



# SOCIAL MEDIA MARKETING TOOL KIT GUIDE VERSION 2.0



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# Hello House Fam!

I'm so glad you reading this little note it means you really want to kick ass at social media!



On this new version 2.0 of the Toolkit Guide I've updated it with new tools not just for creative editing but also latest links to regional insights & stats reports + free social media listening tools.

There's 10 sections all for you! As always these are tools that myself and the team love and work with too!

If you downloaded it, it would totally make my day if you would let me know send a DM or screenshot it and tag House f Social!

Let me know your feedback! Hope you enjoy!

Made with love for you!

Alex  
Xoxo

# Sections Quick Guide

1. IMAGE & VIDE EDITING
2. INSTA STORY TEMPLATES
3. PUBLISHING & MONITORING
4. SHOPPABLE INSTAGRAM APPS
5. SOCIAL COMMERCE & WEB APPS
6. SOCIAL INSIGHTS
7. PRODUCTIVITY TOOLS
8. PODCASTING TOOLS
9. BUSINESS PLANING
10. ALWAYS ON LEARNING

# 1. IMAGE & VIDEO EDITING APPs



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# / For IMAGE & VIDEO EDITING

## NEW:

- INSHOT – video editing
- FLYR – video editing full suite
- MOMENTO – Stop motion AR effects
- 90'S – Glitch
- GifsArt
- Cutstory
- RAD VHS – 90's + glitch
- VideoCollage
- Video Crop
- UNFOLD

# / For IMAGE & VIDEO EDITING

## CLASSICS

- LAYOUT -By Instagram
- PHONTO – Super easy text overlays
- CANVA – A photoshop friendly version full of templates + stock imagery
- SPARK POST - part of the Adobe family
- INSTASIZE – Edit + filters
- PS EXPRESS – Photoshop on your phone! Really good to do cut outs!
- STUDIO – Edit + templates + graphics
- PHOSTER – create super fun posters with awesome templates
- RIPL – animated posts
- TYPORAMA – quotes on images
- CINEMAGRAPH
- iMOVIE for iphone

# / For IMAGE & VIDEO EDITING

## CLASSICS

- BOOMERANG & HYPERLAPSE -By Instagram – Super easy text overlays
- VIDEOSHOP – This is a gem does almost everything you need!
- VONT – Super quick easy video edits & overlays!
- IMOVIE – Imovie on your phone! Quick edits!
- MOONLIGHT– Filters and different video formats
- SPARK VIDEO –Part of the Adobe family
- CINEMAGRAPHS – The name says it all !
- GIPHY – Download guppy's
- Gifit – Create Giphs
- REPOST APP

