



# TOP SOCIAL TOOLS

Online tools every marketer should know!





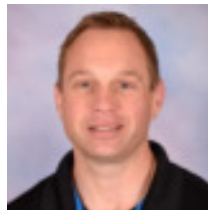
# Your Hosts



PRESENTED BY

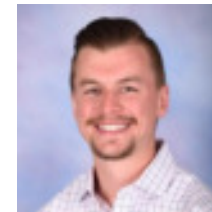
**BRAD SMITH**

CEO & Founder



**TONY WIECHEC**

Director of Marketing



**BRAD BIALY**

Social Media Advisor



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# Agenda

## Top Online Tools for:

- **Creating Content**
- **Creating Graphics**
- **Curating Content**
- **Scheduling Posts**
- **Remarketing**
- **Email Marketing**





# Your Questions

- What analytics tool do you prefer for measuring results of online activity?
- Where is the best place online to get great photos?
- Can I use the photos that I find via Google search in my social media posts?
- What is your favorite social media scheduling tool?
- What is the best day/time to post my updates & content?
- Is there a tool I can use to see how my website is performing?





# Why Should I Care?

1. Professional Results
2. Facilitate Planning
3. Save Time & Money
4. Automate Activity

**All of this means you will....**



A wooden desk with a spiral-bound notepad, a pen, and several crumpled pieces of paper. The notepad has the text 'WORK SMARTER NOT HARDER!' written on it. The pen is a wooden ballpoint pen with silver accents. The crumpled paper is white and scattered around the notepad.

WORK  
**SMARTER**  
NOT HARDER!



**CREATING CONTENT**





# Creating Content

Why do it?

*"People buy from those that they trust. How do you earn your prospects' trust online? By constantly engaging them through high quality content that educates and entertains."*

*Whittington Consulting - [rickwhittington.com](http://rickwhittington.com)*





# Creating Content

Answer The Public

What questions  
are people  
searching for on  
Google?

## finding a contractor

- finding a framing contractor
- finding a bathroom contractor
- finding a siding contractor
- finding a flooring contractor
- finding a concrete contractor
- finding a licensed contractor
- finding a reputable contractor
- finding a home contractor
- finding a reliable contractor
- finding a sewing contractor
- finding a local contractor
- finding a roofing contractor
- finding a contractor online
- finding a contractor in toronto
- finding a contractor's license number
- finding a contractor
- finding a contractor to build your home
- finding a contractor for remodeling
- finding a contractor in your area
- finding a contractor in nyc

Ask the Seeker. Enter your keyword and he'll suggest content ideas in seconds

finding a contractor

Country

US

GET QUESTIONS



# Creating Content

## GOOGLE ANALYTICS

<input type="checkbox"/>	Page		Pageviews	Unique Pageviews	Avg. Time on Page
			6,038 % of Total: 0.78% (792,242)	5,250 % of Total: 0.92% (572,832)	00:01:16 Avg for View: 00:00:46 (54.78%)
<input type="checkbox"/>	1. /blog		1,028 (17.03%)	870 (16.57%)	00:01:02
<input type="checkbox"/>	2. /blog/being-blue-will-keep-you-from-seeing-green/		599 (9.92%)	568 (10.82%)	00:03:36
<input type="checkbox"/>	3. /blog/top-5-résumé-mistakes		519 (8.60%)	505 (9.62%)	00:01:54
<input type="checkbox"/>	4. /blog/coworker-driving-you-nuts-heres-how-to-handle-it-the-right-way		196 (3.25%)	175 (3.33%)	00:03:13
<input type="checkbox"/>	5. /blog-tags/workplace-drug-testing		161 (2.67%)	111 (2.11%)	00:00:46
<input type="checkbox"/>	6. /blog/too-shy-too-loud-too-introspective-too-opinionated		130 (2.15%)	126 (2.40%)	00:01:29
<input type="checkbox"/>	7. /blog-categories/job-search-tips		120 (1.99%)	103 (1.96%)	00:00:58
<input type="checkbox"/>	8. /blog/to-test-or-not-to-test-that-is-the-employment-question		117 (1.94%)	103 (1.96%)	00:01:45
<input type="checkbox"/>	9. /blog-categories/hot-jobs		114 (1.89%)	99 (1.89%)	00:00:17
<input type="checkbox"/>	10. /blog/drones-self-driving-cars-robot-armies		91 (1.51%)	87 (1.66%)	00:01:14
<input type="checkbox"/>	11. /blog/why-jugglers-dont-earn-much-money		82 (1.36%)	80 (1.52%)	00:01:22
<input type="checkbox"/>	12. /blog/half-of-all-job-applications-contain-inaccuracies-heres-how-to-protect-yourself		77 (1.28%)	63 (1.20%)	00:03:14
<input type="checkbox"/>	13. /blog/memphis-tn-staffing-agencies		73 (1.21%)	58 (1.10%)	00:00:52
<input type="checkbox"/>	14. /blog/is-your-major-marketable-most-popular-college-degrees-and-jobs-for-them		60 (0.99%)	54 (1.03%)	00:01:37
<input type="checkbox"/>	15. /blog-categories/human-resources		58 (0.96%)	45 (0.86%)	00:00:18



# Creating Content

## BLOGGING – Why You Should Do It!

### News & Resources

Stay up-to-date with the latest news and information for Speech Language Pathologists, Occupational Therapists, Physical Therapists, School Psychologists and Schools.

