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INTRODUCTION

Having the right social media management tools and a presence on all the major networks like Facebook, Twitter, Google+ and LinkedIn is a necessity these days for any business. But what kind of marketing software, dashboards and publishing tools are the social media manager gurus actually using to juggle these multiple accounts.

The various tools for social media has been categorized for your ease. Take a Look!



DESIGN

MAKE QUICK DESIGNS FOR SOCIAL MEDIA

Pixabay 2.0

Website : <https://pixabay.com>

Subscription Type : Free

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram

USP: It is a vibrant community of creatives, high quality photos, illustrations, and vector graphics. Free for commercial use.

Pablo

Website : <https://pablo.buffer.com>

Subscription Type : Free, BUFFER PRICE:- Small Business - M - 99 USD,
Medium Business - M - 199 USD;
Large Business - M - 399 USD

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram.

USP: 600K+ Images to choose from and design

Canva

Website : <https://www.canva.com>

Subscription Type : Free (30 days); Paid - M - 12.95 USD; Y - 9.95 USD

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram.

USP : Upload custom fonts for your brand Set color palettes for your brand

Recite

Website : <http://recite.com>

Subscription Type : Free

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram

USP : Create beautiful visual quotes as images

Easel.ly

Website : <https://www.easel.ly>

Subscription Type : Free; Paid - M - 3 USD;

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram

USP : Create and share visual ideas using infographics

Curalate

Website : <https://www.curalate.com>

Subscription Type : Free

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram

USP : Visual Commerce and Marketing Solutions

Infogram

Website : <https://infogram.com>

Subscription Type : Free; Pro - M - 19 USD; Business - M - 67 USD;
Enterprise - M - "Contact Us"

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram

USP : Create Infographics, Charts and Maps

Piktochart

Website : <https://piktochart.com>

Subscription Type : Free; LITE - M - 15 USD; PRO- M - 29 USD;
PRO TEAM - "Coming Mid 2017"

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram

USP : Create Easy Infographics, Reports, Presentations

Adobe Spark

Website : <https://spark.adobe.com>

Subscription Type : Free

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram

USP : Make Images, Videos and Web Stories for Free in Minutes

CONTENT PUBLISHING _____

SCHEDULE YOUR CONTENT ON THE BEST TIME.

CoSchedule

Website : <https://coschedule.com>

Subscription Type : Free (14 Days); Solo Marketing - M - 30 USD;
Team Marketing - M - 60 USD; Team Pro - M - 300 USD;
Multi Calendar - M - 1600 USD

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram

USP : It is the all in one editorial calendar for content marketing and social scheduling.

Hootsuite

Website : <https://hootsuite.com>

Subscription Type : Free ; Professional -M - 1260 INR (19.59 USD);
Team - M - 6600 INR (102.60 USD);
Business - M - 32000 INR (497.47 USD);
Enterprise - "Contact for pricing"

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram

USP : Social Media Marketing & Management Dashboard

Edgar

Website : <https://meetedgar.com>

Subscription Type : 49 USD / M

Social Media Platforms it supports : Facebook, Twitter, LinkedIn

USP : Schedule and publish the posts as required. It saves time and increases traffic.

Buffer

Website : <https://buffer.com>

Subscription Type : BUFFER PRICE:- Small Business - M - 99 USD;
Medium Business - M - 199 USD;
Large Business - M - 399 USD

Social Media Platforms it supports : Facebook, Instagram, Twitter, LinkedIn, Pinterest, Google Plus

USP : A Smarter Way to Share on Social Media

ViralWoot

Website : <https://viralwoot.com>

Subscription Type : Starter - M - 10 USD, Growth - M - 49 USD
Enterprise - M - 149+ USD

Social Media Platforms it supports : pinterest and Instagram

USP : Social Media Scheduler and Analytics Platform

LISTENING & RESPONSE_____

THE PROCESS OF IDENTIFYING AND ASSESSING

Klout

Website : <https://klout.com/home>

Subscription Type : Free

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram, Blogger, Flickr, Foursquare, G+

USP : The klout score helps to measure and analyze the online impact.