# 2. INSTA STORY TEMPLATES



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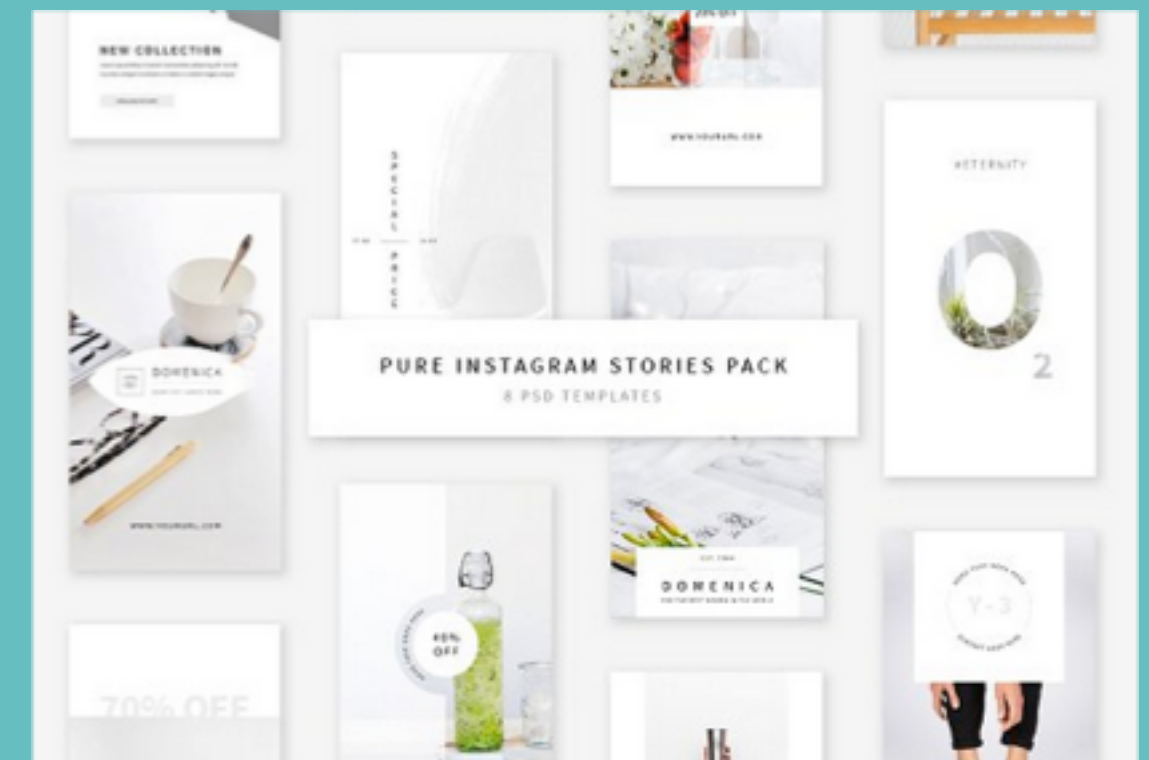
