

50 Social Media Tools: The Ultimate List 2017 - Created by Wishpond

Just like social media itself, the best social media tools are constantly changing. Whether they're tools for social media management, visual media, or analytics, there's always something new.

That's why I've put together the 50 best social media tools to use in 2017.

Without further ado, let's get started!

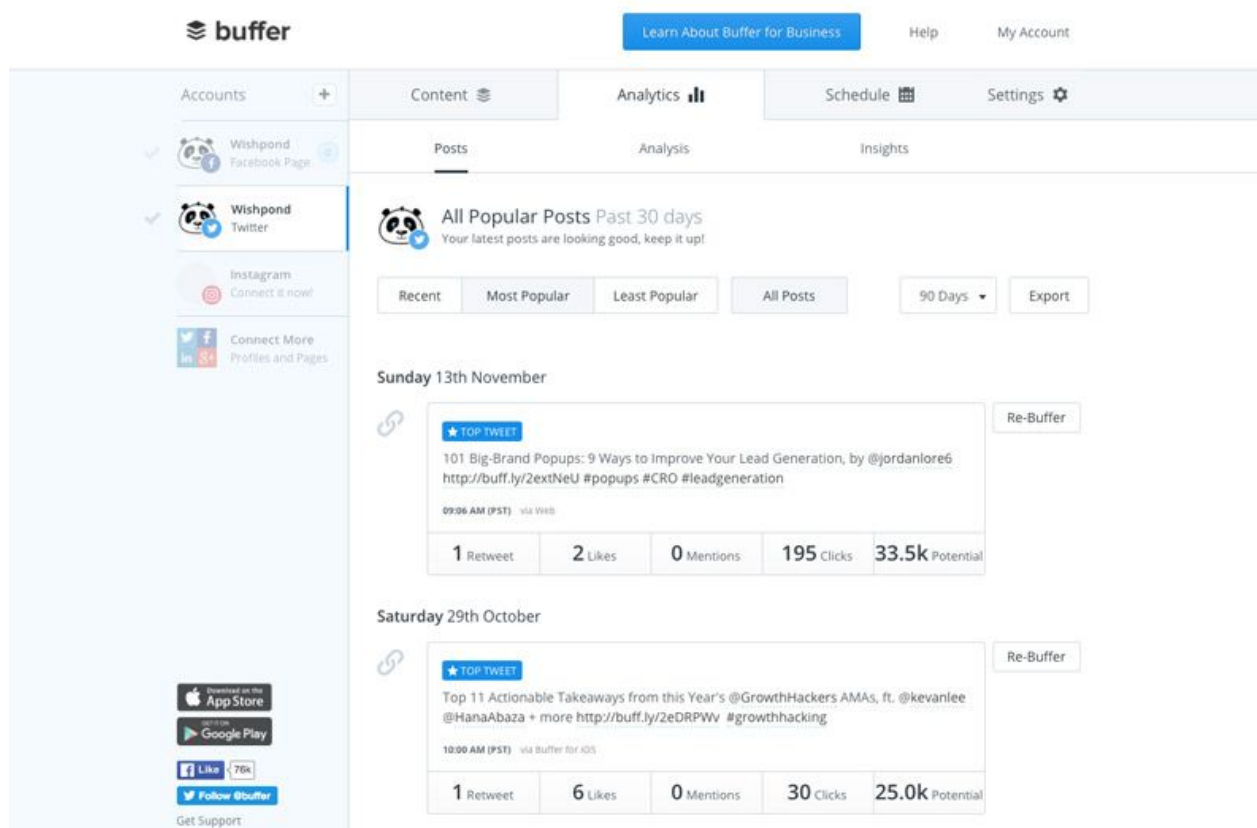


Create Your Social Contest
Wishond's apps make it easy to run social contests and promotions.

CREATE YOUR CONTEST NOW

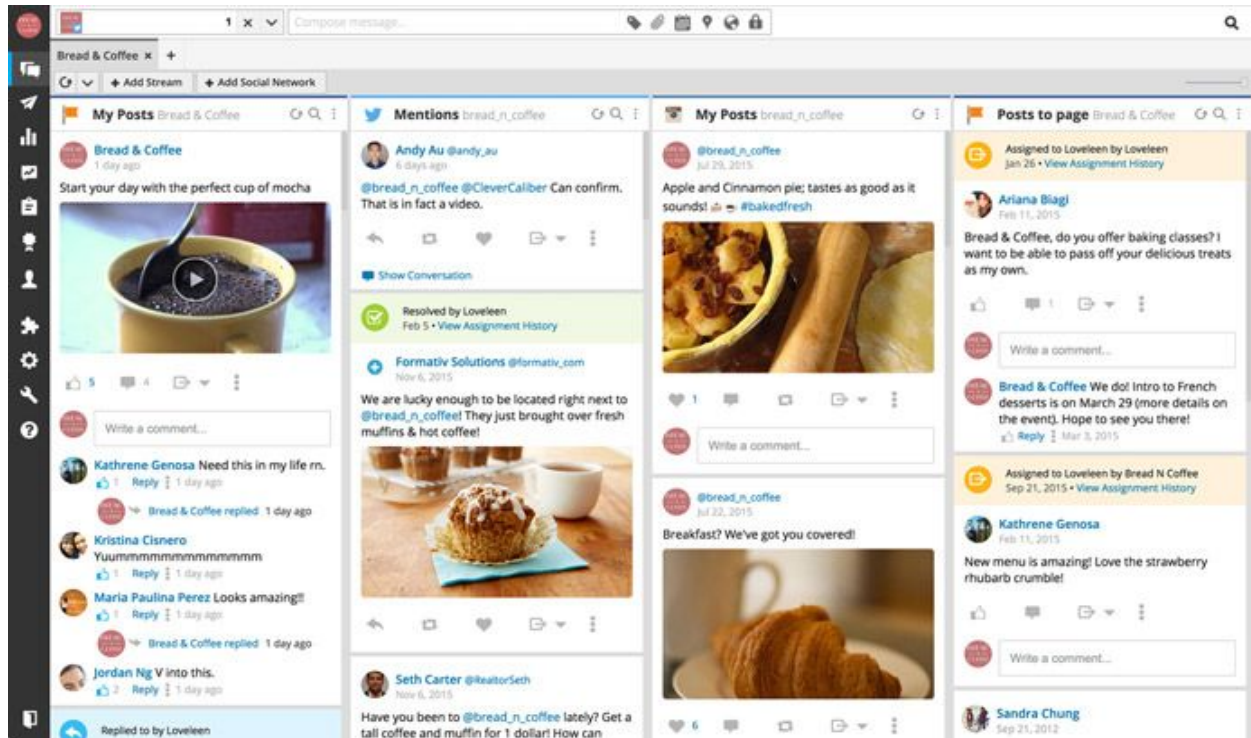


1. [Buffer](#)



Buffer is our social media management tool of choice here at Wishpond. In addition to its clean interface and unparalleled user-friendliness, Buffer provides great insights to help any marketer make the most of their social media marketing efforts.

2. Hootsuite



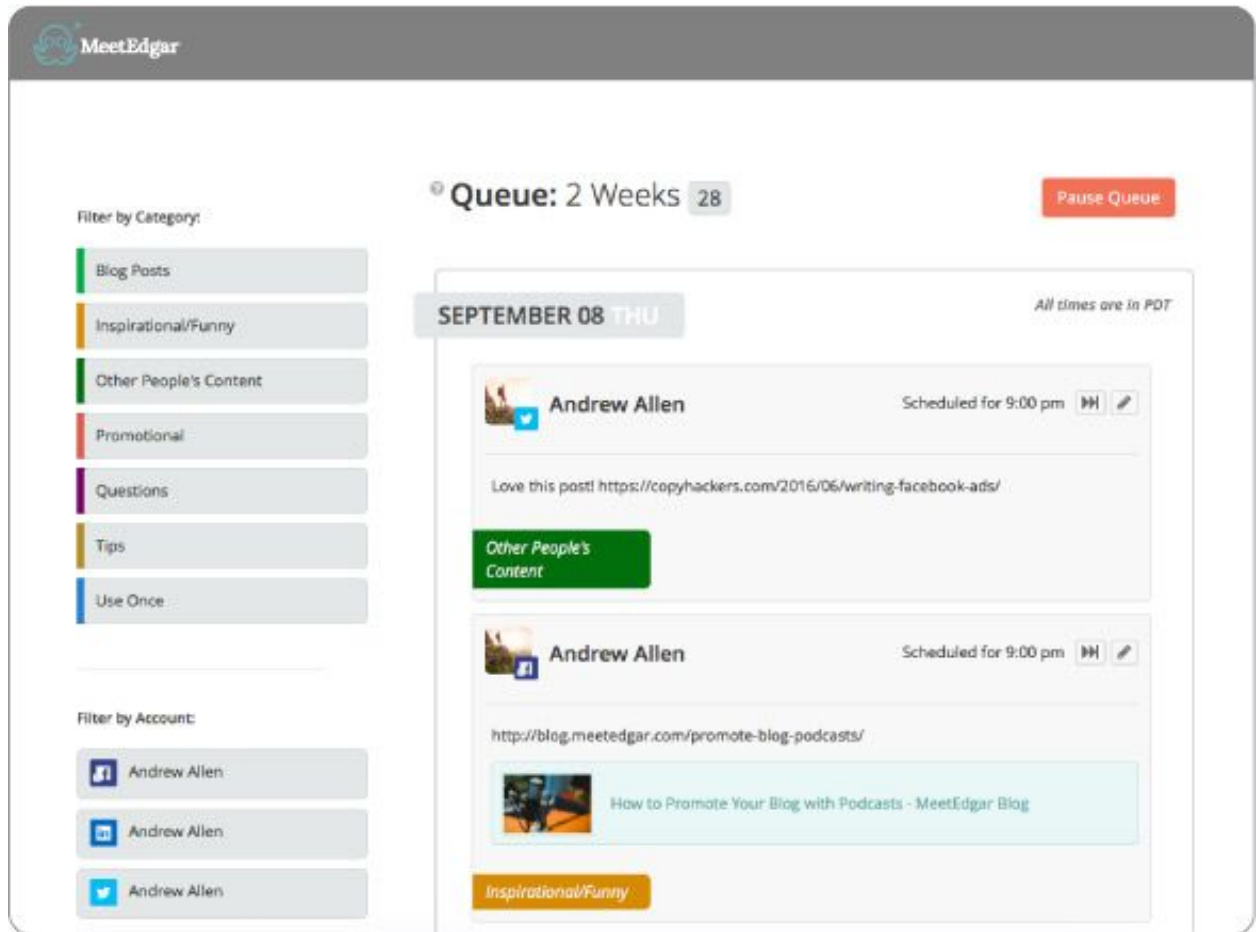
The gold standard for social media management tools, Hootsuite allows you to schedule, track, and collaborate on your social media accounts. It's particularly good for large organizations or agencies.

3. Nuvi



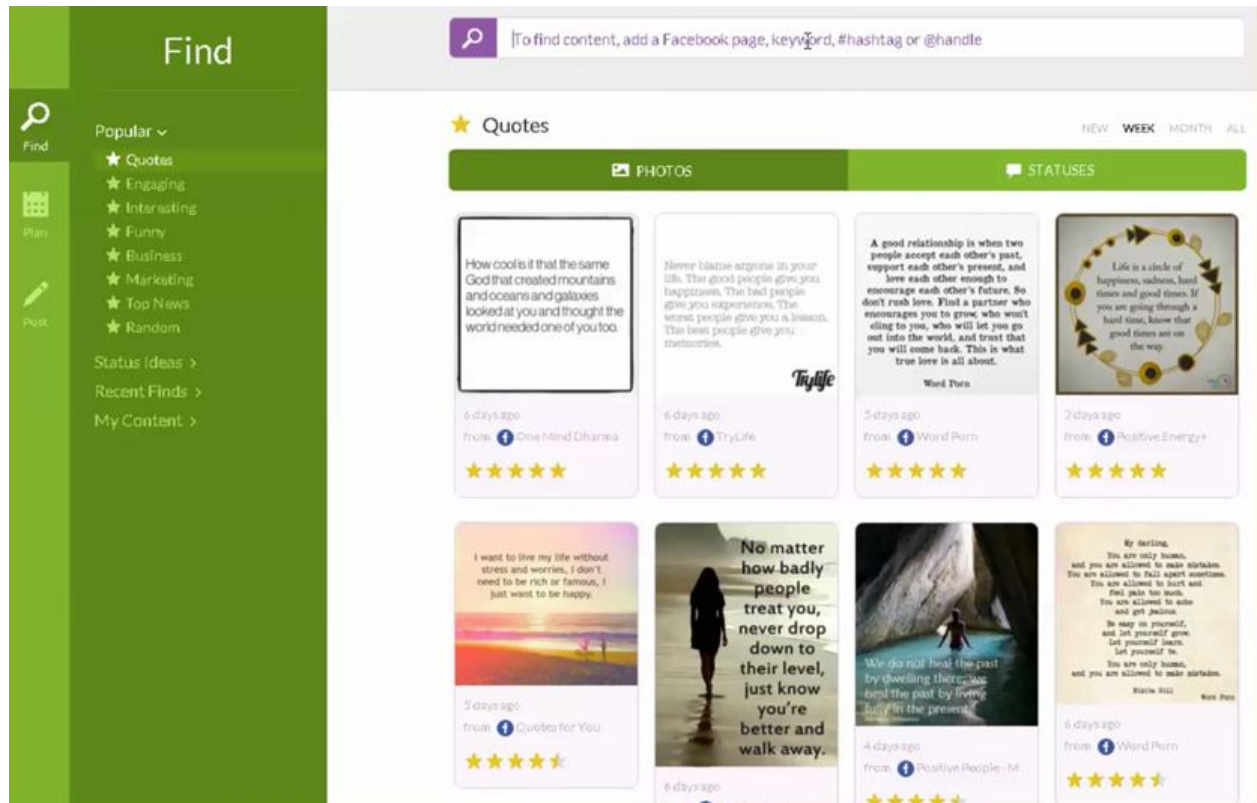
Used by brands like Uber, Chevron, Nissan, and more, Nuvi is a social media marketing suite that is unique in its stunning social media data visualizations. Nuvi simplifies social media data reporting and monitoring, so marketers can focus on shaping their social media strategy.

4. Edgar



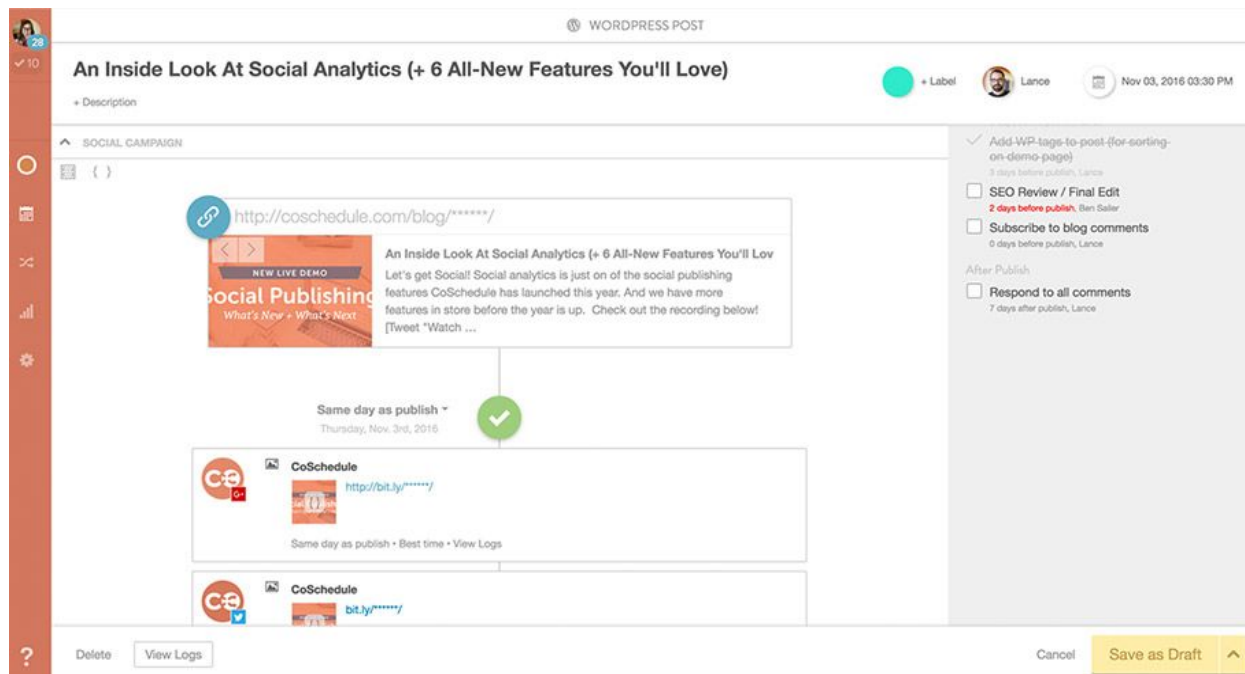
Edgar flips content scheduling on its head by scheduling content by categories. Once all the new content in a category has been shared, Edgar recycles older updates to maintain engagement and widen social reach.

