help Your Business

From John Mayfield
"The Business Tech Guy"

Company	Web Address	Description
BackTweets	www.BackTweets.com	Good resource to find out who is "re-tweeting" your blog posts and other resources you share on the web.
Swix	www.Swix.com	Track the sales, clicks and conversations of your social media marketing with Swix
Sysomos	www.Sysomos.com	Another good Social Media tool to listen and engage with your social media strategies.
Klout	www.Klout.com	Find out how well your web site and or social media is doing with this social media tool.
Alexa	www.Alexa.com	Another excellent social media tool to discover your web site's rating on the World Wide Web.
Objective Marketer	www.ObjectiveMarketer.com	This Social Media Tool will help you plan and deploy your next marketing campaign via Social Media.
TwentyFeet	www.TwentyFeet.com	Social Media Monitoring and Tracker
Google Trends	www.Google.com	Find out what is hot and trendy at Google Trends. From Google's Home Page, select the "more" button to find Google Trends
Google Reader	www.Google.com	Organize and receive all of the news and information you enjoy and want to read about at www.Google.com
Spy	www.Spy.AppSpot.com	A great way to find out who is discussing topics you are interested in on Social Media Platforms
Social Mention	www.SocialMention.com	Another tool and excellent way to find out who is discussing topics you are interested in on Social Media Platforms
Google Alerts	www.Google.com	Go to Google, and set up an alert about yourself or a topic you are interested in.
What If	www.whatif.com	Here is a web site that will allow you to find out information about

		a company you might be doing business with.
Postling	www.Postling.com	Easily engage your audience from one Web site.
TweetDeck	www.TweetDeck.com	Good application for Twitter, and to discover what others are talking about in your marketplace or on the Web.
HootSuite	www.HootSuite.com	Good application for Twitter, and to discover what others are talking about in your marketplace or on the Web.
Instagram	www.Instagram.com	Share photos with others from your SmartPhone
Cinch	www.Cinch.com	Update your social media status with audio from your SmartPhone using Cinch
AudioBoo	www.AudioBoo.com	Start a blog using “audio” from your SmartPhone using AudioBoo
Storify	www.Storify.com	Convert update statuses with Storify. Very interesting and cool tool
HelloTxT	www.HelloTxT.com	Update your status to all of your Social Media Web Sites from this Social Media Tool
Ping.FM	www.Ping.FM	Update your status to all of your Social Media Web Sites from this Social Media Tool
Twaitter	www.Twaitter.com	Update your status to all of your Social Media Web Sites from this Social Media Tool
Lujure	www.Lujure.com	Excellent new tool to help create a snazzy new Facebook Page