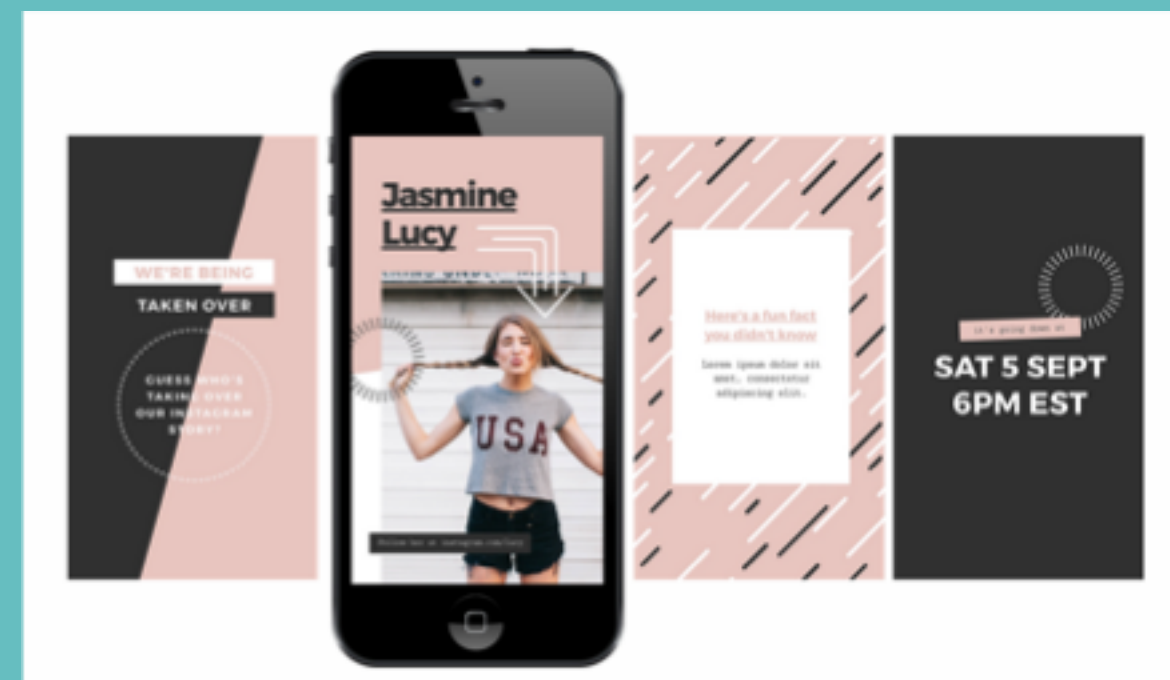
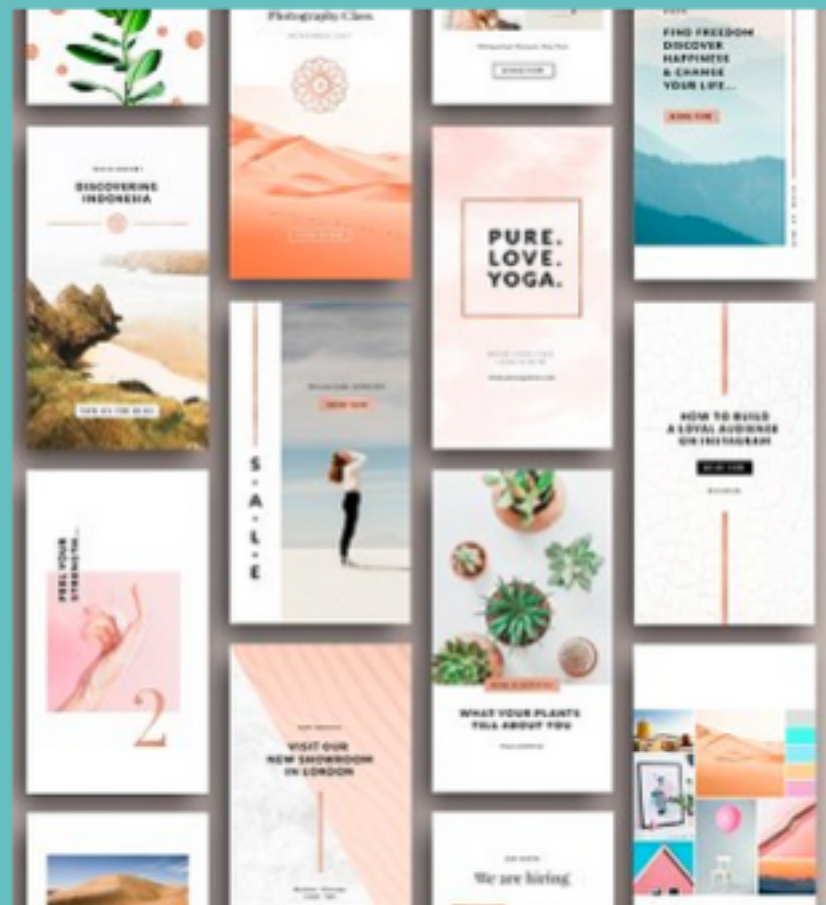
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**NEW!**