5. Post Planner



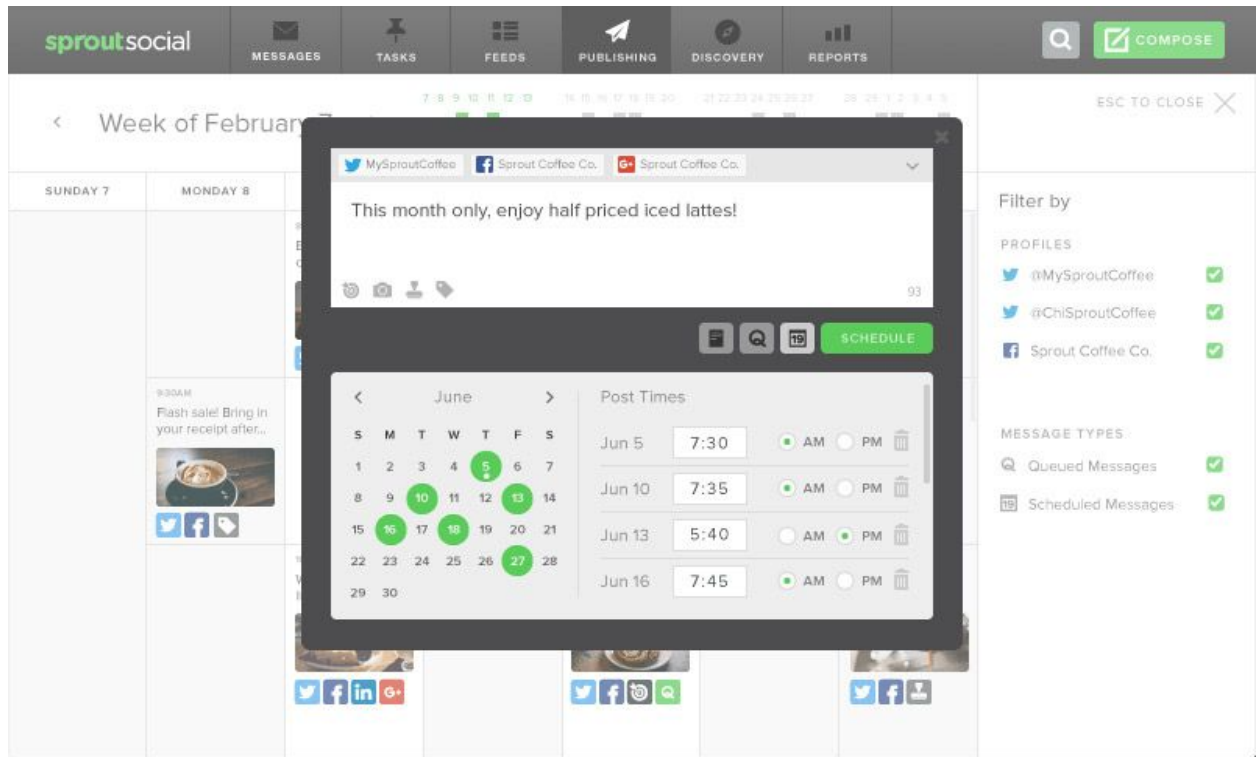
Post Planner claims to apply science to social media and content to identify the best content for your audience. Users can browse Post Planner's recommended feeds to discover new content, and its algorithms measure data from previous posts to predict future engagement and help shape social strategy.

6. CoSchedule



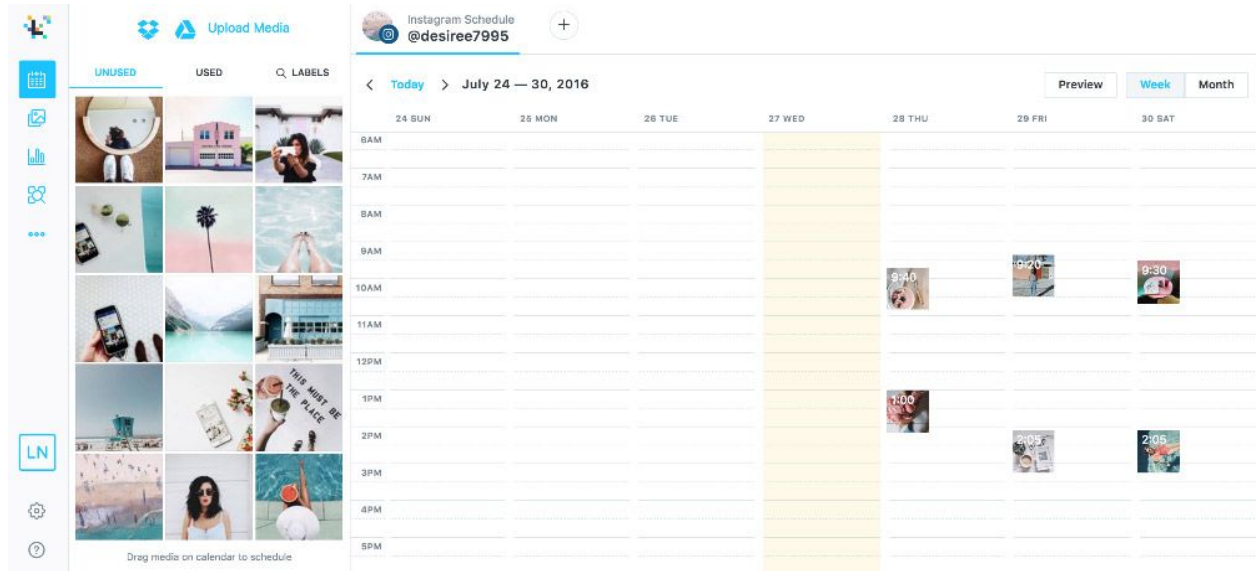
Though CoSchedule is actually a full-fledged marketing calendar, it's a great choice for social media marketers as well. By linking all of your platforms and managing them from CoSchedule, you're able to plan, promote, and execute your entire strategy from a single tool.

7. [Sprout Social](#)



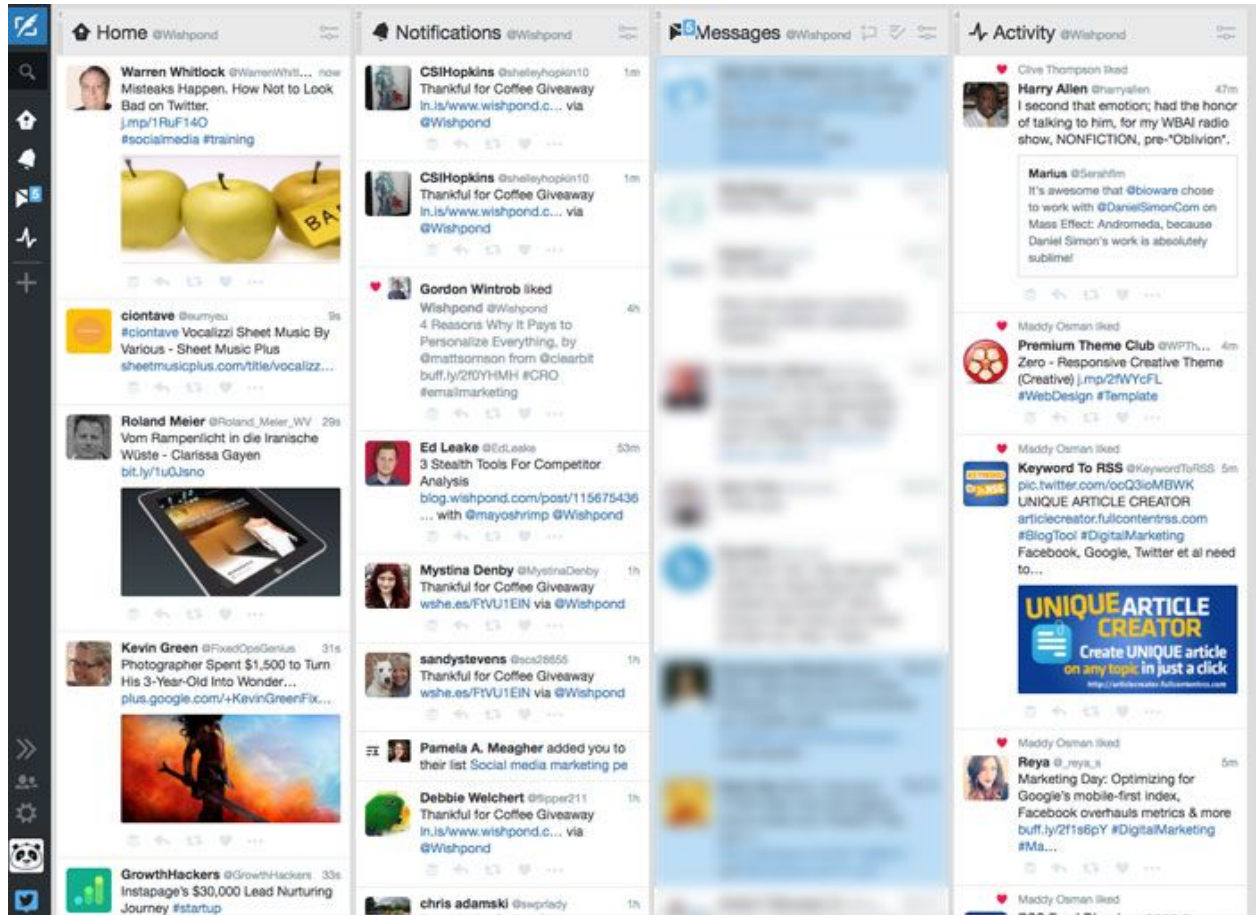
Sprout Social is a social media management platform that features a Unified Smart Inbox to streamline social engagement. It also offers customer support features like tasks and Helpdesk, and team collaboration tools like live activity updates.

8. [Later](#)



Later is the quintessential Instagram post scheduling app, used by brands like GQ, Yelp, and The Huffington Post. Later features an intuitive calendar view, bulk uploading, and a search function that makes it easy for Instagram marketers to find and repost engaging content.

9. [Tweetdeck](#)



Tweetdeck, now owned by Twitter, is a simple and fully-featured dashboard for Twitter. It organizes feeds, notifications, messages and more using an easy-to-follow column view, and supports management of multiple accounts, making it perfect for the social media marketing enthusiast.

10. Respond

The screenshot displays the Respond interface, a tool for managing social media customer service. The top navigation bar includes the Respond logo, a 'Help' link, an 'Account' link, and a user profile picture. Below this, the interface is divided into three main sections:

- Left Sidebar:** Contains navigation icons for 'Inbox' (with a red notification badge showing '87'), 'Me', 'All', and 'Reports'.
- Central Inbox:** A list of incoming messages. Each message includes a profile picture, name, handle, and text. The messages are:
 - Steve Smith (@stevesmith) to @stevesmith: "Me too."
 - Peter Smith (@petersmith) to @moreofmorris: "thanks for sharing! This is great :-)"
 - John Snow (@johnsmith) to @moreofmorris: "Awesome news. I can't wait to try out the new features. I'll report back with any bugs."
 - Steve Dixon (@stevedixon) to @stevedixon: "I would also love to see that."
 - Sarah Snow (@sarahsnow)** to @buffer: "so excited by everything you're doing!" (This message is highlighted in blue)
 - Gareth Jones (@garethjones) to @moreofmorris: "Awesome news. I can't wait to try out the new features. I'll report back with any bugs."
 - Steve Smith (@stevesmith) to @stevesmith: "Yes, that sounds great."
 - Tow Hidson (@towhidson) to @moreofmorris: "Wow, this is really great to see."
 - Steve Dixon (@stevedixon) to @moreofmorris: "Oh wow. That came so fast. Really look forward to giving the new version a spin."
 - Tow Hidson (@towhidson) to @moreofmorris: "I wonder what is next?"
- Right Panel:** Provides a detailed view of the selected tweet from Sarah Snow. It shows her profile information (San Francisco, CA, 418k Followers, 50k Following) and a conversation thread:
 - Sarah Snow (@sarahsnow - 7h) to @buffer: "so excited by everything you're doing!"
 - Buffer (@buffer - 3h) to @sarahsnow: "Thanks! Can't wait to share some new updates with you! -John"
 - Sarah Snow (@sarahsnow - 13m) to @buffer: "When do you think the new updates will arrive? :-)"
 Below the conversation, there are tabs for 'Public Tweet', 'Direct Message', and 'Private Note'. The 'Direct Message' tab is active, showing a message from @sarahsnow to - John. At the bottom of this panel, there is a text input field, a '127' character count, and buttons for 'Add a photo', 'Reply', and 'Reply & Archive'.

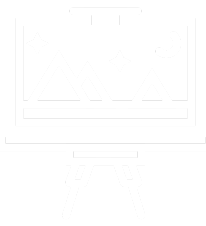
Respond is another tool from the Buffer team. It's a software platform that links social media and customer support. It turns mentions, direct messages, and searches into tickets that reside in a single inbox, making it simple to consolidate customer service efforts.