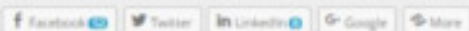
### Improving Children's Sensory Input Through Animal Walks!

Posted June 10th, 2016



As a therapist, you are well aware of the importance of gross motor skills to successful child development, regardless of the age or grade level of your students. Gross motor activities not only get children moving and active, but they also help regulate sensory needs. An easy way to include proprioceptive and vestibular input on... [Read more »](#)

Share This:



### What Is Reactive Attachment Disorder And What Do You Need To Know About It?

Posted May 27th, 2016

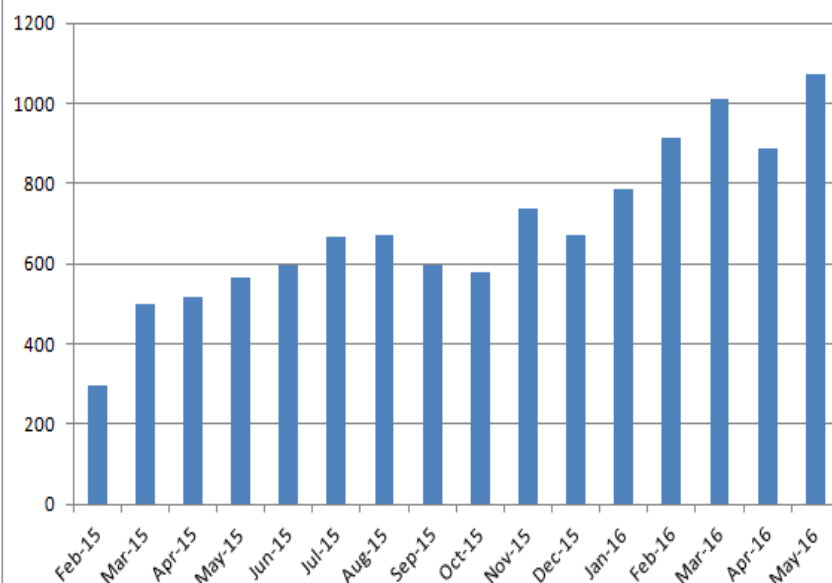


Reactive attachment disorder (RAD) is a rare but serious condition in which a child fails to establish healthy attachments to parents or other caregivers. It is caused by chronic maltreatment, neglect or abuse early in life. For instance, children born to drug or alcohol addicted parents learn very early on that things do not feel... [Read more »](#)

Share This:



### Pageviews



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**CURATING CONTENT**





# Curating Content

What does that mean?

Like panning for gold, sometimes through your own search efforts online you'll find valuable nuggets of information that you think your audience would enjoy.

But, who has time to surf the web all day?





# Curating Content

BUZZSUMO



**Buzzsumo** | Content Research | Influencers | Monitoring | Try Buzzsumo Pro

Most Shared | Trending Now | Backlinks | Content Analysis | Facebook Analyzer

Filter by Date @  
24 Hours  
Past Week  
Past Month  
Past 6 Months  
Past Year  
Show Specific Range

In-Depth Articles Only @

Language @ show

Country (TLD) @ show

Filter Domains @ show

Content Types:  
☒ Article  
☒ Infographics  
☒ Guest Posts  
☒ Giveaways  
☒ Interviews  
☒ Videos  
Uncheck All

Filter  
Reset Filters

Buffalo, NY

Enter a topic or domain: big data, cnn.com. Advanced Search Options Save Search

Tip: You can ignore video results by unchecking "Videos" in the filters to the left

Buffalo, NY - Bubble Run  
bubble.run - More from this domain  
Feb 26, 2016  
Article

SHANIA TWAIN LIVE IN BUFFALO, NY OCT 3, 2015  
youtube.com - More from this domain  
Oct 5, 2015  
Video

10 Signs You Grew Up in Buffalo, NY  
theadysteyonline.com - More from this domain  
By Tylynn Moeller - Mar 21, 2016  
Article

Living in Buffalo, NY  
goxnews.com - More from this domain  
Mar 3, 2016  
Article

Iced in: Car "frozen solid" after being parked by Lake Erie in Buffalo, NY (PHOTO)  
it.com - More from this domain  
By RT - Jan 11, 2016  
Article

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Sort by: Total Shares Page 1 of 463

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
% View Backlinks View Sharers Share	32.1K	0	7	3	0	32.1K
% View Backlinks View Sharers Share	5K	4	32	0	2.9K	7.9K
% View Backlinks View Sharers Share	7.4K	0	1K	3	0	7.4K
% View Backlinks View Sharers Share	7.1K	0	20	0	1	7.2K
% View Backlinks View Sharers Share	5.4K	0	100	2	22	5.6K



# Curating Content

FEEDLY



Combine multiple RSS Feeds into one collective content feed

**Your News. Delivered.**

The better way to organize, read and share the content of your favorite sites.

More than 3,000,000 Google Reader users have switched to feedly.