THERE'S A VARIETY OF TEMPLATE OPTIONS  
FOR YOU TO CHOOSE AND ADAPT

[www.creativemarket.com/blog/Instagram-story-templates](http://www.creativemarket.com/blog/Instagram-story-templates)  
[www. about.easil.com/Instagram-stories-templates/](http://www.about.easil.com/Instagram-stories-templates/)



# 3. PUBLISHING & MONITORING



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## **PRO TIP:**

When it comes to scheduling your content on Instagram, it's Important you stick to official partner apps, and not apps that are hacking the Instagram API to have functionalities that are not officially available. You will be putting your accounts at risk if you choose to do so.

## **So . . . What apps are officially recognized by Instagram & Facebook?**

They will always mention on their site but you can find the complete list here:

[https://www.facebook.com/business/solutions-explorer/campaign\\_management/](https://www.facebook.com/business/solutions-explorer/campaign_management/)

[https://www.facebook.com/business/solutions-explorer/campaign\\_management/](https://www.facebook.com/business/solutions-explorer/campaign_management/)

# Solutions Explorer

Enhance and optimize your Facebook marketing experience using a Facebook Marketing Partner or marketing solution provider.

SEARCH

Find a specific provider

Specialties

Countries

Monthly Spend

Service Models

Industries

SOLUTION TYPES

Campaign Management


Community Management

Creative Platforms

Feed Management

Lead Ad Platforms

Page 1 of 14, 110 results



## Smartly.io

smartly.io

CAMPAIGN MANAGEMENT

FEED MANAGEMENT

Smartly.io automates, scales, and simplifies acquiring customers online. Smartly.io manages more than \$1B in annualized ad spend for 600+ advertisers such as Uber, eBay, SkyScanner, Hopper, and TechSt... [Read More](#)

# / PUBLISHING & MONITORING

## UPDATED

- **BUFFER** –Let's you schedule for all social media accounts + analytics + recommend times to post + recommends you content to repurpose
- **HOOTSUITE** – More for enterprise level. Let's you schedule for all accounts, create multiple desktop + mobile streams for tracking + listening + analytics.
- **PLANOY** – Schedules for INSTAGRAM only, lets you create a insta shoppable feed + schedule push content for insta stories
- **LATER** – Schedule only for INSTAGRAM, lets you upload your content to a library + see how your feed will look like
- **FB PAGES MANAGER** – Manage all your FB pages & groups + curates all your notifications in one inbox.
- **SproutSocial**
- **FACEBOOK PAGES APP**



# 4. SHOPPABLE INSTAGRAM APPS



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# **/ CREATE SHOPPABLE INSTAGRAM FEEDS**

- **LATER**
- **SHOPIFY**
- **PLANOLY**
- **CURRALATE**
- **FOURSIXTY**

# 5. SOCIAL COMMERCE & WEB



# / SOCIAL COMMERCE & WEB BUILD

- SHOPIFY
- WIX
- SQUARESPACE
- MAGENTO
- GOOGLE BUSINESS
- GOOGLE ADWORDS

## EMAIL MARKETING

- MAILCHIMP– Track your email campaigns from your phone!
-

# 6. SOCIAL MEDIA INSIGHTS



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# **/ SOCIAL MEDIA LISTENING & INSIGHTS**

## **FREE:**

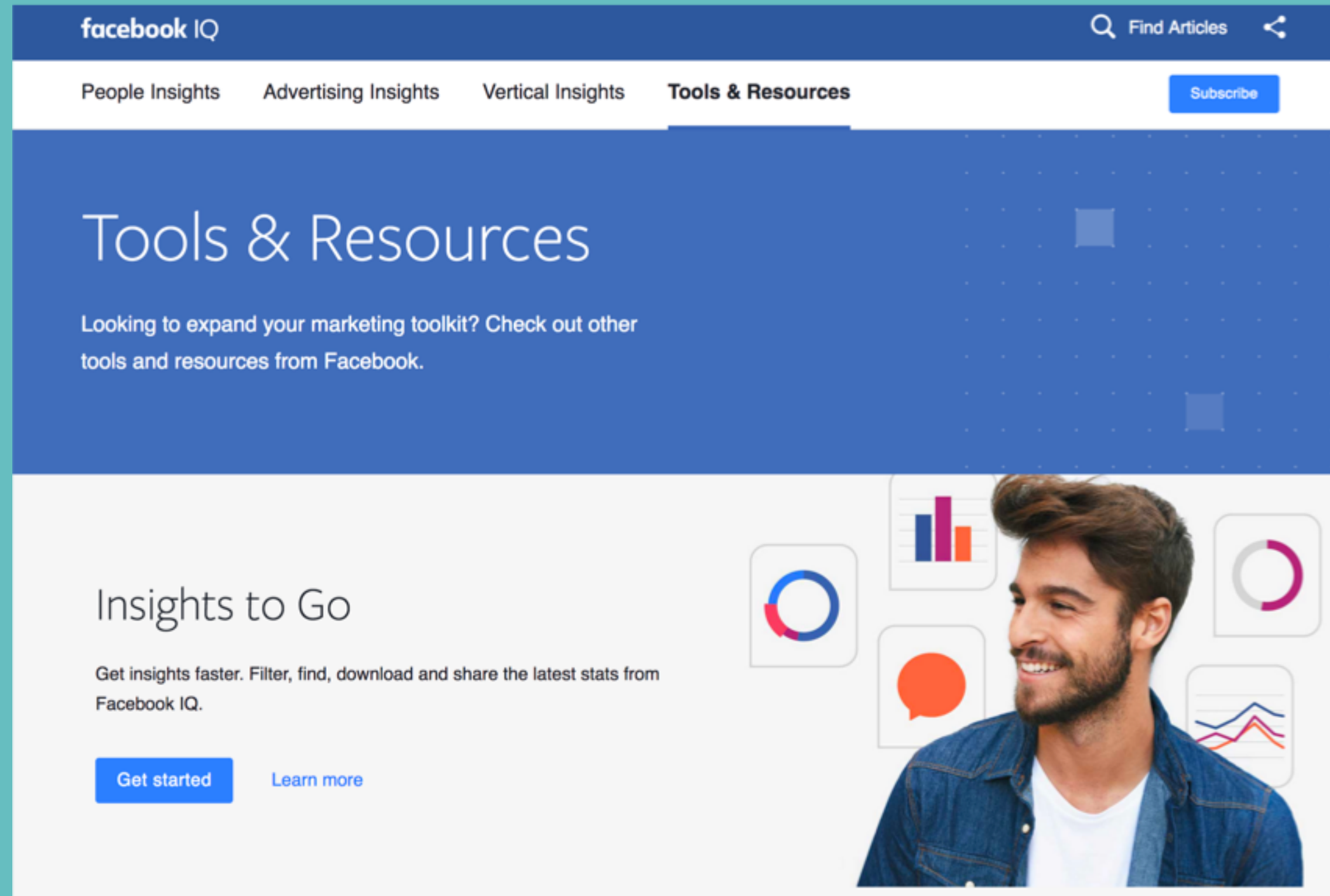
- **HOOTSUITE**
- **TWEETREACH**
- **BUZZSUMO**
- **HOWSOCIABLE**
- **TWITTER DECK**
- **LIKEALYZER**
- **MENTION**
- **SOCIAL MENTION**
- **GOOGLE ALERTS**
- **SUMALL**