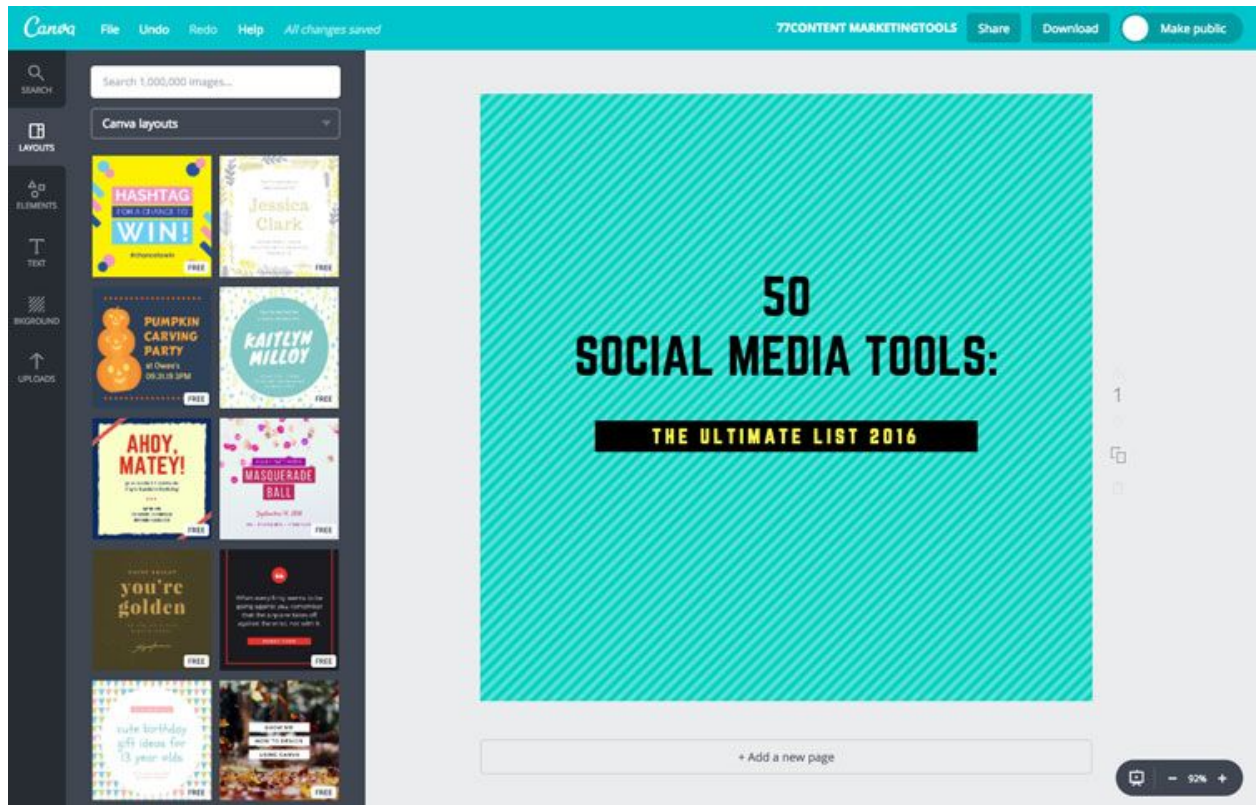
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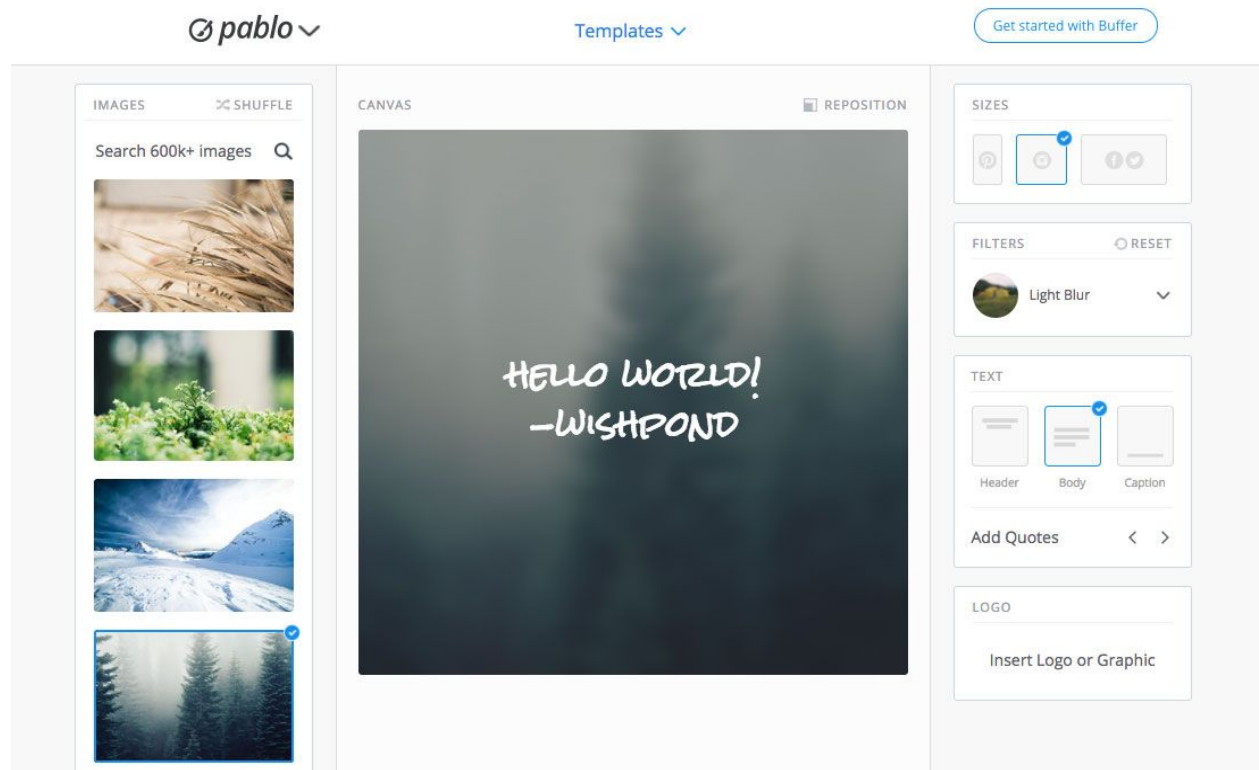


11. [Canva](#)



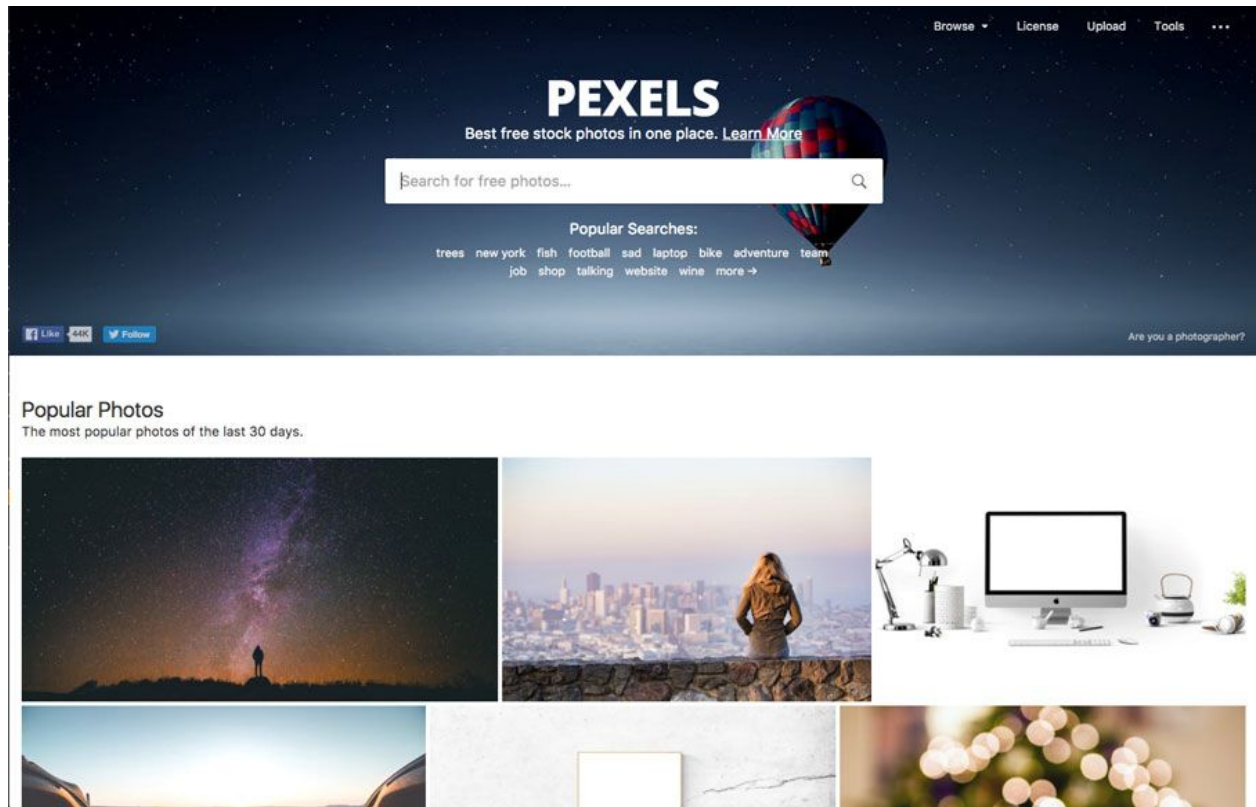
Canva makes it easy for anyone to create gorgeous images. It features multiple fully-editable templates and a drag and drop editor that gives even the most visually-illiterate marketers the ability to design great visual content for sharing on social.

12. [Pablo](#)



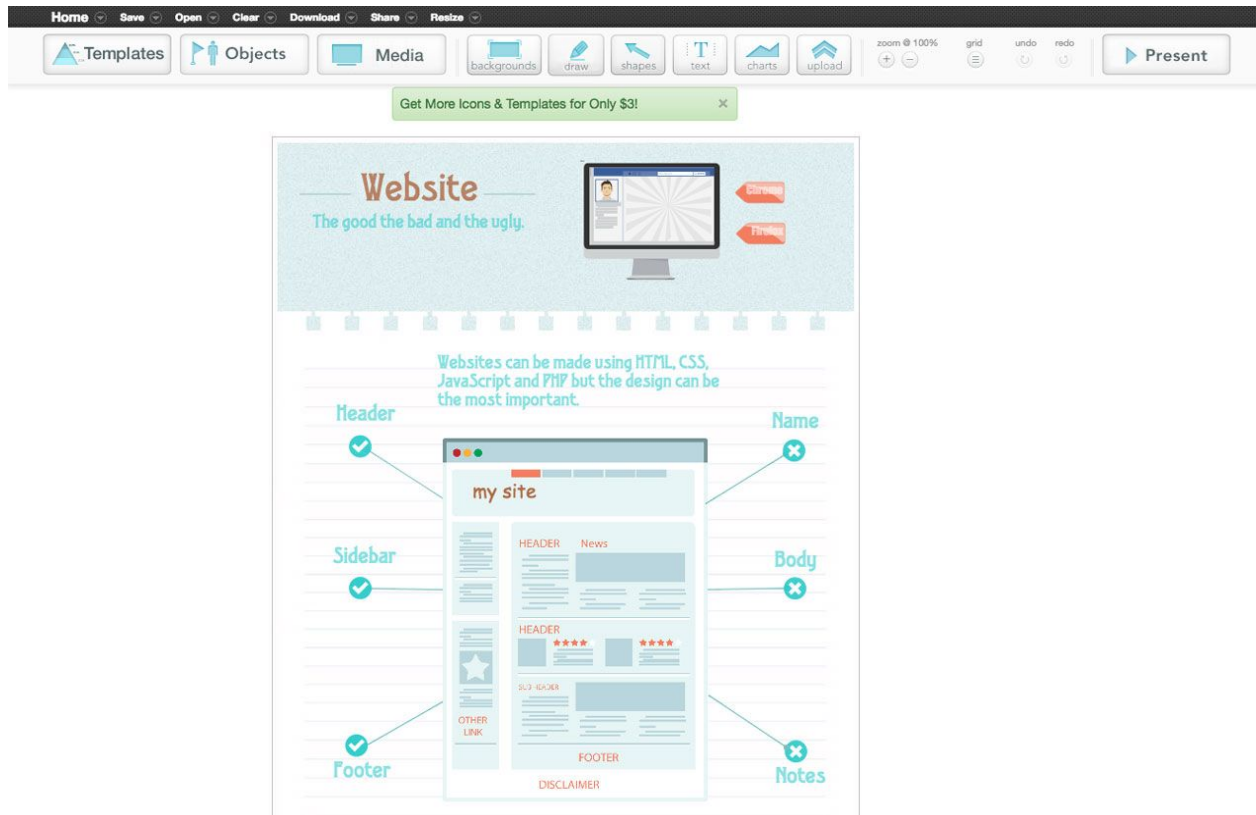
Pablo is another visual media tool, created by Buffer. With over 50,000 images and a simple drag and drop editor with over 25 fonts, Pablo is one of the easiest ways to create engaging images in different sizes for every social network. Pablo even features several filters to make your images stand out.

13. [Pexels](#)



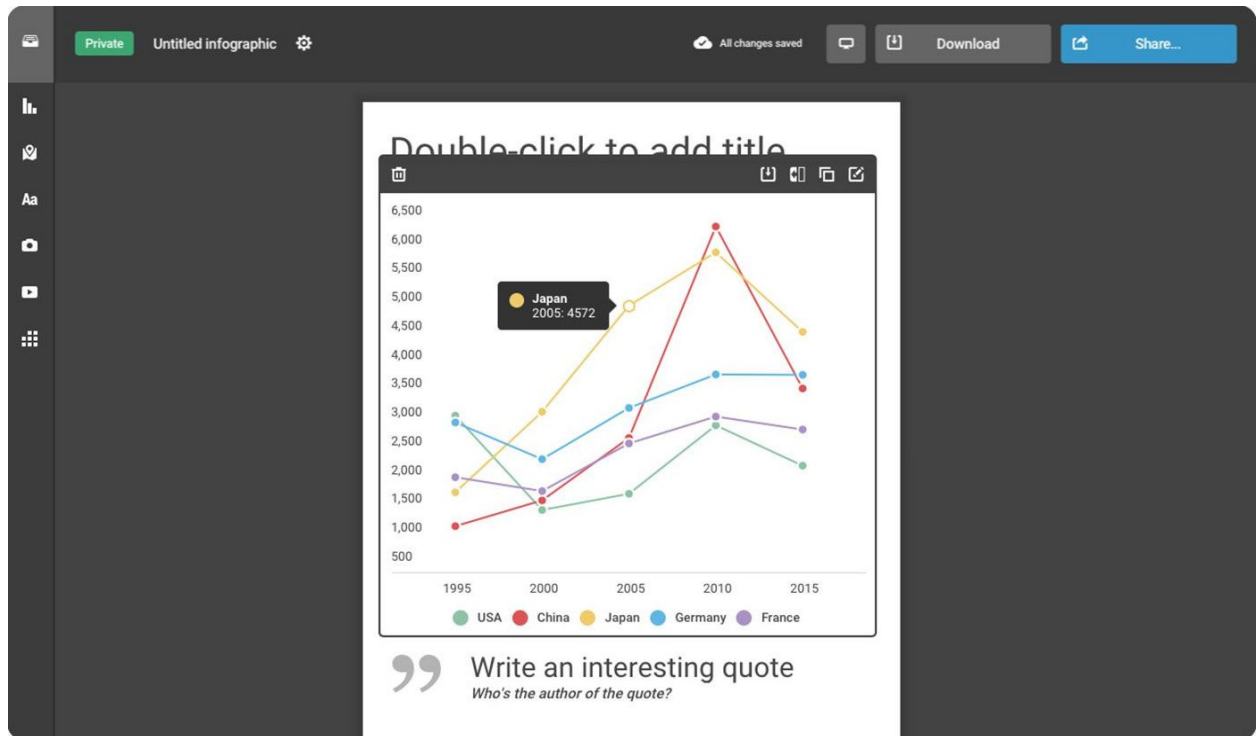
When you're looking to create visual media to share on your social platforms, Pexels is the perfect place to find free, beautiful stock images. The site searches a multitude of stock image sites so you're always sure to find the images you're looking for.

14. [Easelly](#)



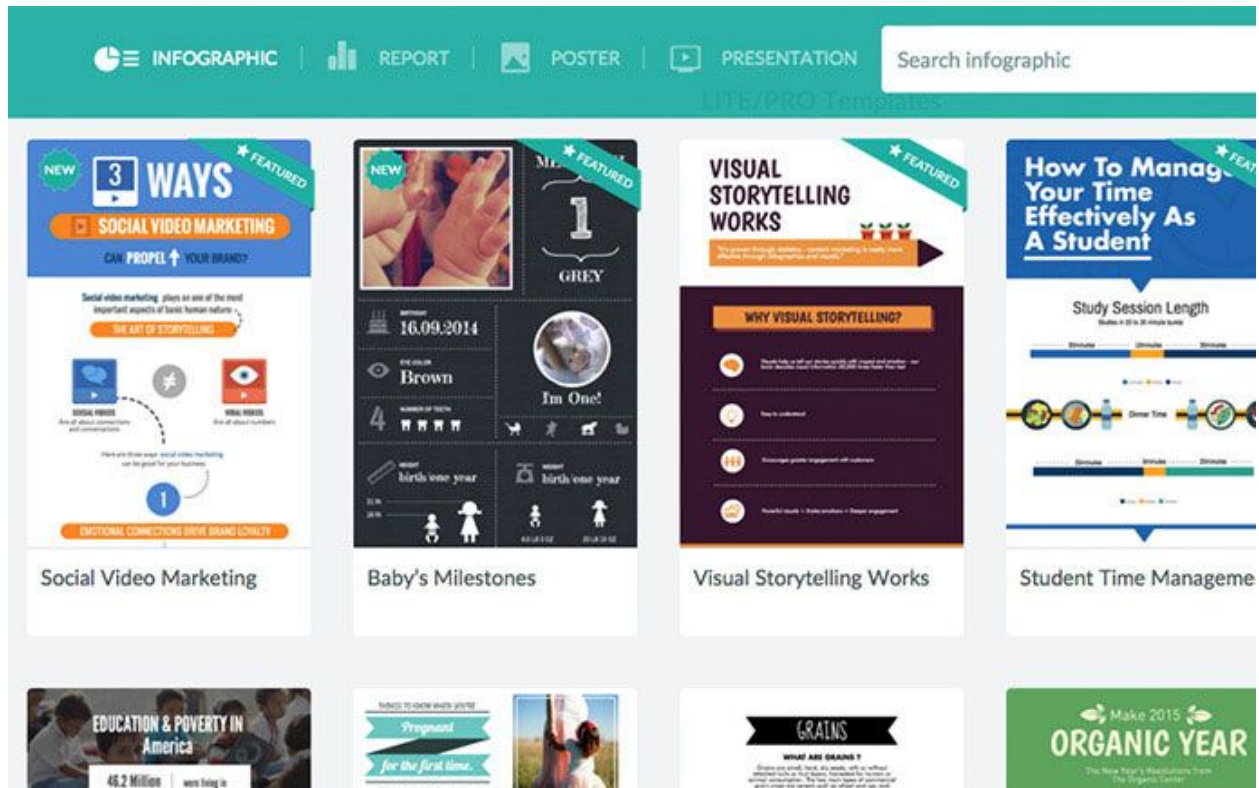
Easelly is a tool that simplifies making infographics, which is important when you consider the impact of visual media on engagement. With its large library of templates, marketers are sure to find an infographic outline that suits their needs.