**World News**

- CNN.com - Top Stories: This was much more than a soccer game
- BBC News - Home: The astonishing speed of Chinese cars
- BBC News - Home: Can nigella and bikini co-exist in Tur
- BBC News - Home: Modern art patronage pays dividends
- CNN.com - Top Stories: How far does 'equal protection' go?
- CNN.com - Top Stories: A decision that could change America
- USA TODAY.com Feed: Scientists: Feds can't keep up with oil
- USA TODAY.com Feed: A high-tech leap for the Golden Gate
- BBC News - Home: VIDEO: Uganda's golden bananas
- BBC News - Home: Banks told to raise more capital
- BBC News - Home: Qatar and Emirates deal approved
- BBC News - Home: VIDEO: US justices consider gay mar
- CNN.com - Top Stories: Report: NFL player may come out
- NFT - Home Page: In Cyprus, Big Losses Expected on Di
- Le Monde.fr - 18/12/2014: Football : cette fois, l'Espagne n'a pa
- BBC News - Home: Pope Francis shows second residence



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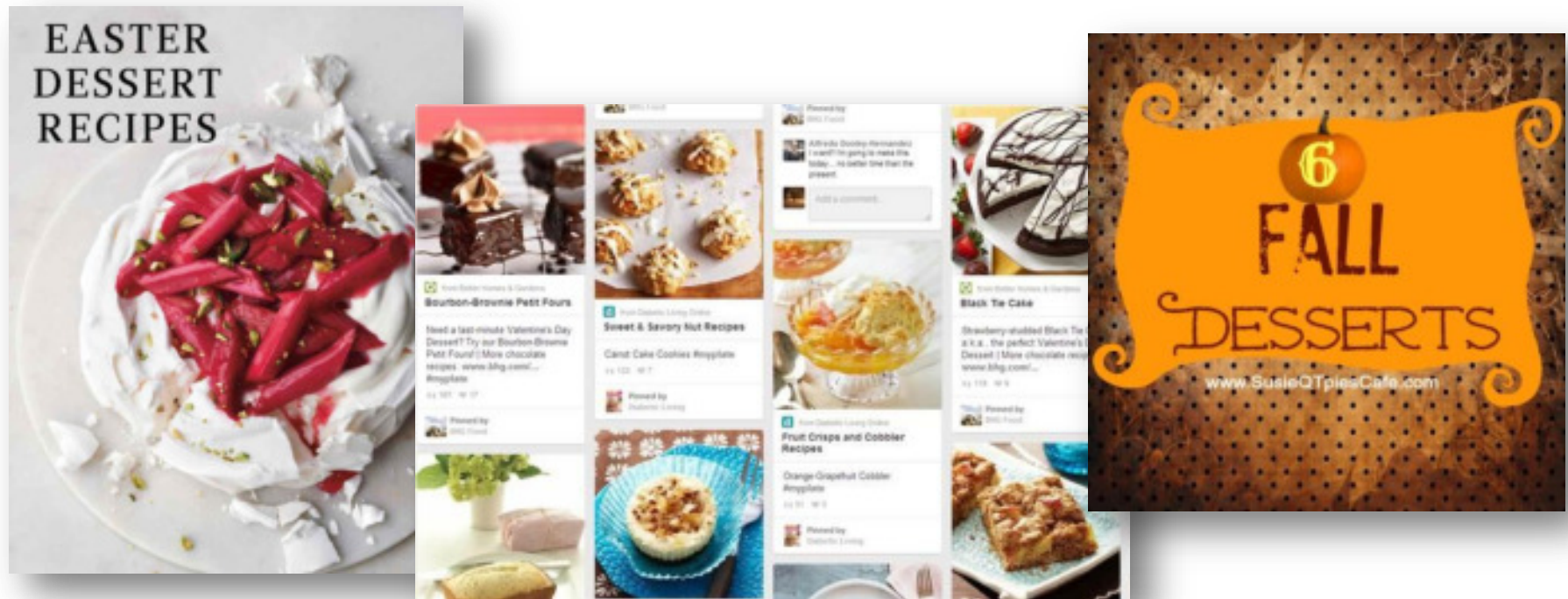


# Curating Content

PINTEREST



1,000s of search results will include eye-catching content that you can use to supplement your original and unique content.