## **PAID:**

- **CRIMSON HEXAGON**
- **CROWDANALYSER**
- **SPROUTSOCIAL**

# / SOCIAL MEDIA INSIGHTS

<https://www.facebook.com/iq/tools-resources>



# **/ SOCIAL MEDIA ANALYTICS**

- SNAPANALYTICS
- ICONOSQUARE
- SOCIALBAKERS
- TAILWIND
- GOOGLE ANALYTICS
- INSTAGRAM BUSINESS ANALYTICS
- YOUTUBE BUDDY
- FACEBOOK ANALYTICS
- GOOGLE TRENDS

# / LATEST REGIONAL INSIGHT REPORTS

- WORLDS INTERNET USAGE

<https://digitalreport.wearesocial.com/>

- DIGITAL & SOCIAL STATS BY REGION

<https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338>

- THINK WITH GOOGLE MENA INSIGHTS

<https://www.thinkwithgoogle.com/intl/en-145/>

# 7.PRODUCTIVITY



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## / PRODUCTIVITY

- FACEBOOK ADS App –Let's you manage all your ads
- POCKET – Let's you save all articles to read or curate for later!
- FEEDLY – Curate all your favorite blogs in one place
- ANY.DO– Your best task planner ever!
- BITLY – Let's you shorten your links + get analytics
- SURVEYMONKEY– Track your survey responses from your phone!
- ORGANIZER – The Eventbrite app to track your ticket sale!
- GOOGLEDRIIVE APP – You don't have to depend on the desktop
- NEW! ActiveInbox