15. Infogr.am



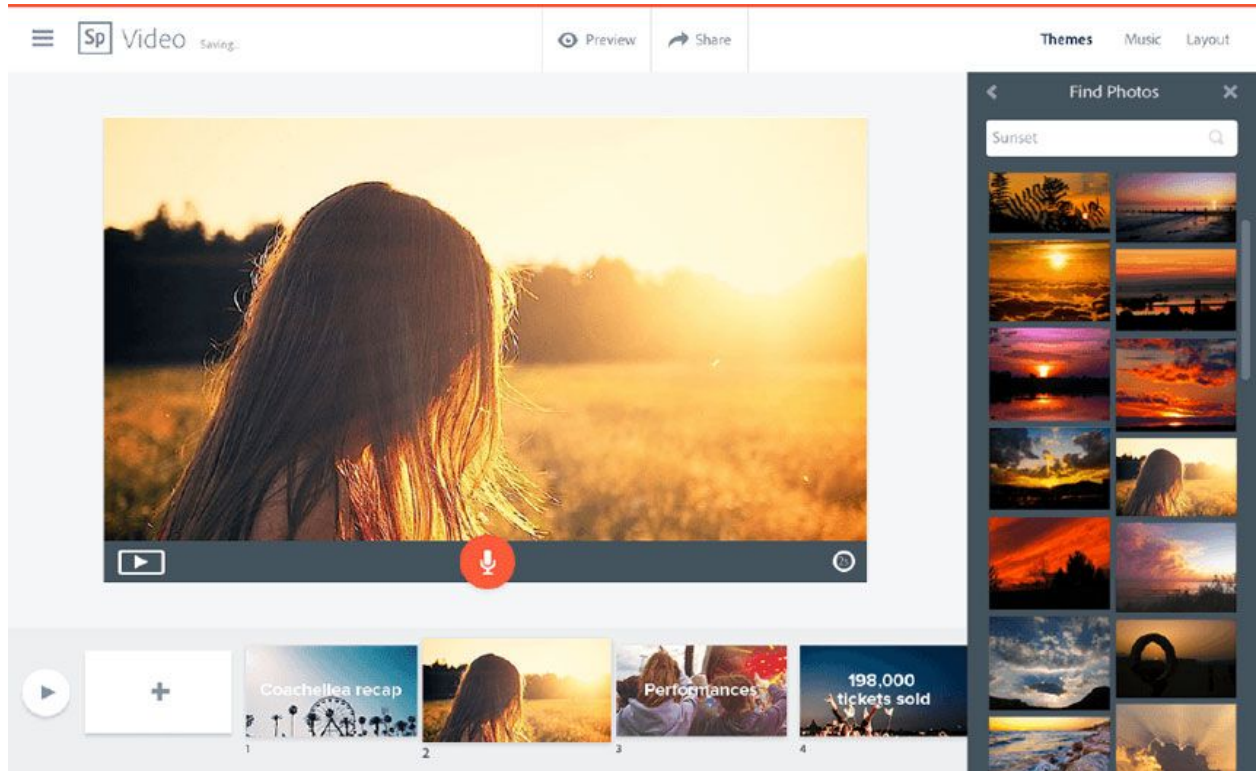
Infogr.am is an infographic creation tool that helps marketers share and visualize data through over 35 charts and 200 maps. It features ready-made designs, GIF charts, and the ability to import data from Excel, Google Drive and Analytics, Dropbox, and more.

16. [Piktochart](#)



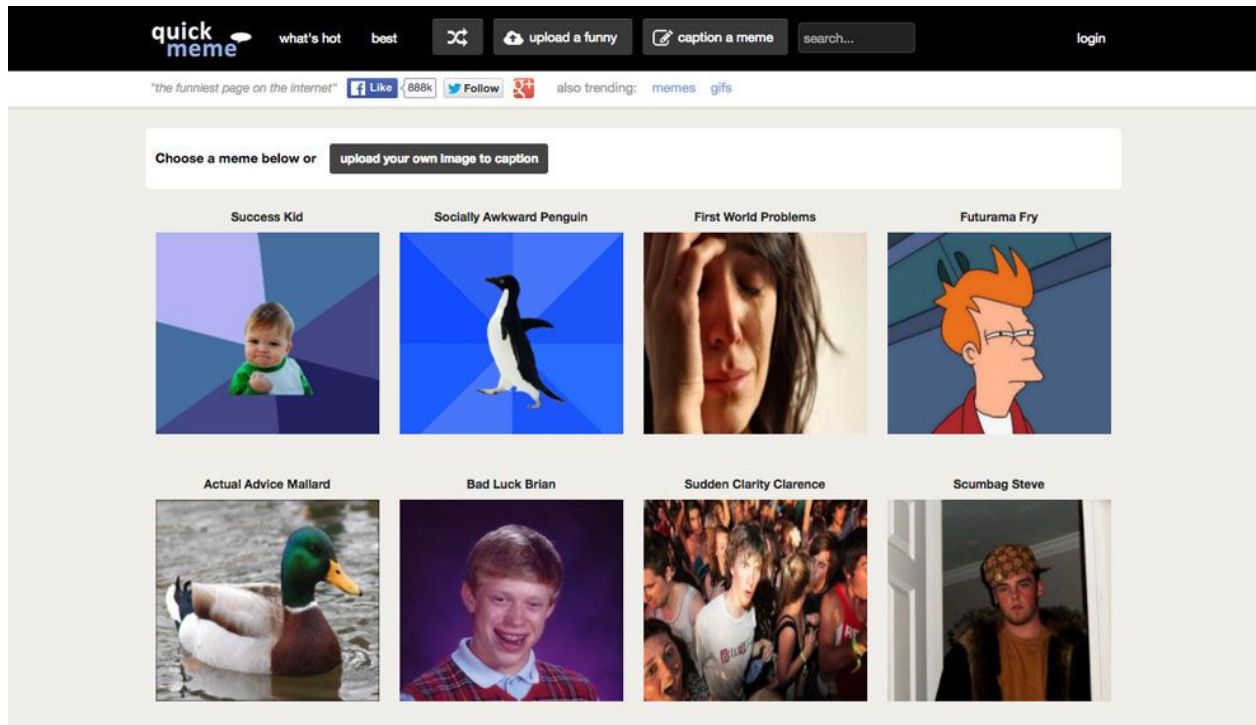
Piktochart is a visual media tool that simplifies the creation processes for infographics, reports, posters, and presentations. It features over 500 templates, tons of industry-specific icons, and integrations to make importing data a cinch.

17. [Adobe Spark](#)



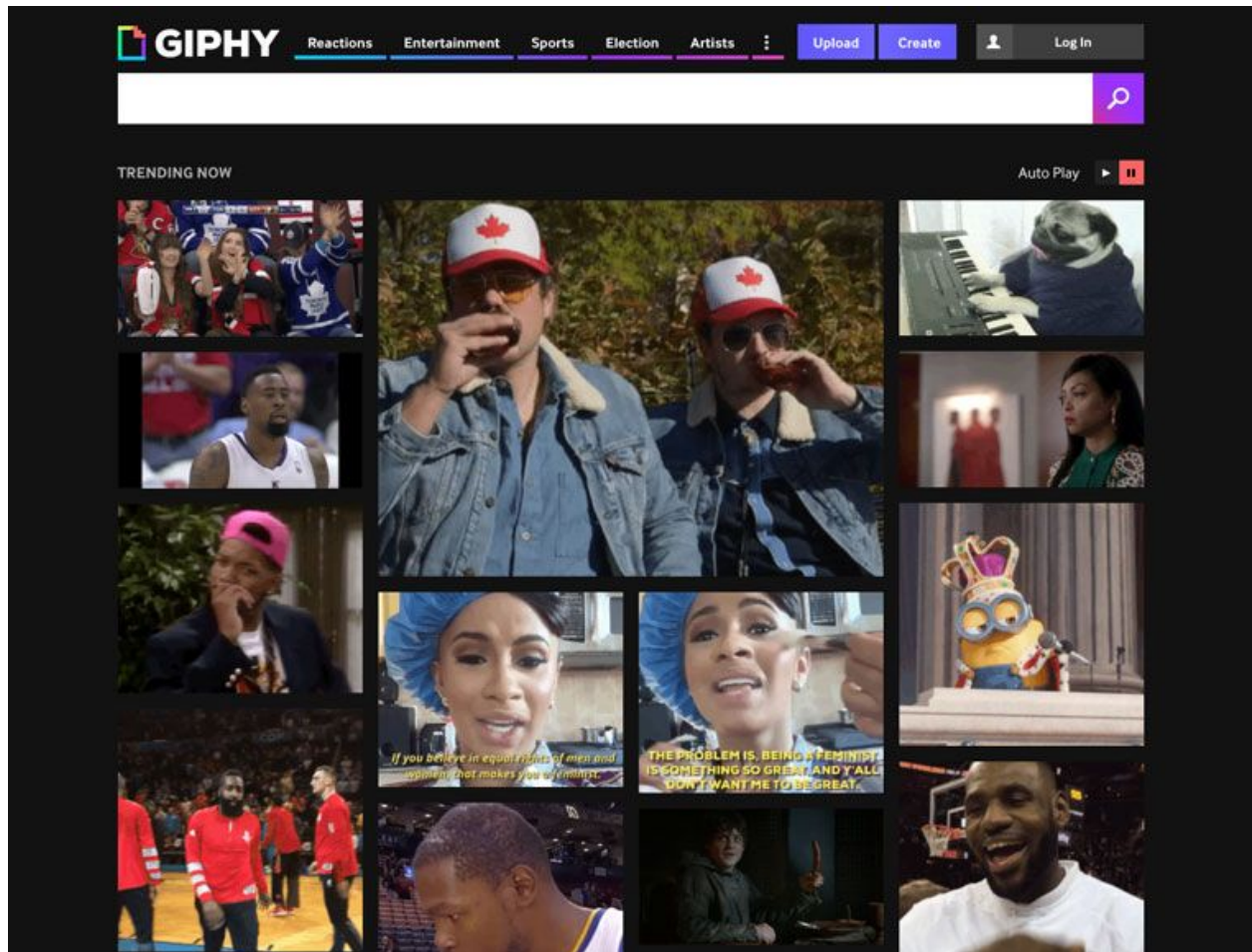
Spark is a web-based tool from Adobe that turns ideas into graphics, web stories, and animated videos. It simplifies these processes making it simple for creatives and non-creatives alike to create beautiful, engaging media in minutes for sharing on social channels. Spark also features three iOS apps so you can create on the go.

18. [quickmeme](#)



Love 'em or hate 'em, memes are some of the most viral content on social media. quickmeme provides meme templates that users can add text to, making it easy to share funny, captioned pictures of cats, or babies, or whatever.

19. [GIPHY](#)



GIFs have become an integral part of the social media experience - they're everywhere. GIPHY is the web's largest GIF database, containing all of the moving images you'll ever need for sharing with your social media following.



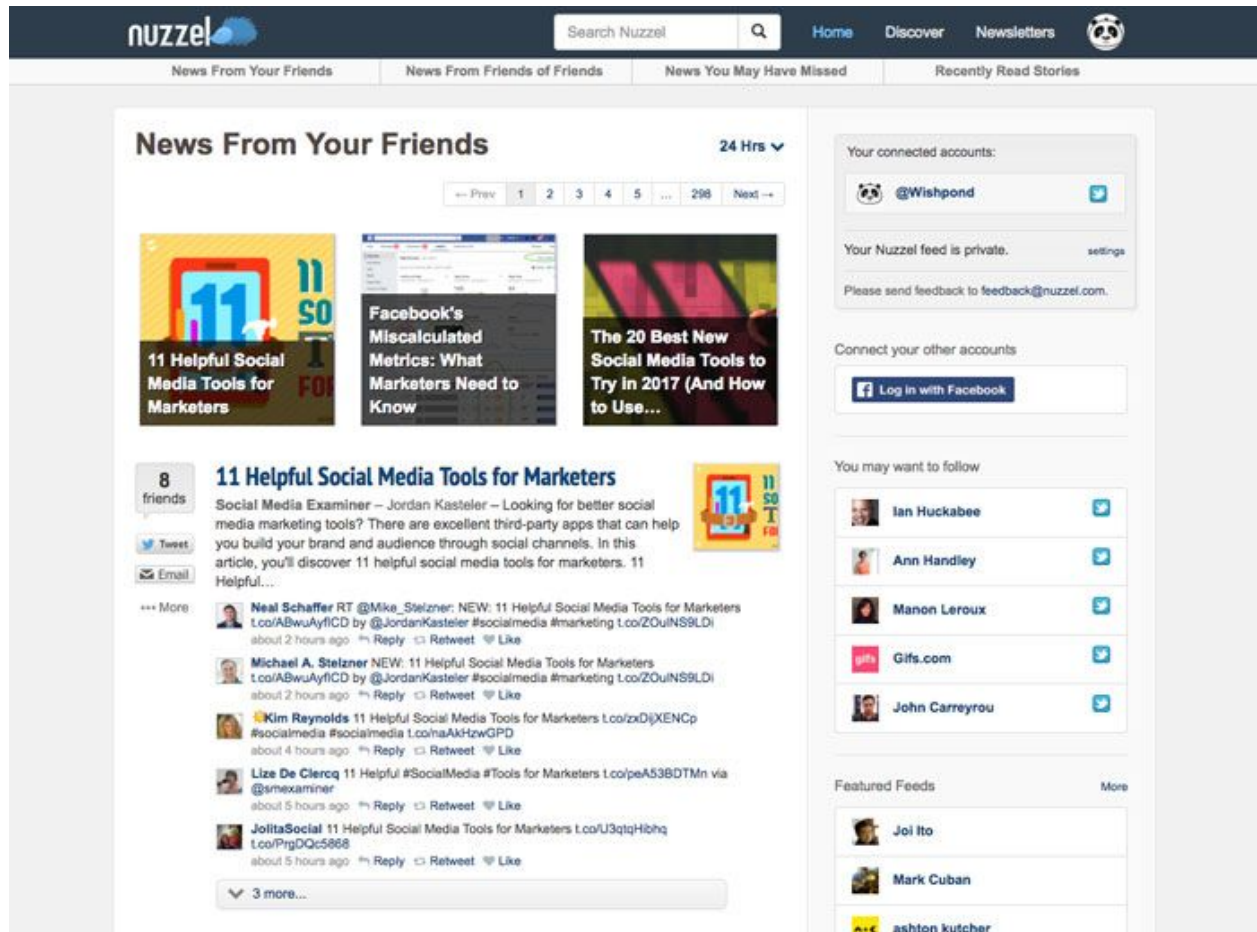
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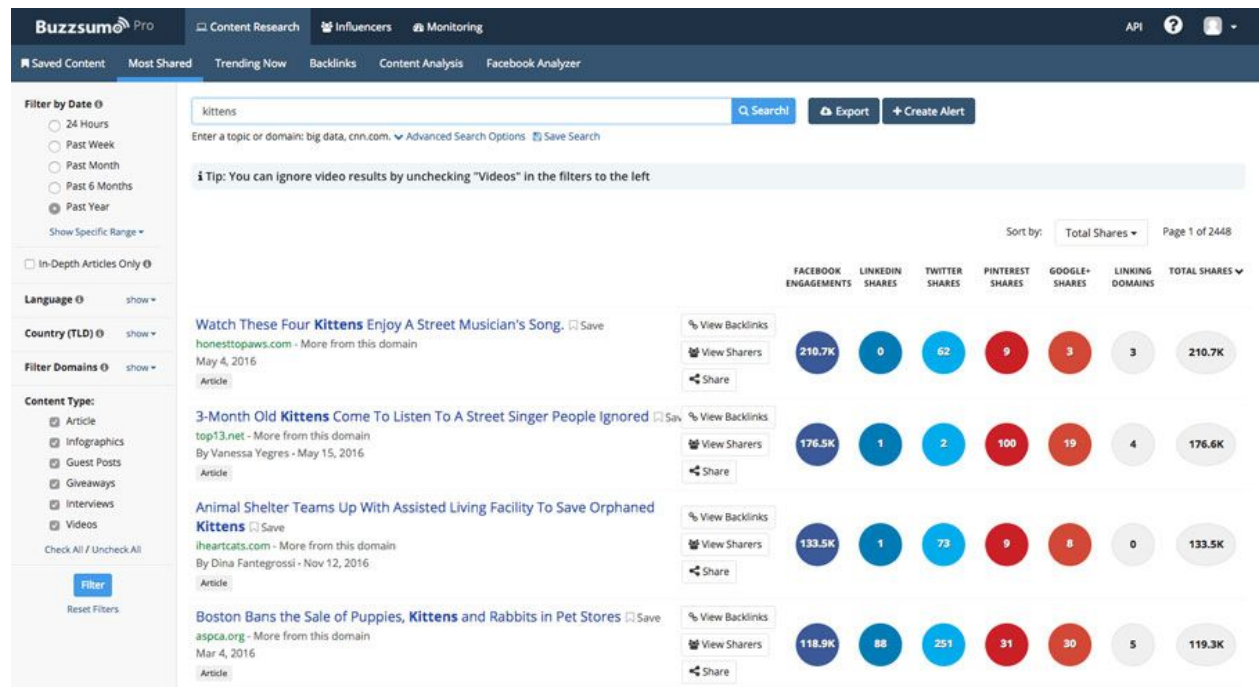