Klear

Website : <https://klear.com>

Subscription Type : Free, Basic Plan - M - 249 USD

Social Media Platforms it supports : Facebook, LinkedIn, Instagram

USP : Influencer Marketing Platform

Post Planner

Website : <https://www.postplanner.com>

Subscription Type : Free, LOVE - M - 9 USD; GURU - M - 19 USD;
MASTER - M - 49 USD; AGENCY - M - 99 USD;
VENTURE - M - 199 USD

Social Media Platforms it supports : Facebook, Twitter, Pinterest

USP : Social Media Engagement App

Tweetdeck

Website : <https://tweetdeck.twitter.com>

Subscription Type : Free

Social Media Platforms it supports : Twitter

USP : Twitter accounts management and update streams in real time.

Respond

Website : <https://buffer.com/reply>

Subscription Type : Professional : \$110/mo, Business : \$310/mo

Social Media Platforms it supports : facebook, twitter, instagram

USP : One can respond to customers, review previous chat history, and follow/block users. It has an easy-to-use interface for teams and lots of accountability.

Lithium

Website : <https://www.lithium.com>

Subscription Type : Get personalized quotes for the tool and also through demo version you can test the tool.

Social Media Platforms it supports : Facebook, twitter, instagram, google+ & LinkedIn

USP : Plan, execute and analyze social campaigns on a single platform

Sprout Social

Website : <https://sproutsocial.com>

Subscription Type : Free (30 days); Premium - M - 99 USD;
Corporate - M - 149 USD; Enterprise - M - 249 USD

Social Media Platforms it supports : Facebook, Twitter, LinkedIn

USP : Social Media Management Software

Keyhole

Website : <http://keyhole.co>

Subscription Type : Free; Professional - M - 165 USD; Team - M - 349 USD;
Corporate - M - 599 USD; Agency - M - 999 USD;
Enterprise "Custom Pricing - Contact Us"

Social Media Platforms it supports : Twitter, Instagram and Facebook

USP : Hashtag Tracking for Twitter, Instagram and Facebook

Quuu

Website : <https://www.quuu.co>

Subscription Type : Free (Forever); Amazing - M - 10 USD; Ultra - M - 15 USD;
Entrepreneur - M - 30 USD

Social Media Platforms it supports : All social media platforms

USP : Hand-Curated Content Suggestions for Social Media

SOCIAL MEDIA PRESENCE _____

CHECK YOUR BRAND PRESENCE BEFORE YOU BEGIN.

Social Mention

Website : <http://www.socialmention.com>

Subscription Type : Free

Social Media Platforms it supports : Facebook, Twitter, LinkedIn

USP : Real-time social media search and analysis

BuzzSumo

Website : <http://buzzsumo.com>

Subscription Type : Free; Pro - M - 99 USD; Agency - M - 299 USD;
Enterprise - M - 699 USD

Social Media Platforms it supports : Facebook, Twitter, LinkedIn, Instagram

USP : Find the Most Shared Content and Key Influencers

Typeform

Website : <https://www.typeform.com>

Subscription Type : Free; PRO - M - 30 USD; PRO PLUS - M - 59 USD

Social Media Platforms it supports : All social media platforms

USP : Free & Beautifully Human Online Forms

Followerwonk

Website : <https://moz.com/followerwonk/analyze>

Subscription Type : Free, Target : \$ 29 /mo upto 3 profiles and Multi tasking upto 20 profiles: \$ 79 /mo

Social Media Platforms it supports : Twitter

USP : For increasing Twitter Followers

TweetReach

Website : <https://tweetreach.com>

Subscription Type : Starter - M - 99 USD; Team - M - 199 USD;
Suite " Custom - Contact US"

Social Media Platforms it supports : Twitter

USP : To know about the maximum reach of your tweets.

Mention

Website : <https://mention.com/en>

Subscription Type : Solo Plan - M - 29 USD; Starter Plan - M - 99 USD;
Company Plan " Custom - Contact Us"

Social Media Platforms it supports : Twitter, Facebook, Instagram &
Youtube

USP : Media Monitoring Made Simple

Cyfe

Website : <http://www.cyfe.com>

Subscription Type : Free; Premium - M - 19 USD

Social Media Platforms it supports : Twitter, facebook

USP : All-In-One Online Business Dashboard

CAMPAIGN SET UP

SCHEDULE CAMPAIGNS .