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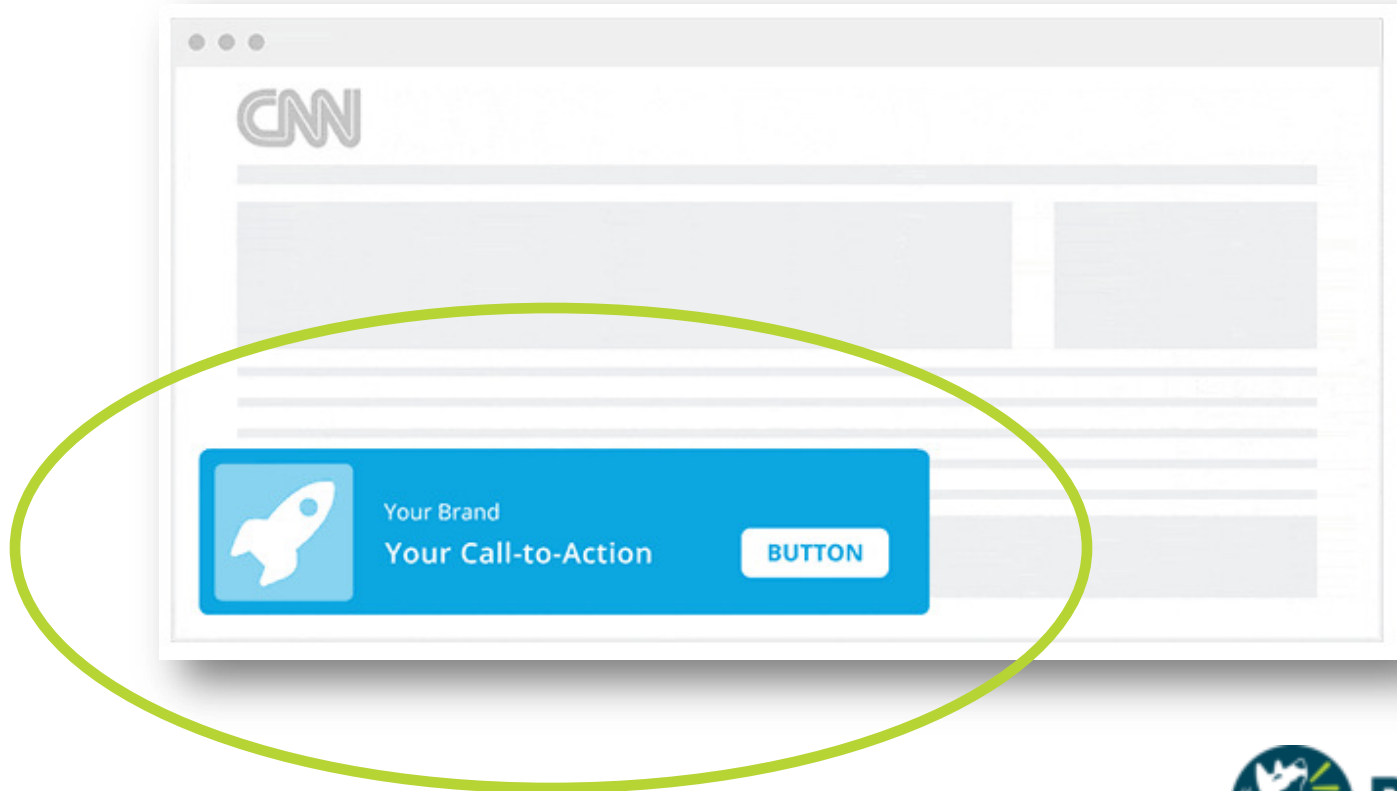


# Curating Content

SNIPPLY



Create a custom, branded, call to action banner that appears over third party content.



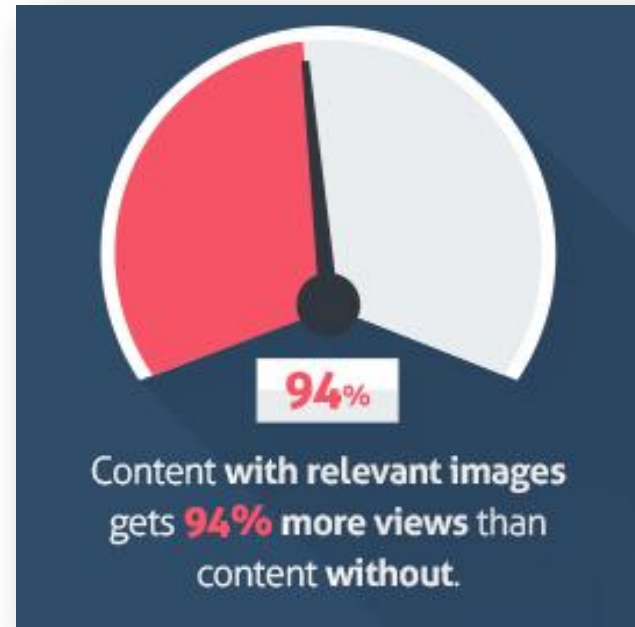
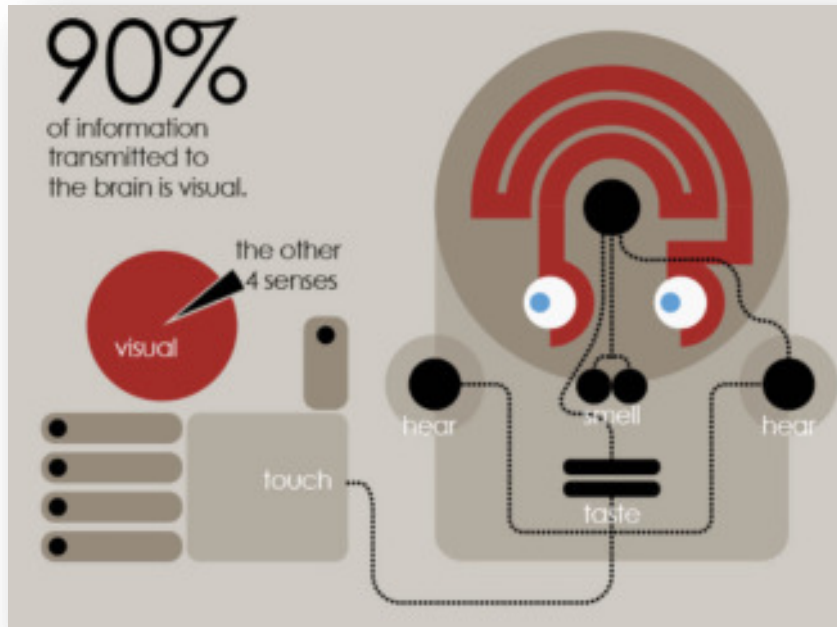
# CREATE STUNNING GRAPHICS





# Create Stunning Graphics

## Cut through social clutter!



<https://blog.kissmetrics.com>



# Create Stunning Graphics

UNSPLASH



- All photos on Unsplash can be copied, modified, distributed and used for free!
- Include it with your social media post to help increase overall engagement!