20. [Nuzzle](#)



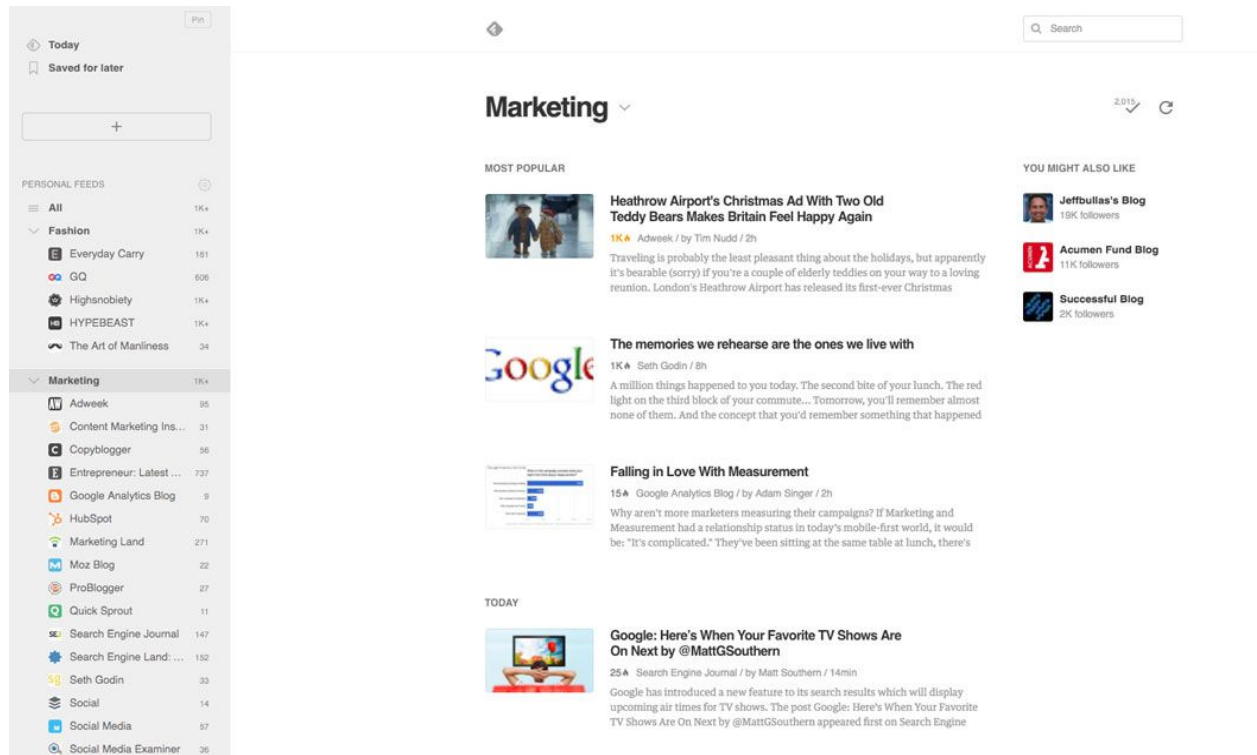
Nuzzel is a news-reading app that created a feed based on what friends are reading and sharing. This results in a feed with topics closely related to your interests and allows you to find prime content to share on social.

21. [BuzzSumo](#)



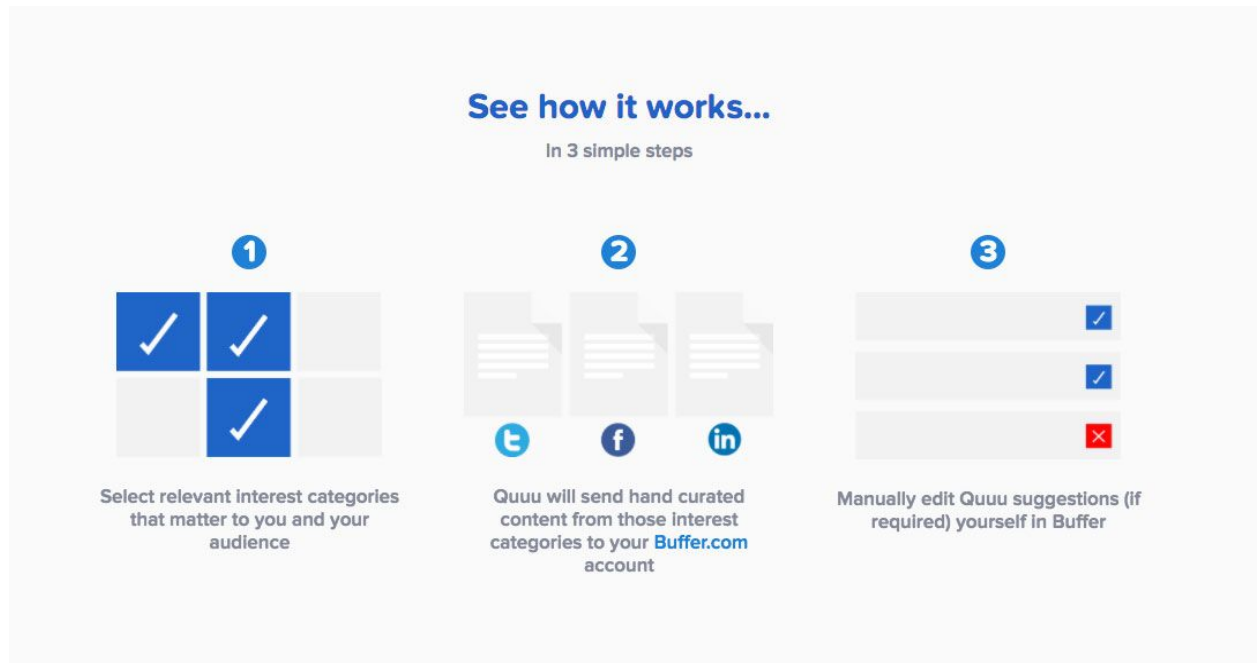
BuzzSumo is one of the best tools to determine what's trending for certain topics or keywords. It provides data on the highest-ranking content, and allows you to look at people who have shared this content; this helps you identify and connect with influencers.

22. [Feedly](#)




Feedly is the news reader most of the content team uses here at Wishpond. Users can create and customize feeds based on their interests, and assigns each post a “heat score” that determines its engagement - making it a cinch to find out what’s hot and what’s not.

23. Quuu.co



Content curation is one of the most difficult parts of social media marketing - it can be tough to know what your audiences will like. Quuu takes the work out of curation by hand-curating content for you based on your audience's interests that gets send to your Buffer account immediately.



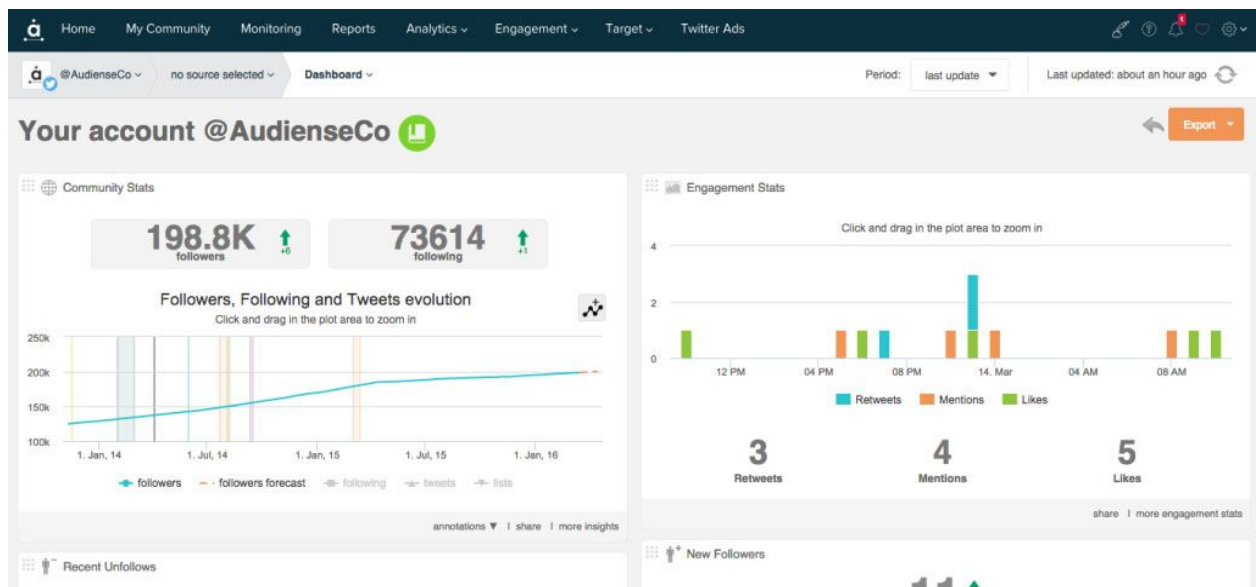
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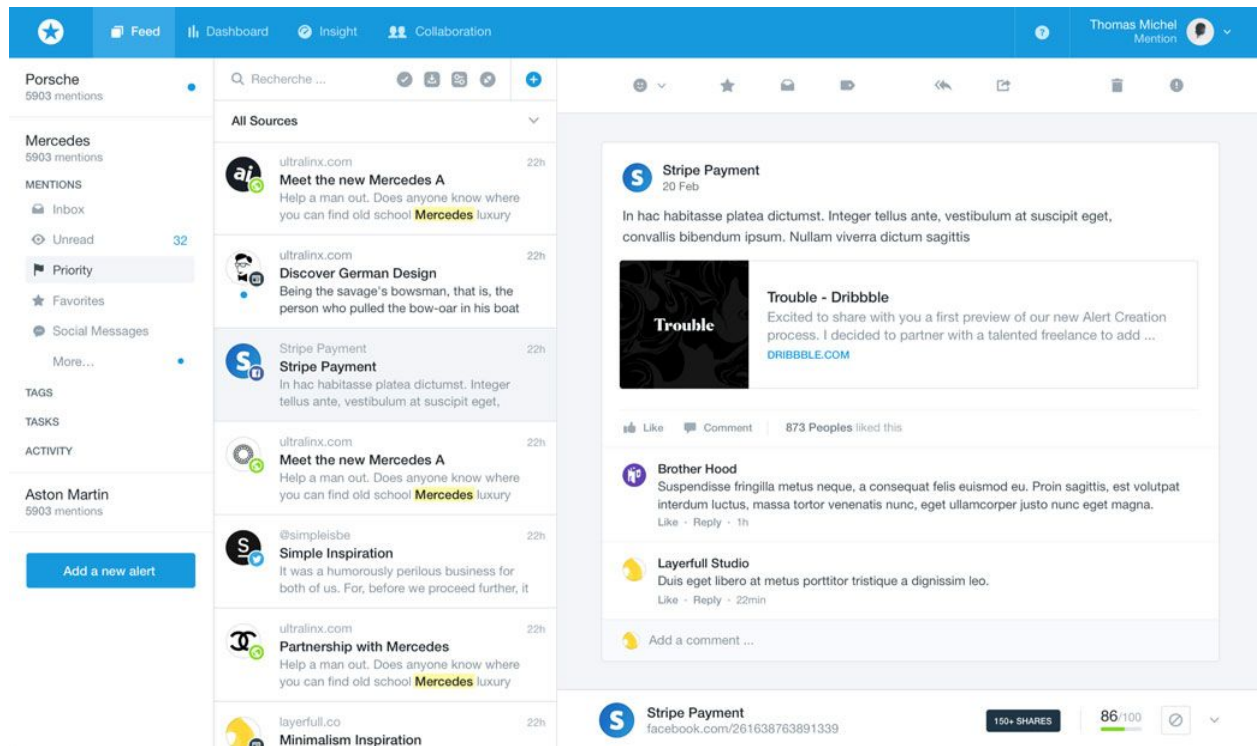


24. Audiense



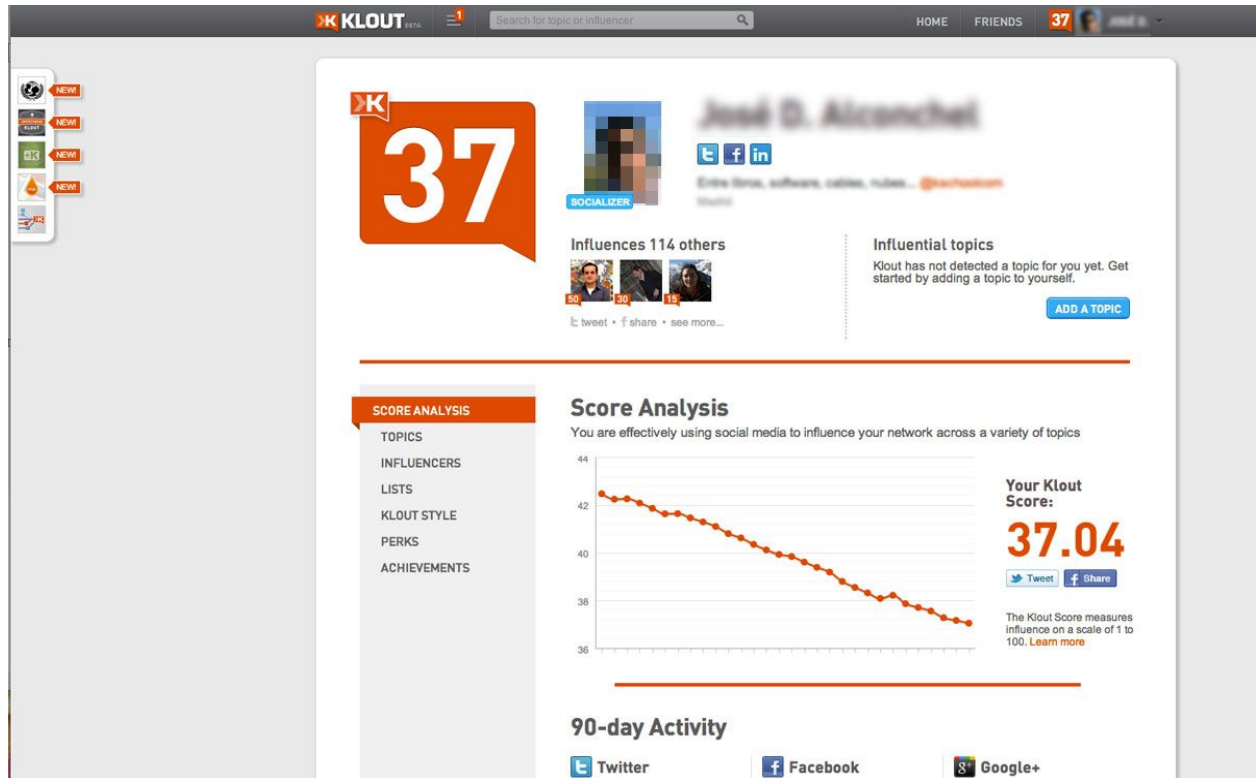
Audiense (formerly SocialBro) is a tool that provides a wealth of social media insights. It helps marketers create segments, understand audience behavior, optimize engagement, and track and report both organic and paid campaigns in detail.