# 8. PODCASTING

# / PODCASTING

- ANCHOR APP
- APPLE ITUNES
- GARAGE BAND
- ADOBE AUDITION

# 9. BUSINESS

# PLANING

# / BUSINESS PLANING

- BUSINESS PLANING CANVAS

<https://strategyzer.com/canvas/business-model-canvas>

- VALUE PROPOSITION CANVAS

<https://strategyzer.com/canvas/value-proposition-canvas>

- CANVAS and Tools

<https://strategyzer.com/>

**10. “ALWAYS ON”**

**LEARNING**

# / TOP BLOGS

<http://www.socialmediaexaminer.com/>

<https://blog.bufferapp.com/>

<https://hootsuite.com/>

<https://socialmediaweek.org/>

<http://www.socialmediatoday.com/>

<http://www.theverge.com/>

<https://techcrunch.com/social/>

<https://thenextweb.com/>

<http://newsroom.fb.com/>

<http://mashable.com/social-media/>

<http://www.digitalbuzzblog.com/>

<http://www.thenextweb.com>

# / Find the latest TRENDS

<https://trends24.in/>

<http://whatstrending.com/categories/trending-now>

<http://www.trendhunter.com/marketing>

<https://tagboard.com/>

<https://trends24.in/>

<https://www.reddit.com/>

<http://newsmap.jp/>

<https://www.google.com/trends/>

# / Some of my Favorite Digital Thought leaders

<https://www.garyvaynerchuk.com/>

<https://www.isocialfanz.com/>

<http://sociallysorted.com.au/blog/>

<https://www.marismith.com/>

<http://www.bryankramer.com/>

<http://kingarst.com/>

**<http://vloglikeaboss.com/>**

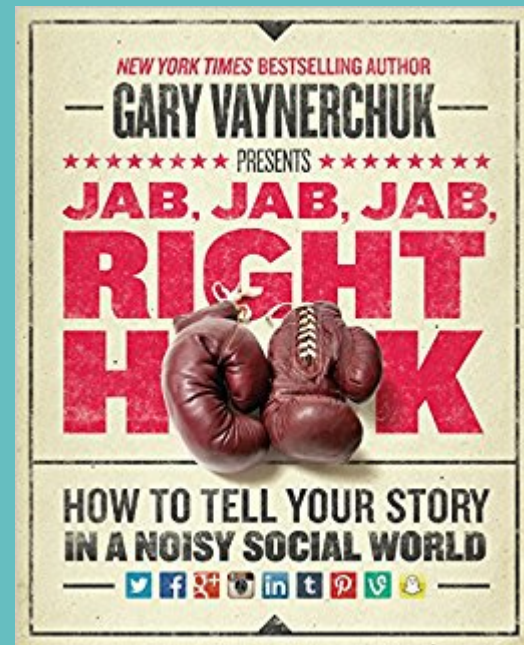
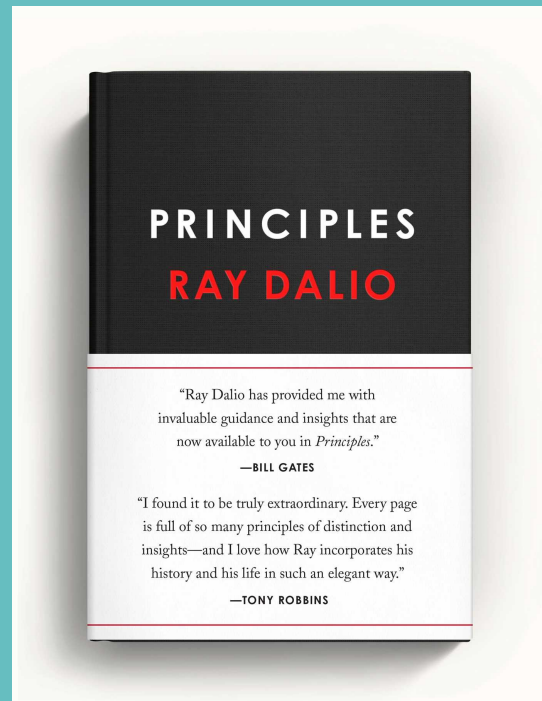
Tony Robbins