Qwaya

Website : <https://www.qwaya.com>

Subscription Type : Premium - M - 149 USD; Business - M - 249 USD;
Agency - M - 349 USD

Social Media Platforms it supports : Facebook

USP : Facebook Ad Manager - Online Marketing Tool

Ad Espresso

Website : <https://adespresso.com/>

Subscription Type : Free (14 Days); BASE - M - 49 USD; PREMIUM - M - 149 USD;
ELITE - M - 299 USD; DIAMOND - M - 499 USD

Social Media Platforms it supports : Facebook

USP : Simple, Powerful Facebook Ads Manager

Social Ads Tool

Website : <http://www.socialadstool.com>

Subscription Type : Our Fully Managed Service is ideal for advertisers who are looking to spend over \$50,000 USD per month on Facebook Advertising.

Social Media Platforms it supports : Facebook

USP : Your Facebook Ads Manager

Driftrock

Website : <https://www.driftrock.com>

Subscription Type : Free

Social Media Platforms it supports : Facebook

USP : This helps you acquire more leads, reduce cost per lead and increase downstream conversion.

Ad Stage

Website : <https://www.adstage.io>

Subscription Type : Free (14 Day); Starter - M - 299 USD; Standard - M - 499 USD; Professional- M - 749 USD; Custom - "Contact Us"

Social Media Platforms it supports : Facebook

USP : PPC Reporting & Automation Across Networks

REPORTING

ANALYZE WHAT'S WORKING FOR YOU AND WHAT'S NOT.

Nuvi

Website : <https://www.nuvi.com>

Subscription Type : Get personalized quotes for the your specific requirements.

Social Media Platforms it supports : All social media platforms

USP : Real-time data visualizations

Audiense (formerly SocialBro)

Website : <https://audiense.com>

Subscription Type : Free, Professional - M - 39 USD; Business - M - 149 USD;
Business + - M - 590 USD; Enterprise - M - 758 USD

Social Media Platforms it supports : Twitter

USP : Interpret the composition of any audience with enriched social data.

Simply Measured

Website : <https://simplymeasured.com>

Subscription Type : Can't find any pricing on the site except "Request a demo" but from the other source from google, it mostly 500 USD per month

Social Media Platforms it supports : All social media platforms

USP : Full-Funnel Social Analytics

Cafyne

Website : <http://cafyne.com>

Subscription Type : Free

Social Media Platforms it supports : Facebook, Twitter, LinkedIn

USP : Enterprise Social Media Solution - Employee Compliance

Social Report

Website : <https://www.socialreport.com>

Subscription Type : Free (30 Days); STANDARD - M - 49 USD;
ADVANCED - M - 99 USD; PRO - M - 199 USD

Social Media Platforms it supports : All social media platforms

USP : Social Media Management Plans & Pricing

Social Bakers

Website : <https://www.socialbakers.com>

Subscription Type : Professional Plan - M - 20 Per Profile;
Business Plan - "Contact Us"; Enterprise Plan - "Contact Us"

Social Media Platforms it supports : Facebook, Twitter, Youtube

USP : Social Media Marketing, Analytics & Performance Tools

SocialAppsHQ

Website : <https://www.socialappshq.com>

Subscription Type : Free (Forever); FaceBook Apps - 1.99 to 299 USD;
Social Media Marketing - 49 to 1999 USD;
All In One:-
Business - M - 69 USD; Business+ - M - 179 USD;
Agency - M - 449 USD; Agency+ - M - 749 USD;
Agency Ultra - M - 1199 USD; Enterprise - M - 2149 USD

Social Media Platforms it supports : Facebook and twitter

USP : Social media monitoring

Tweriod

Website : <http://www.tweriod.com>

Subscription Type : Get a one off premium analysis for as low as \$5 USD!
Subscribe for premium analysis plan for as low as \$3.99 USD!

Social Media Platforms it supports : Twitter

USP : Get to know when your Twitter followers are online the most