25. Mention



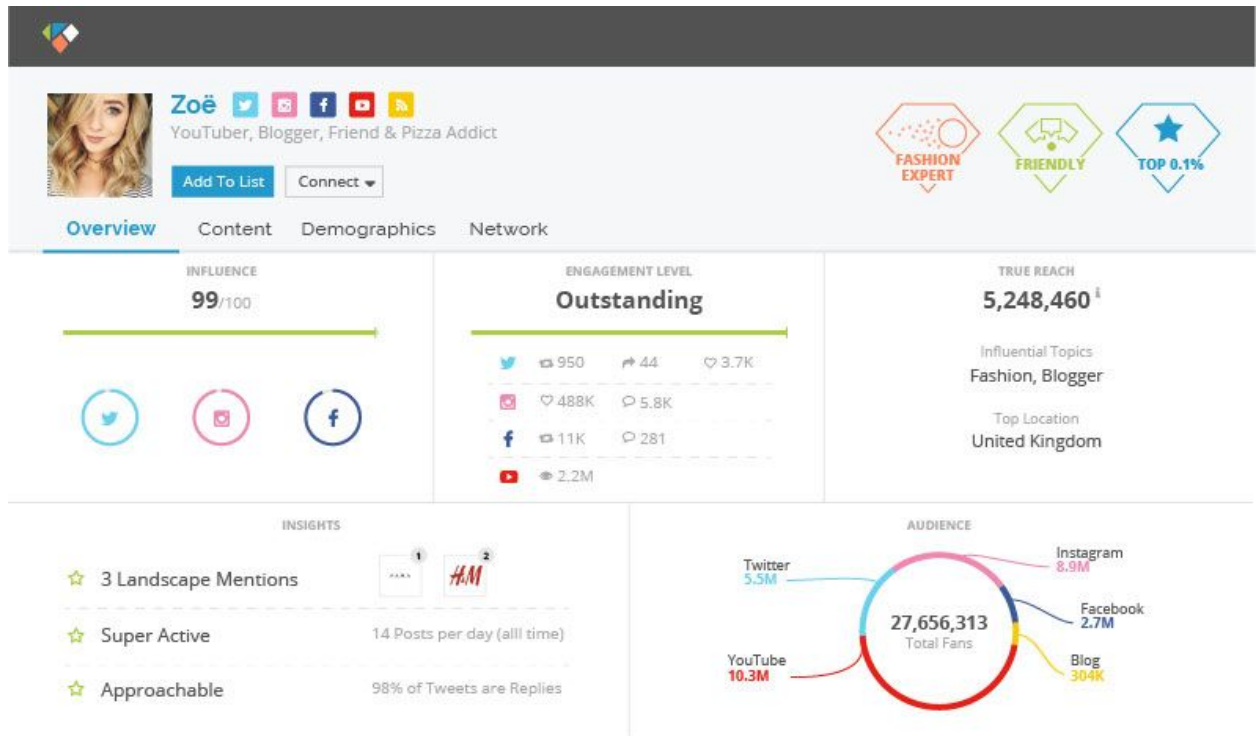
Mention is one of the best ways to monitor your brand across the web and social media. It monitors a multitude of channels in real time to provide users with live updates about their brands, and features competitive analysis, influencer finding, and automated reports.

26. [Klout](#)



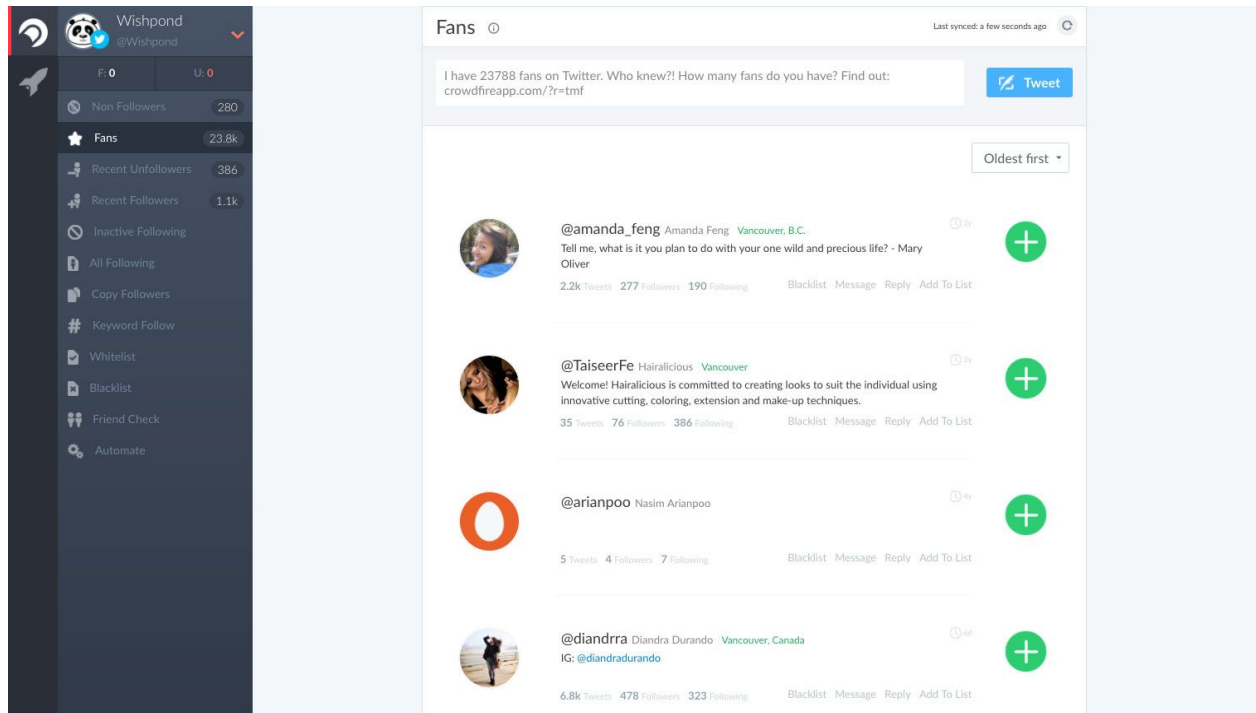
Klout is a tool that analyzes your Klout Score - a measure of your influence on social media. The tool helps you create content that resonates with fans and followers, and suggests shareable content that your audience hasn't seen yet.

27. [Klear](#)



Klear is a social intelligence platform that helps users improve their social media marketing efforts by offering monitoring and reporting tools, influencer search, and social profile analysis. It also features a built-in “mini influencer CRM” that allows users to connect with influencers efficiently.

28. [Keyhole](#)



Crowdfire is a social media management tool that allows you to manage followers on Twitter and Instagram. It provides insight into people who follow you, people who don't, and finding inactive or influential users. It's the ideal tool for maximizing the relevance and engagement of your followers on social media.

30. Instagram for Business



1. Create an Instagram business profile

Watch this short video to learn how to convert to a business profile



2. Learn more with business insights

Watch this short video to learn how to access Instagram insights




3. Promote your business directly from Instagram

Watch this short video to learn more about promoted posts

Instagram for Business is a feature within Instagram that allows brands to turn their accounts into Business accounts. This unlocks a “contact” button, business insights, and the ability to create ads and promote posts directly within the Instagram app.

31. [Iconosquare](#)





Last refreshed 1 day ago

@youraccount

ListsExportsSearchesDMs

Narrow down your followers with filters

Sort: Most Valuable

Filter: Bio Keyword

Filter: Word Search

Location

Verification

Activity

Gender

Company

of Followers

Compare accounts

Lists

Profanity

Language


Device

Save & Export

Show Summary

Showing 1 - 10 of 262 results


1.



Daniel Brusilovsky

@danielbru


2.



Quirky


@Quirky

3.



MOO

@MOO



Daniel Brusilovsky

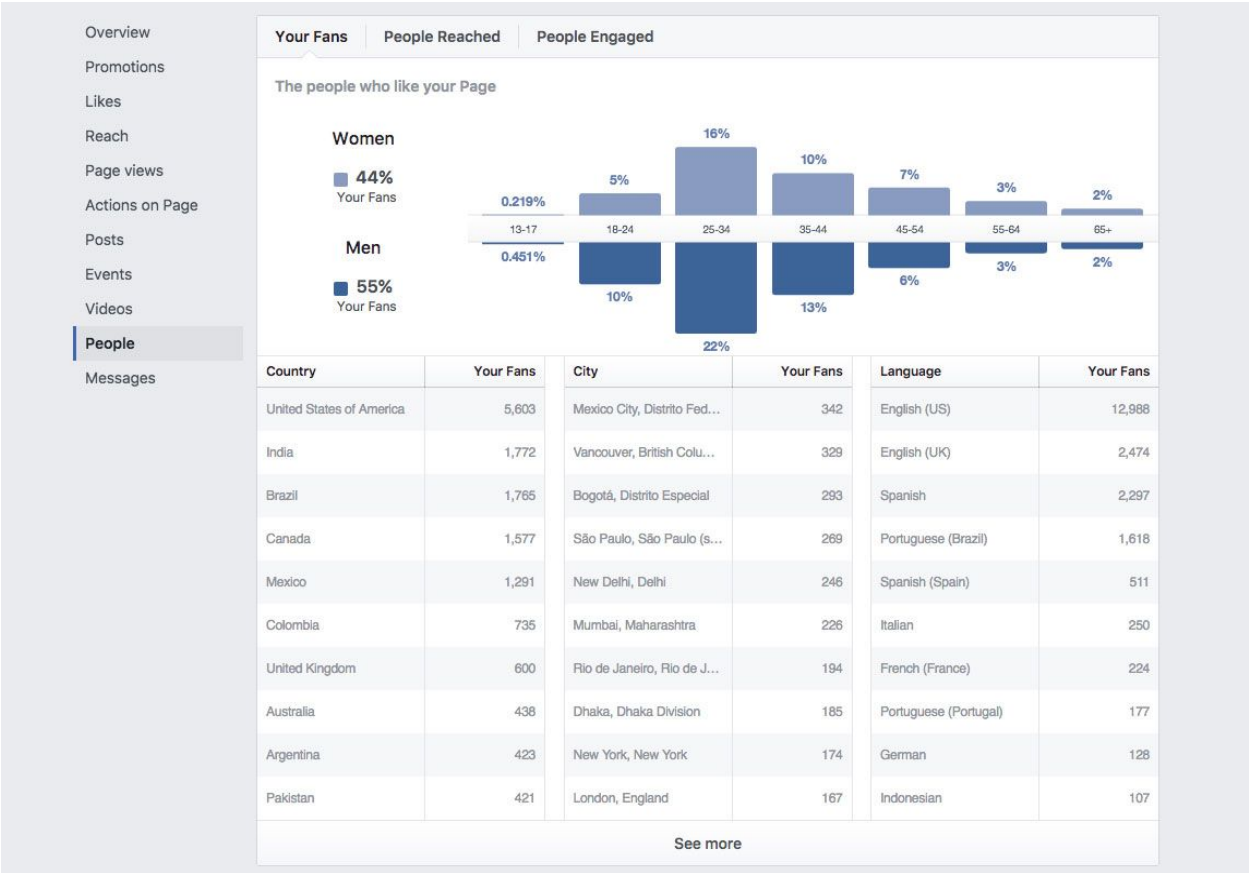
@danielbru

San Francisco, CA, United States

LinksAdd to List

Digital Initiatives Lead at @Warriors. Co-Founder of @imoji. Founded @TeensinTech. Previously at @Ribbon @HighlandCapital @TechCrunch and Qik.

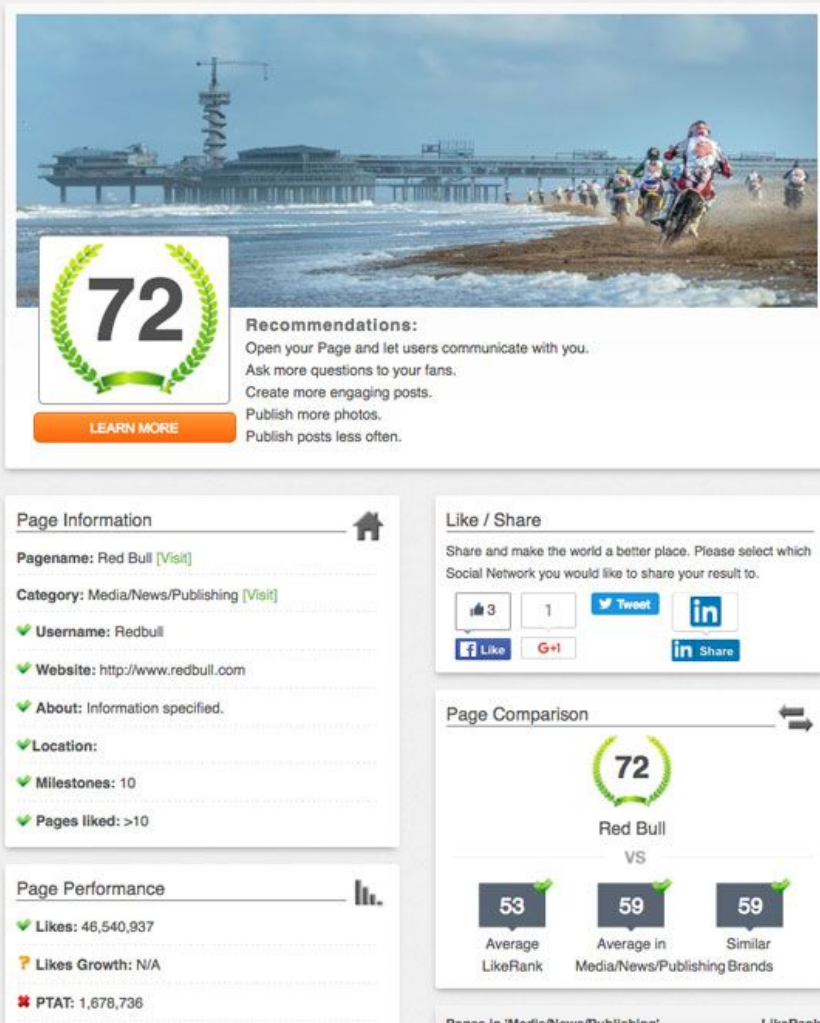
33. Facebook Insights



Though Insights is just a feature built into Facebook’s Pages, it’s a tool that provides a wealth of analytics that are valuable to any marketer. In addition to showcasing impressions and engagement, Insights can be exported for further analysis.

34. [LikeAlyzer](#)

Review of Red Bull



LikeAlyzer is an analytics tool that measures the potential and effectiveness of your Facebook Pages. It provides users with recommendations and feedback based on their Facebook Pages, and best of all? It's totally free.