Ray Dallio

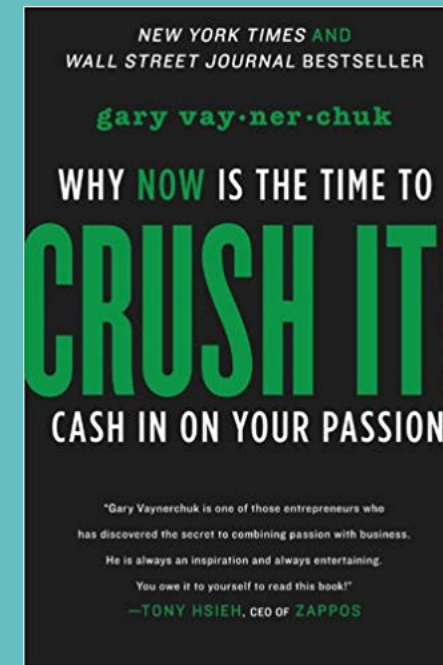


# / My recomened books

NEW



Learn about storytelling on social



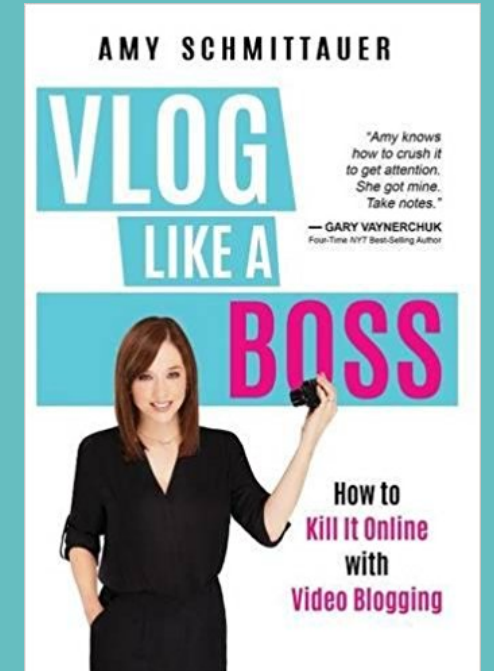
Learn about personal branding



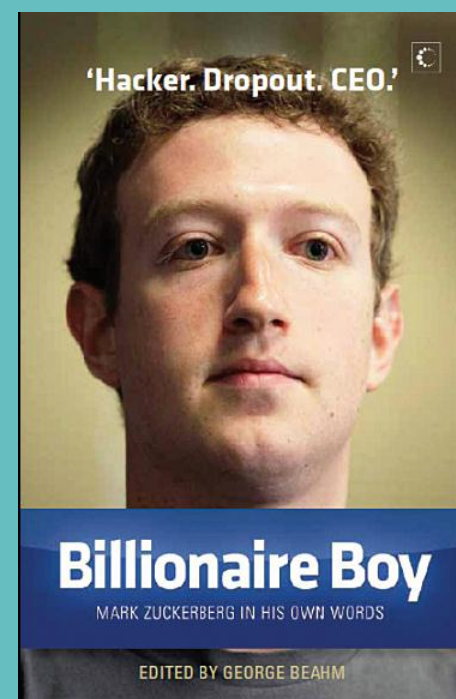
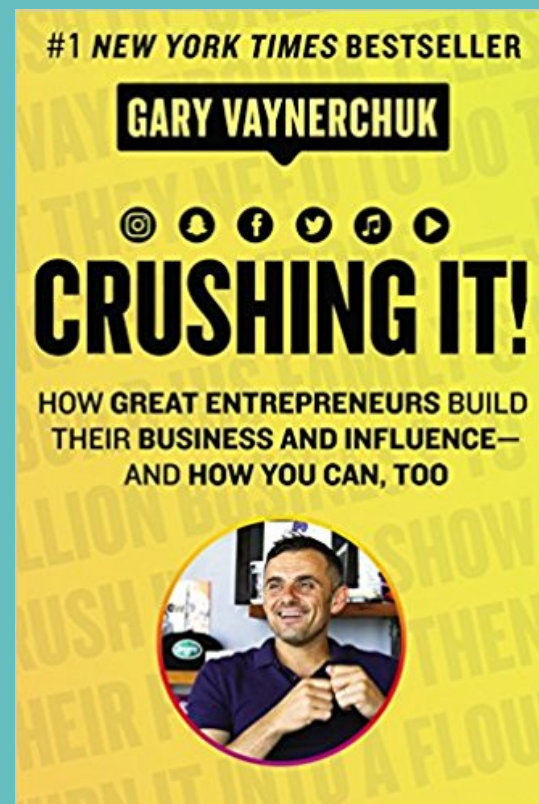
Best answers on biz Q's