# Create Stunning Graphics

PABLO



*BECOME A SOCIAL MEDIA ROCK STAR!*



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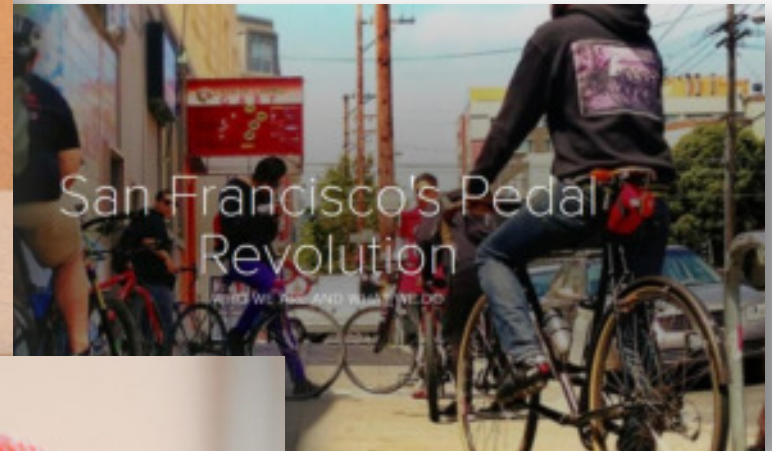
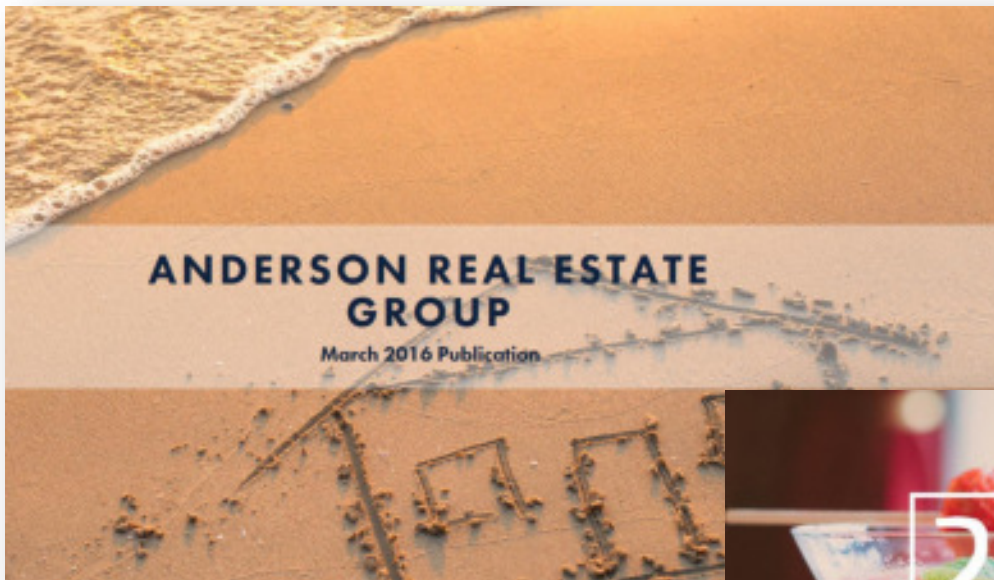