35. Engage by Twitter





5:15 PM



575,933
FOLLOWERS



LIVE Since 5pm

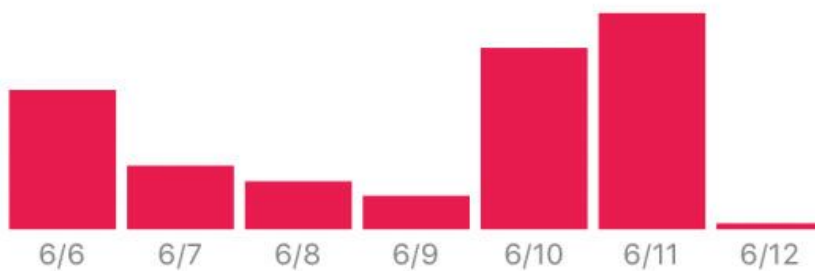
 60 Likes	 20 Retweets
 9 Mentions	 8,381 Impressions

7 DAYS



 57,077
Likes

↑ 38.8%



 17,659

↑ 40.8%

@
Engage


Understand


Posts

Engage is a Twitter companion app for iOS that helps Twitter users grow and understand their Twitter audiences by analyzing real-time data to generate insights. It also features monetization options so influencers and brands can drive revenue through the platform.

36. [#BePresent](#)



Acme Inc.
@username

SAVE REPORT

RESPONSE RATE 48%

67th

PERCENTILE RANKING



24^{min}

AVG RESPONSE TIME

1,154 TO 1,267

REPLIES SENT

REPLIES SENT

RESPONSE TIME & RESPONSE RATE BY PERCENTILE



you rank in the

67th
PERCENTILE

for Response Rate

RATES & TIMES, BY INDUSTRY

TOP INDUSTRIES, ACROSS MILLIONS OF RECORDS



HOSPITALITY

14 MIN

86%

TECHNOLOGY

15 MIN


76%

EDUCATION & GOVERNMENT

24 MIN

22%

#BePresent is an “experiment in social brand engagement” by Sprout Social. What does this mean for marketers? A free report highlighting your brand’s engagement on social media, including average response times and rates compared to other brands.



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37. [Facebook Ads](#)

Carlo Nathan (14907239) ▾

Advert set name CA - 18+

Campaign

Objective ✓

Advert account

Create new

Advert Set

Audience

Placements

Budget & schedule

Advert

Page and post

Audience

Define who you want to see your adverts. [Learn more.](#)

Create New

Use a saved audience ▾

Custom Audiences ⓘ

Tip: Create a Lookalike Audience from your Page

You can create an audience to reach people similar to those who like your Page. We'll find new people based on things like location, demographics or interests, so this is a great place to start if you're not sure exactly who you should include in your audience.

Create a Lookalike Audience

Add Custom Audiences or Lookalike Audiences

Exclude

Create New ▾

Locations ⓘ

Everyone in this location ▾

Canada

Canada

Include ▾ | Add locations

Add Bulk Locations...

Age ⓘ

18 ▾ - 65+ ▾

Gender ⓘ

All Men Women

Languages ⓘ

Enter a language...

Detailed targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Interests > Business and industry

Marketing

Interests > Business and industry > Online

Digital marketing

Audience definition

Specific

Broad

Your audience selection is fairly broad.

Audience Details:

- Location:
 - Canada
- Age:
 - 18-65+
- People who match:
 - Interests: Marketing, Digital marketing, Social media marketing or Online advertising
- Placements:
 - Facebook Feeds and Facebook Right column

Potential reach: 6,200,000 people

Estimated daily reach

Facebook

1,000-2,700 people on Facebook

0

of 5,300,000 ⓘ

Instagram

930-2,500 people on Instagram

0

of 2,900,000 ⓘ

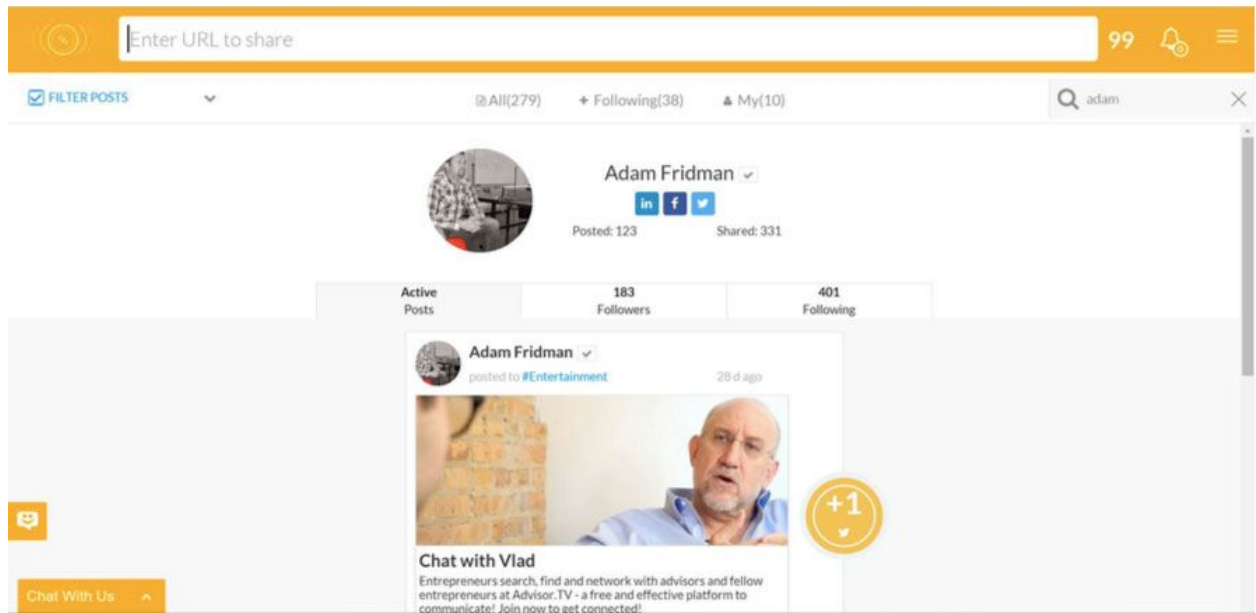
This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.

Advert set duration: 32 days

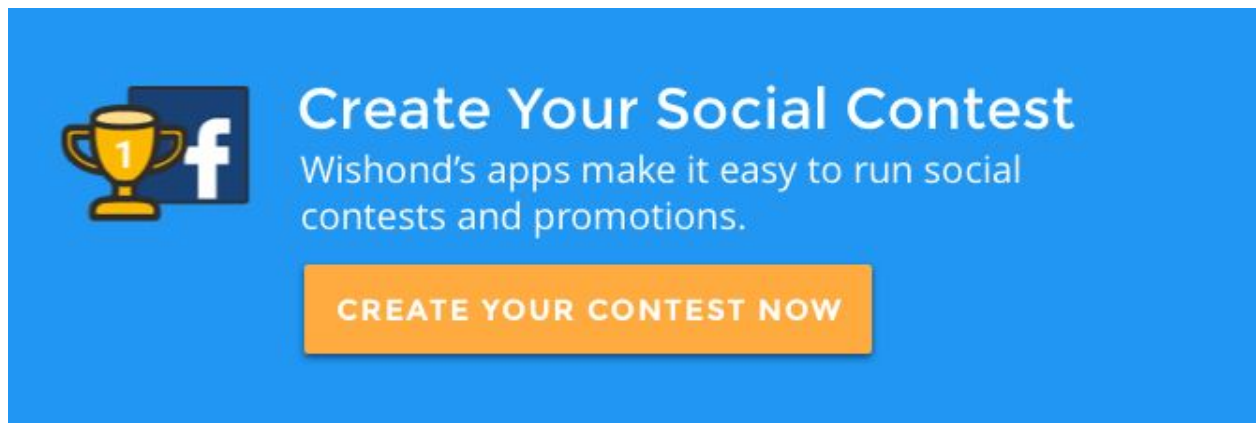
Close

Facebook's native Ads platform is the ultimate advertising tool. It uses the data the social network has collected over its lifetime (and believe me, there's a *lot*) to allow advertisers to target audiences by interests, demographics, and more.

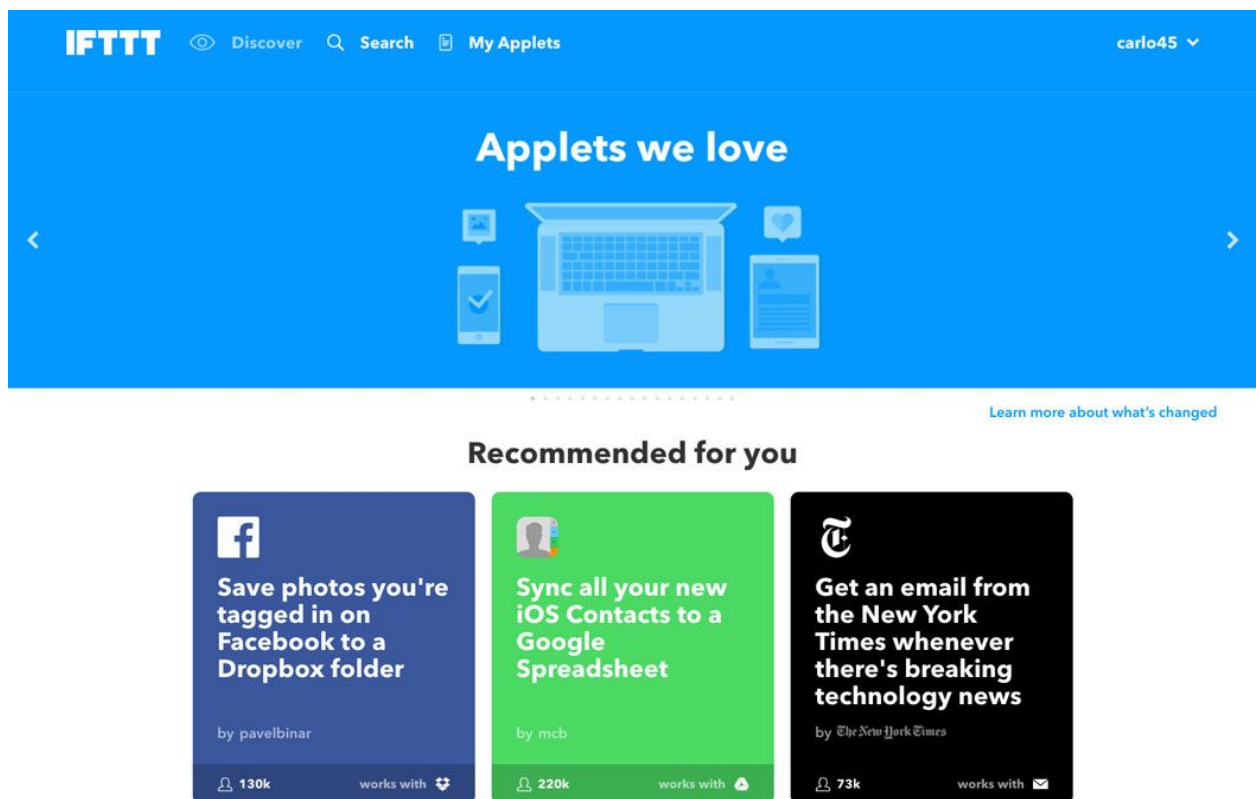
38. Babbly



Babbly is a social sharing tool that helps marketers boost their content to reach virality. It encourages users to share other users' content to receive credits so they can post their own. If you're confident in the quality of your content, Babbly can help you in both content promotion and curation.



39. IFTTT



IFTTT is an automation tool that supports a ton of different social media apps. It allows you to link multiple apps to automate tasks like saving Instagram posts to Google Drive, keeping profile pictures in sync across platforms, or saving Tweets to a Google Drive spreadsheet. The possibilities are limitless!

40. [Zapier](#)

The screenshot displays the Zapier 'Set Up Search/Create Options' screen for a Zap named 'Galactic Donuts Newsletter Opt-in'. The interface is divided into a left sidebar and a main configuration area.

Left Sidebar:

- TRIGGER:** 1. New Entry (with a dropdown arrow).
- SEARCH OR CREATE:** 2. Find or Create Subscriber (with an upward arrow).
 - MailChimp (selected)
 - Find or Create Subscriber
 - Donut Dan's MailChimp
 - Edit Options (highlighted)
 - Test this Step
 - Delete

Main Configuration Area:

Search for MailChimp Subscriber

Search (required)
The name or email address of the Subscriber you want to search for.

Step 1: What's your email address?

☒ Create MailChimp Subscriber if it doesn't exist yet?

Set up MailChimp Subscriber

- List (required)**
Glazed and Confused
- Email (required)**
Step 1: What's your email address?
- Favorite Donuts (optional)**
Step 1: What's your favorite kind of donut?
- Signup Date (optional)**
This is a merge field. Anything besides "Text" merge fields may fail.
Step 1: Date Created

Similar to IFTTT, Zapier is an automation tool that acts as a bridge between web apps. It features a huge library of apps, and supports complex linking between multiple programs. By making intuitive workflows that simplify processes, Zapier can help any social media marketer work more efficiently.



41. Wishpond

Home

Main Page

A/B TEST

SETTINGS

PREVIEW

SAVE AS DRAFT

PUBLISH

Add Content

Section

Row

Column

Text

Image

Video

Form

Button

Icon

Social Buttons

Facebook Comments

Map

Timer

Line

Spacer

Box

HTML

FITYOU

555.555.5555

BLEND

ED

ATHLETICS

CROSSFIT

Work hard in silence.

Let your success make the noise.

LA'S TOP RATED PERSONAL TRAINERS & FACILITY

JOIN NOW & SCHEDULE
YOUR FIRST FREE SESSION


Register for a one-on-one with an experienced
crossfit trainer. Sessions are 45 minutes, and totally
free (first time).

FULL NAME *

PHONE# *

EMAIL *

JOIN NOW



"After my son was born, I put on 35 unwanted pounds. FitYou Crossfit's fantastic trainers got me back to where I wanted to be and then beyond. I'm as fit as I was in high school, and couldn't feel healthier!"

- Jane Collins

Aha! Wishpond is a great tool for social media marketers looking to increase engagement. Its social media contest tool is a foolproof way to reach more potential customers through social to skyrocket lead generation.

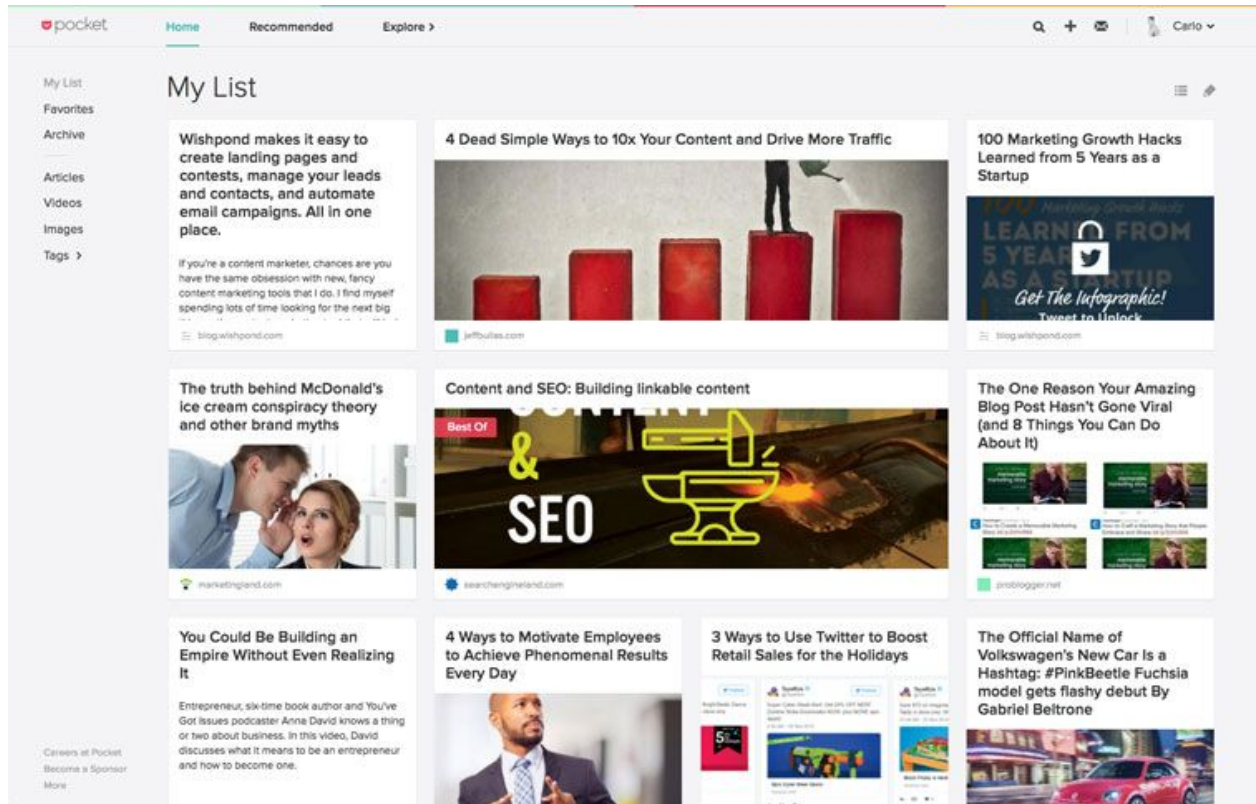
42. [Typeform](#)

The image shows a Typeform quiz interface with a light yellow background. It consists of three questions:

- Question 3:** "On which device do you use Facebook the most?*" with four options: smartphone (selected with a checkmark), tablet, laptop, and desktop.
- Question 4:** "How happy are you with using Facebook on your smartphone?*" with a five-point Likert scale represented by thumbs up icons numbered 1 to 5.
- Question 5:** "Which types of content do you share the most?*" with the instruction "Choose as many as you like" and four options: Deals & coupons, Articles, News pieces, and Status updates.

