50
Best Social Media Tools
from the
50 Most Influential Marketers Online

1

Neil Patel

Buzzsumo

Buzzsumo

Monetizes Content

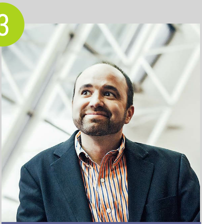
2

Ann Handley

Instagram

Mobile Photo/Video Sharing

3

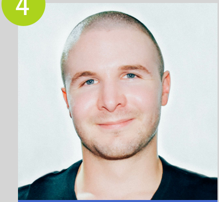


Joe Pulizzi

Twitter

Social Networking

4

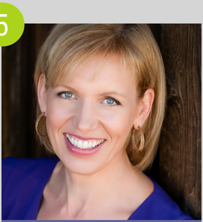


Sam Hurley

Start A Fire

Expands Content Reach

5



Mari Smith

Animoto

Video & Photo Maker

6

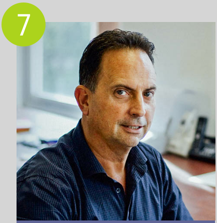
Ed Leake

Quaya

Qwaya

Facebook Ad Manager

7



Jeff Bullas

SumoMe

SumoMe

Website Traffic Tool

8

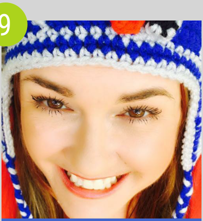
Murray Newlands

Octopost

oktopost

Social Media Management

9



Diana Adams

Post Planner

Social Media Engagement

10

Jason Miller

Elevate

e

Brain Training App

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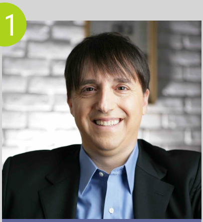

Neal Schaffer

eClincher

eClincher

Social Media Management

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Ross Simmonds

Venngage

Infographic Maker

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Shane Barker

Quuu

Quuu

Content Suggestions

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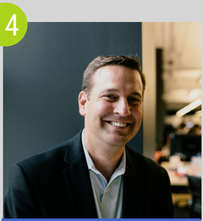

Michael Brenner

FollowerWonk

followerwonk››

Twitter Analytics

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Pam Moore

If This Then That

IFTTT

Connects Apps You Love

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Andy Crestodina

MeetEdgar

Smart Scheduler

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Rachel Pedersen

Word Swag

word SWAG

Word/Quote Generator

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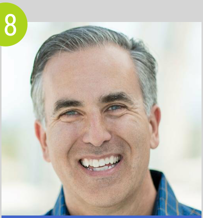

Mike Stelzner

Huzza.io

HUZZA

Interactive Live Video

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Cammi Pham

Grum

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Post Instagram on Desktop

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Tommy Walker

Tweetdeck

Dashboard App

21

Josh Steimle

MeetEdgar

Smart Scheduler

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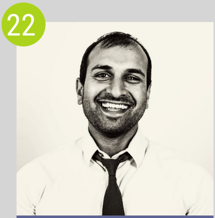
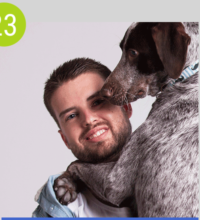


Sujan Patel

Facebook Messenger

Instant Messaging Service

23



Johnathan Dane

LinkedIn Sales Navigator

in. SALES NAVIGATOR

Sales Tool

24

John Rampton

Brand24

BRAND24

Smart Scheduler

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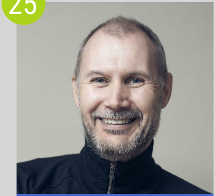

Steve Rayson

Agorapulse

Social Media Management

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Nadya Khoja

Snapchat

Image & Chat Messaging

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Gerry Moran

Evernote

Productivity Tool

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Jay Baer

RivalIQ

Social Media Management

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Brian Dean

Click to Tweet

Tweet Generator

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Joanna Wiebe

Buffer

Social Media Management

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Glen Gilmore

Twitter

Social Networking

Matthew Toren

Canva

Canva

Online Graphic Design Tool

Matt Heinz

Socedo

socedo

B2B Marketing Tool

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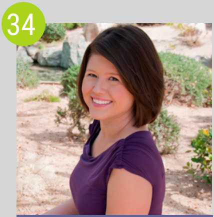

Kristi Hines

Sendible

Sendible

Social Media Management

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Shayla Price

Bit.ly

Link Management

36

Everette Taylor

Growthpup

growth pup

Instagram Follower Growth

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Brian Clark

Twiter Ads & Twitter-Medium

Ads

Increase Website Traffic

38

Rand Fishkin

Fresh Web Explorer

Keyword & Mention Traker

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Daniel Knowlton

Sendible

Sendible

Social Networking

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Larry Kim

Facebook Audience Insights

facebook INSIGHTS

Social Media Management

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Scott Stratten

Ripl

Ripl

Animated Social Media Posts

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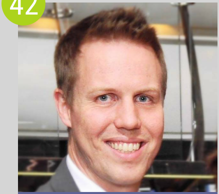

Kevan Lee

Pocket

pocket

Save Online Articles

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Ann Smarty

Viral Content Buzz

ViralContentBuzz

Generates Social Buzz

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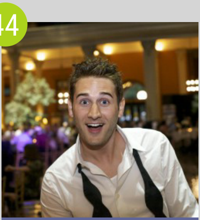

William Harris

Narrow

NARROW

Twitter Automation

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Benji Hyam

LinkedIn

in

Business Social Networking

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Jon Morrow

Buffer

Social Media Management

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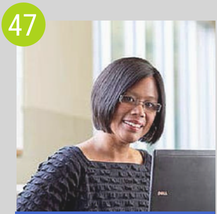

Monina Wagner

Repost

Instagram Repost

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Chirag Kulkarni

Crowdfire

Crowdfire

Social Engagement

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Heidi Cohen

Blogs

Regularly Updated Website

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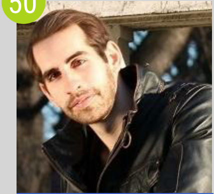

Nadav Dakner

Cyfe

Cyfe

Monetizes Business

VENNGAGE
Create infographics
at venngage.com