# Create Stunning Graphics

SPARK POST



Add text on top of your mobile device photos



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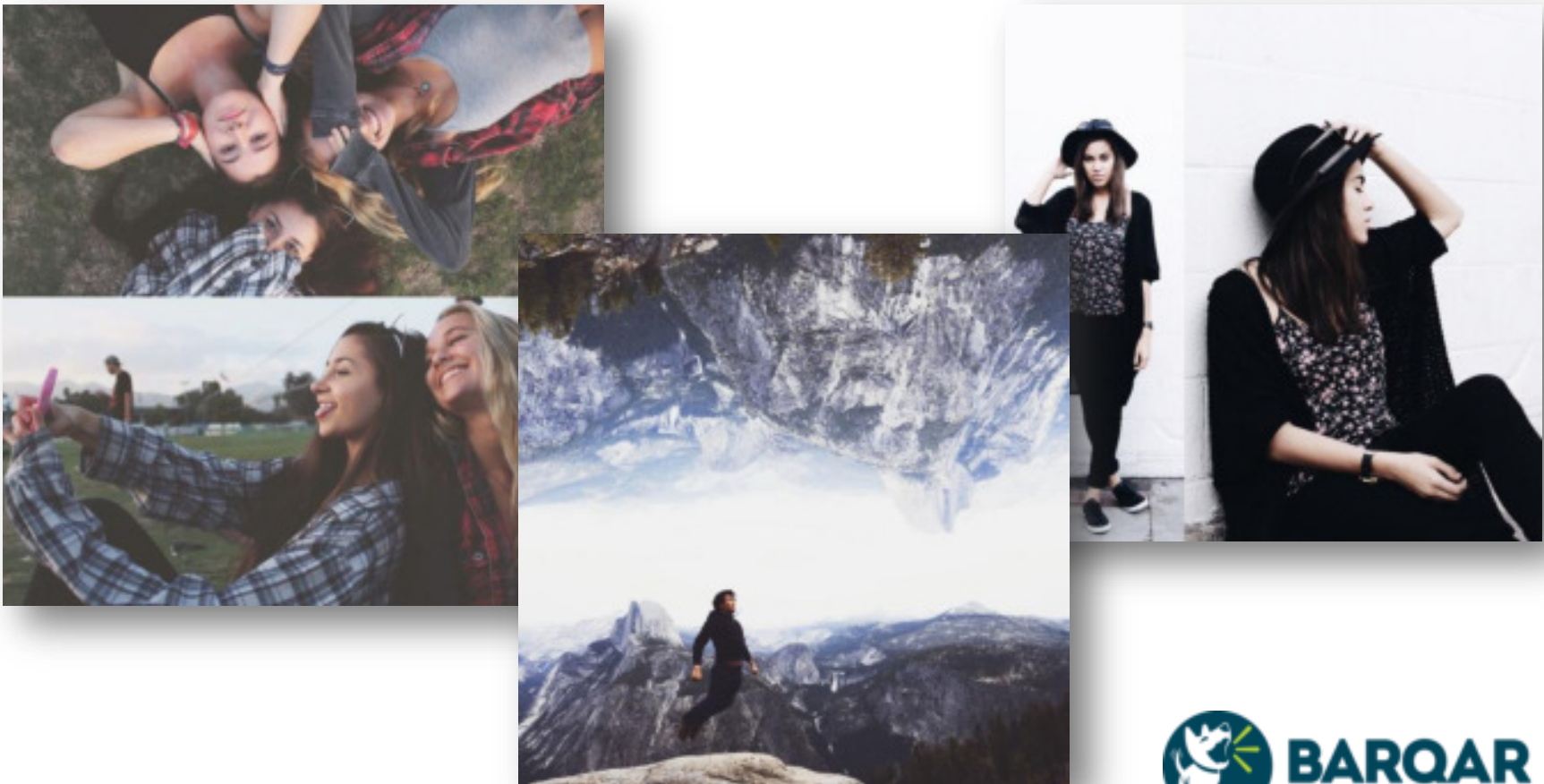


# Create Stunning Graphics

## LAYOUT by Instagram



An easy & effective way to combine multiple photographs into a collage.







## SCHEDULING



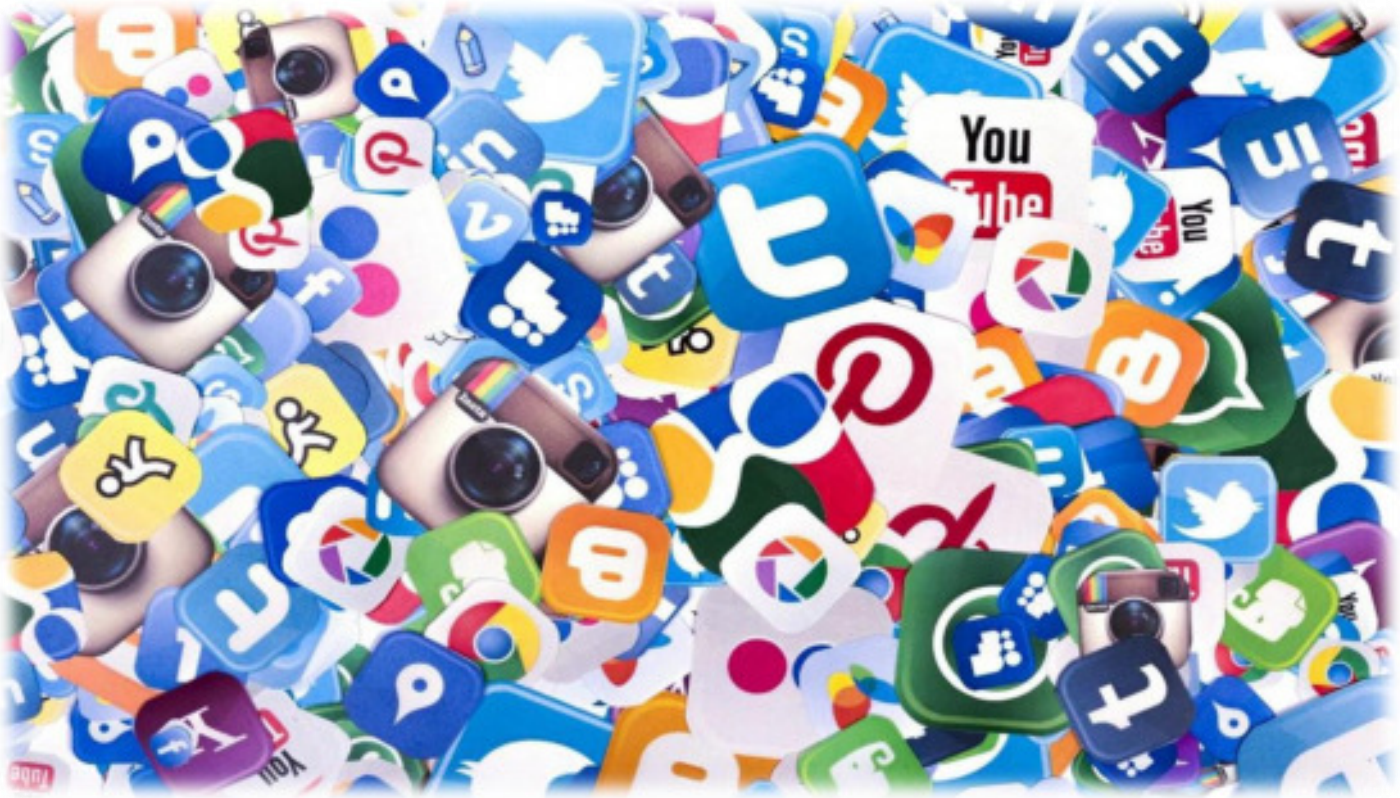




# Scheduling

Why Do It?