Typeform is a free and easy-to-use tool that helps you create forms and quizzes. If you're looking to create a simple and gorgeous form to get information from your social media followers, you'd be hard-pressed to find a better tool than Typeform.

43. [Pocket](#)



Ever read something on mobile that you want to share, and then have trouble finding it later? Pocket is a tool with extensions for desktop and apps for mobile that allows users to save links for later. It's a simple tool, but it's incredibly convenient and ridiculously useful.

44. [Facebook Live](#)



HuffPost Politics is live now.

5 mins · 🌐

Watch Sen. Bernie Sanders address the Rally for Social and Economic Justice and Equality. Rally-goers gathered here in Washington, DC, to promote a progressive agenda and mobilize grassroots efforts in the wake of Donald J. Trump's election.



👍 Like

💬 Comment

➦ Share

📶 Buffer



👍 ❤️ 😮 2.2k

2016 saw the widespread rise of live video, thanks in large part to Periscope, and of course, Facebook Live. New content forms are always a good thing in social media, and live video is no exception. Facebook Live allows individuals and brands alike to connect with their audiences on a much deeper level.

45. [Google URL Builder](#)

The screenshot shows the Google Analytics Campaign URL Builder interface. On the left is a dark sidebar with a 'HOME' link and a list of 'Demos & Tools' including Autotrack, Account Explorer, Campaign URL Builder (marked 'New!'), Dimensions & Metrics Explorer, Embed API, Basic Dashboard, Multiple Views, Interactive Charts, Working with Custom Components, Third Party Visualizations, Server-side Authorization, Enhanced Ecommerce, Hit Builder, Polymer Elements, Query Explorer, Request Composer (marked 'New!'), Spreadsheet Add-on, and Tag Assistant. Below these are 'Resources' like 'About this Site' and 'Help & Feedback'. The main content area has the Google Analytics logo and 'Demos & Tools' header. The title 'Campaign URL Builder' is prominently displayed. A descriptive paragraph states: 'This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.' Below this is a section titled 'Enter the website URL and campaign information'. A note instructs users to fill out required fields (marked with *) and that the generated URL will be updated as changes are made. The form includes six input fields: 1. Website URL (required, marked with a red asterisk), with a placeholder example 'https://www.example.com' and a green 'G' icon. 2. Campaign Source (required, marked with a red asterisk), with a placeholder example 'google, newsletter'. 3. Campaign Medium, with a placeholder example 'cpc, banner, email'. 4. Campaign Name, with a placeholder example 'spring_sale'. 5. Campaign Term, with a placeholder example 'Identify the paid keywords'. 6. Campaign Content, with a placeholder example 'Use to differentiate ads'.

HOME

Demos & Tools

Autotrack

Account Explorer

Campaign URL Builder **New!**

Dimensions & Metrics Explorer

Embed API

Basic Dashboard

Multiple Views

Interactive Charts

Working with Custom Components

Third Party Visualizations

Server-side Authorization

Enhanced Ecommerce

Hit Builder

Polymer Elements

Query Explorer

Request Composer **New!**

Spreadsheet Add-on

Tag Assistant

Resources

About this Site

Help & Feedback

Google Analytics | Demos & Tools

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

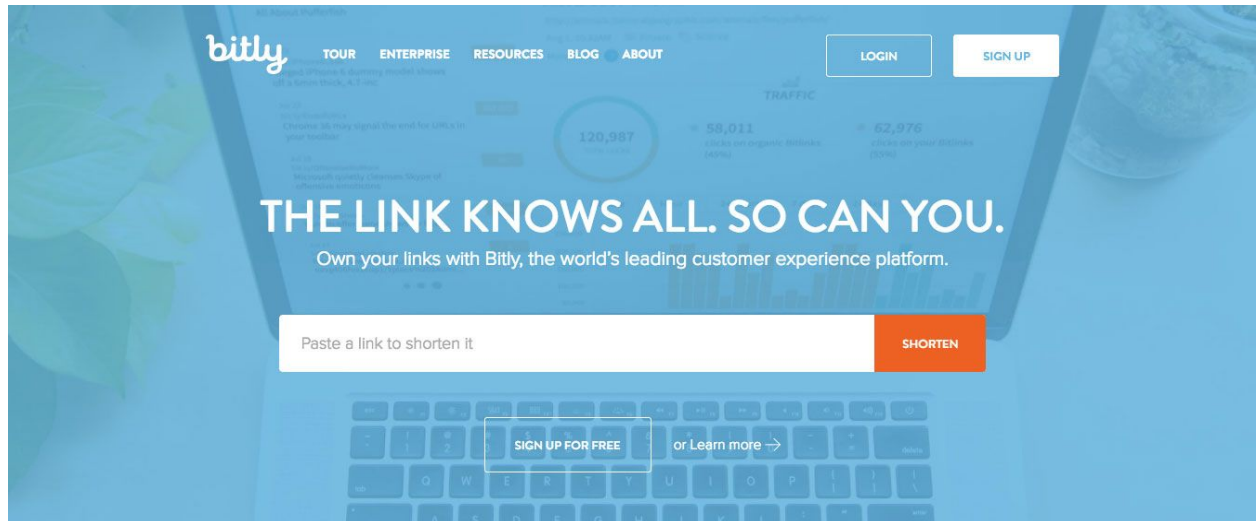
Identify the paid keywords

Campaign Content

Use to differentiate ads

Google URL builder is the simplest tool you can use to attach UTM tracking codes to the links you share on social. This gives you the ability to track metrics like traffic and visitor behaviour based on the places they came from, so you're able to see how engagement varies on each of your platforms.

46. [Bitly](#)



If you're looking for a URL shortener, Bitly is your best bet. In addition to shortening your URLs, it allows you to track individual link analytics to gain information about your audiences and measure your campaign performances.

47. [Click to Tweet](#)

clicktotweet

TourDownloadsBasic LinkBlogHelpWishpond

Dashboard

Settings

My Account

Logout

Download All Stats (csv)

Folders

New Folder

Create

Updates from our blog

Suggested Users & Open Links In A New Window

Message you would like tweeted 140 characters left

You are at your link limit. You can only create basic, untracked links.

Upgrade today for unlimited links!

Generate Basic Link

Dashboard

65cGp

Join the #webinar 5 Proven Strategies to get you thousands of leads & sales online with @wishpond at http://wshe.es/Wsgkvn

79 clicks

iqk0n

#Webinar GRATIS 5 estratégias comprovadas para você conseguir milhares de leads e vendas online com a @wishpondbr em wshe.es/1xrwq9W

88 clicks

W0iZ8

[#Webinar] 5 estrategias probadas para conseguir nuevos contactos y ventas online con @wishpondes: http://wshe.es/1wdMfsj

42 clicks

t6c7L

http://blog.wishpond.com/post/108543514327/should-your-business-say-goodbye-to-facebook

0 clicks

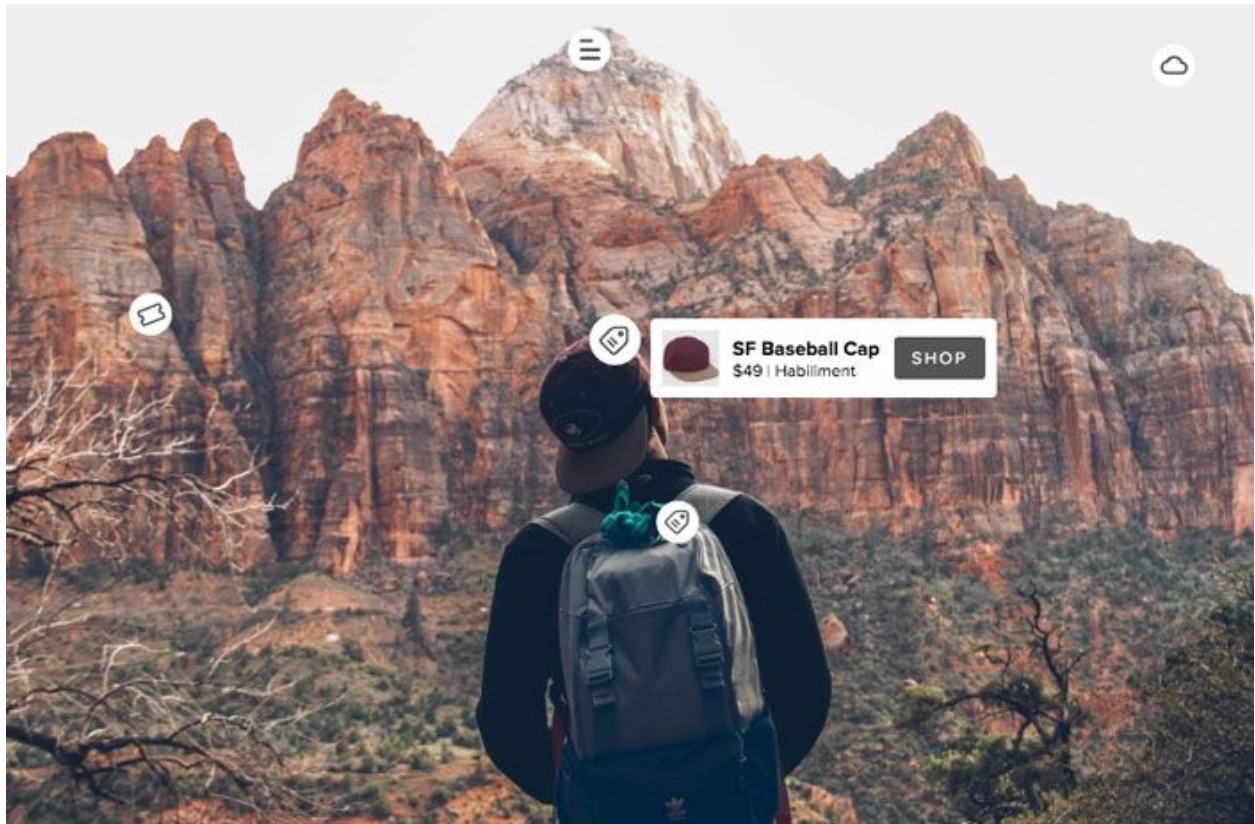
U5Pes

Should your company leave Facebook? http://wshe.es/1ymFhIN - via @wishpond

0 clicks

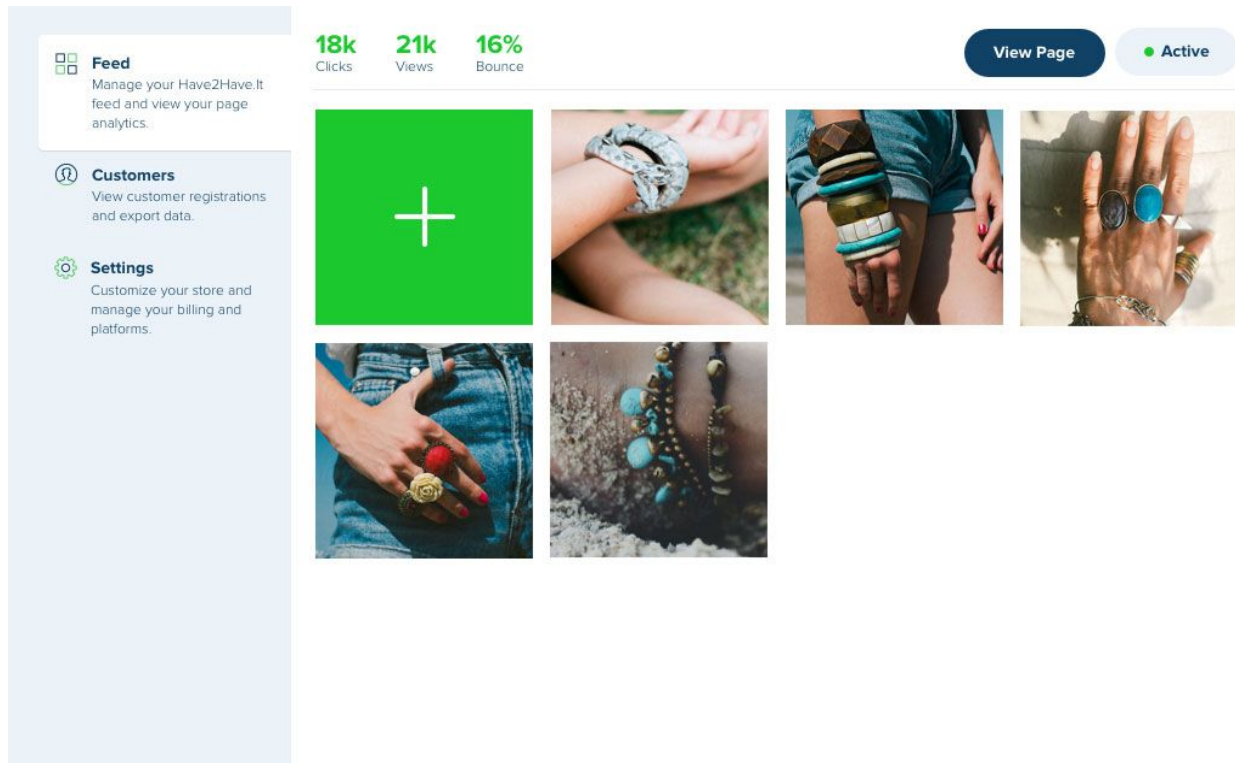
Click to Tweet simplifies the task of promoting, sharing and tracking content on Twitter. Users write the message they want others to share and Click to Tweet generates a link that can be shared. This link automatically posts a Tweet and can be tracked.

48. [Curalate](#)



Curalate (formerly Like2Buy) allows marketers to make their Instagram feeds more interactive by linking photos to other locations. This makes it easy for followers to (for example) find product pages to shop for featured items.

49. [Have2Havelt](#)



Have2HaveIt is another Instagram platform that lets brands to make their feeds shoppable. Though the tool only allows users to link to one location per Instagram post, it provides analytics and customer data that makes it easier to shape marketing strategies.

50. [Yotpo](#)

Reviews by 

 [WRITE A REVIEW](#)

[Reviews \(342\)](#) [Questions \(3\)](#)



Rob G. Verified Buyer

05/01/16



Really impressed!

As an amateur photographer, I'm really impressed by the image quality of the GX4. I'm still figuring out how to use all the features but I get amazing photos anyway.



 [Share](#)

Was This Review Helpful?  51

Yotpo is a marketing tool that focuses on generating real reviews for brands, with the goal of increasing brand equity and collecting user-generated content. The product is constantly introducing new features, including one that turns user-generated content and reviews into Instagram ads.



Create Your Social Contest

Wishond's apps make it easy to run social contests and promotions.

[CREATE YOUR CONTEST NOW](#)