There are A LOT of social sites!





# Scheduling

## Why Do It?

Plan ahead & avoid the stress & frustration of trying to remember to post to all your social sites in real time



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DON'T LET YOUR DOG HEAR IT.



# Scheduling

## BUFFER & HOOTSUITE



These tools offer one interface that lets you schedule your social media posts for publishing at a future time.



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# REMARKETING





# Remarketing

What is it?



Marketing your business to the people who have already shown interest!!



# Remarketing

## GOOGLE & FACEBOOK

The collage consists of three overlapping browser window screenshots:

- Top Screenshot (Facebook):** Shows a Facebook interface with a search bar, navigation links (FUNDRAISERS, EVENTS, PAYMENTS), a central video player showing a play button and a progress bar at 0:39, and a right sidebar with trending news items like "James Harrison: Pittsburgh Steelers Linebacker Shares Video of Himself Tossing His Children Into Pool".
- Bottom-Left Screenshot (Yahoo!):** Shows a Yahoo! search results page. A green circle highlights an Amazon.com advertisement for "BEST CHOICE PRODUCTS SKY528 SCAFFOLD" priced at \$83.46. To the right of the main ad is a "MORE ITEMS TO CONSIDER" section showing two black appliances with 46% and 55% off discounts. Below the ad is a "Trending Now" list with items like Hillary Clinton, Amber Heard, Kobe Bryant, Scott Eastwood, Toyota Tacoma, Online Schools, Samsung Galaxy, Aly Raisman, Courteney Cox, and Pest Control.
- Bottom-Right Screenshot (Sponsored Ad):** Shows a sponsored advertisement for the same Amazon product, "BEST CHOICE PRODUCTS SKY528 SCAFFOLD", priced at \$83.46. A green circle highlights this ad.



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# Remarketing

## BARQAR

 **Arbeit Software LLC**  
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Attention Collections Agencies: Here's the key to making more connections and more money!



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One simple step to make more \$.

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 **BARQAR**  
Written by Brad Smith (7) · August 12 at 3:12pm · 🌐

Discover the marketing tools (many free) that every marketing team should use! This free webinar will highlight several amazing tools--and how to effectively use them to drive marketing results.



**Free Webinar on 8/31**  
Learn which tools great marketers use to drive revenue with limited time and resources! This is a free webinar from BARQAR!

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1,198 people reached

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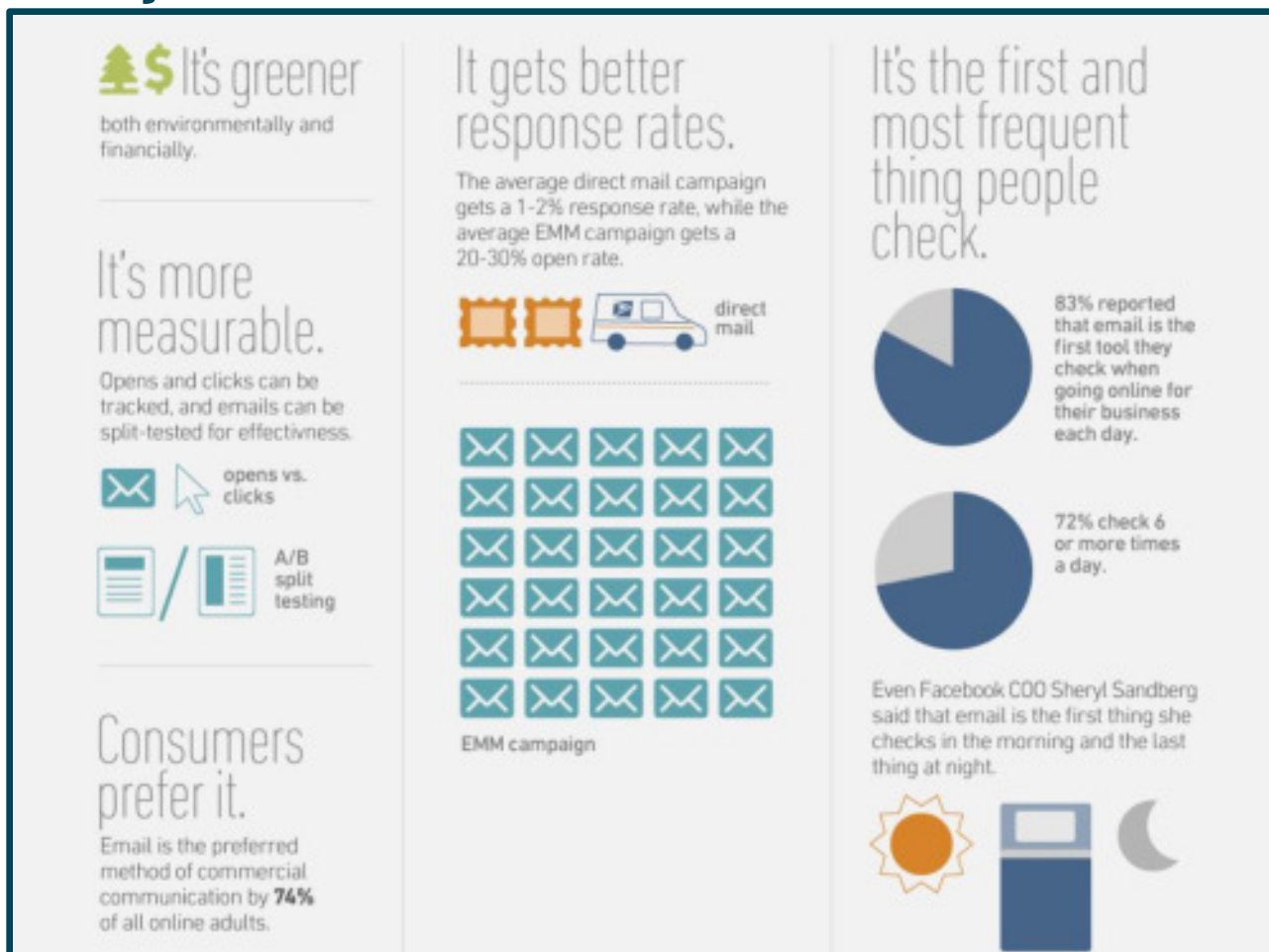
# EMAIL MARKETING





# Email Marketing

## Why Do It?



Cleverbridge.com











# Email Marketing

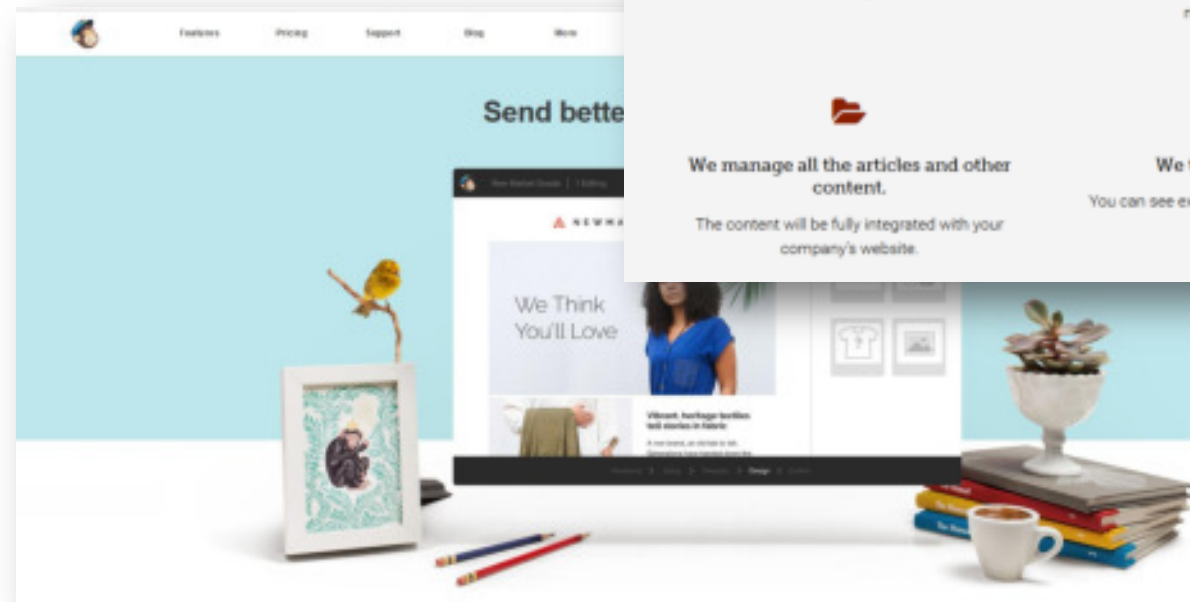
## MAILCHIMP & BARQARMAIL



### How It Works

We do all the work. You get all the credit.

 <p><b>We provide all the content.</b> Newsletters and articles are written by experts in staffing.</p>	 <p><b>We create your newsletters, eCards and promotional emails.</b> Our designers know the best ways to get your message delivered.</p>	 <p><b>HaleyMail sends all the email on your behalf.</b> Don't worry, everything will look like it is coming directly from you.</p>
 <p><b>We manage all the articles and other content.</b> The content will be fully integrated with your company's website.</p>	 <p><b>We track your results.</b> You can see exactly who is reading your email.</p>	 <p><b>We show you how to be successful.</b> Our Marketing Advisers work with you to ensure great results.</p>





# Social Pro

by BARQAR

Relax & Let Us Do The Work!





# Strategy & Content

SOCIAL PRO by BARQAR







# Results

SOCIAL PRO by BARQAR



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# Next Webinar:

## 25 Innovative Sales and Marketing Ideas for Your Business



Date and Time:  
Wednesday 9/28 @ 2PM est

[www.barqar.com/webinars](http://www.barqar.com/webinars)





# Your Questions

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- What is the best day/time to post my updates & content?
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# Need Help?

Follow us & Keep Up To Date on the World of Digital Marketing!



Or Contact Us Today:

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[info@barqar.com](mailto:info@barqar.com)



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