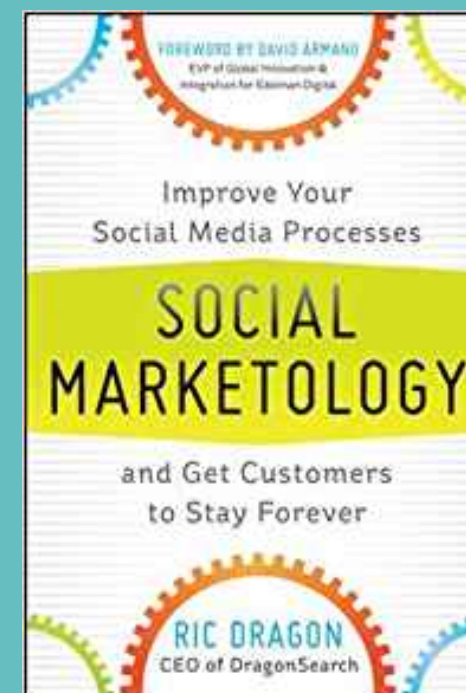
How to manage \$\$



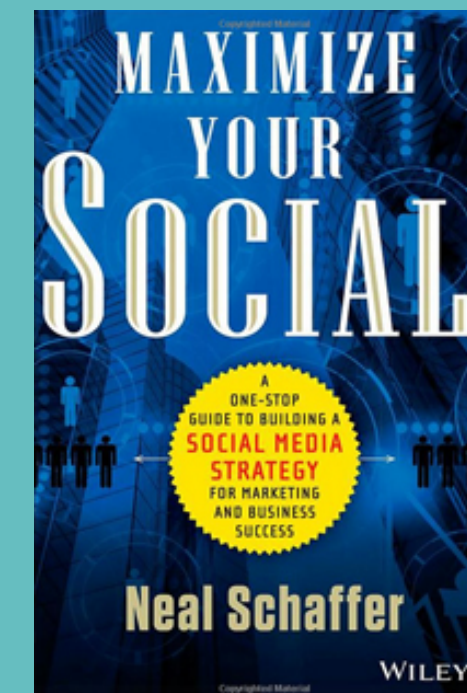
Learn about vlogging



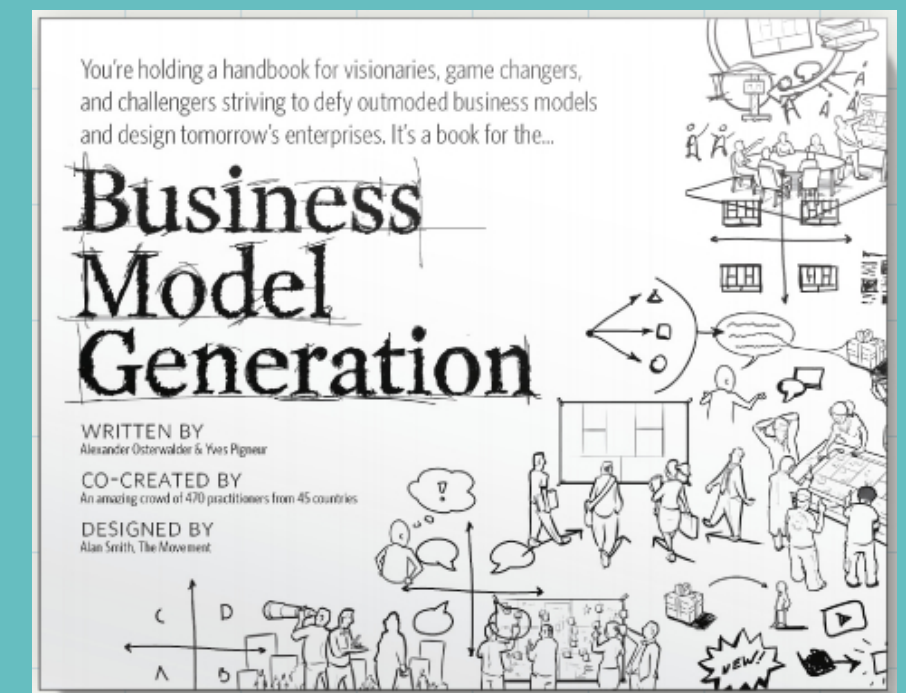
Learn about Zuck



Social Media  
Psicology



Digital Strategy



Biz planning



# / My Recommended Podcasts



**DID YOU GET TILL THE END?!**

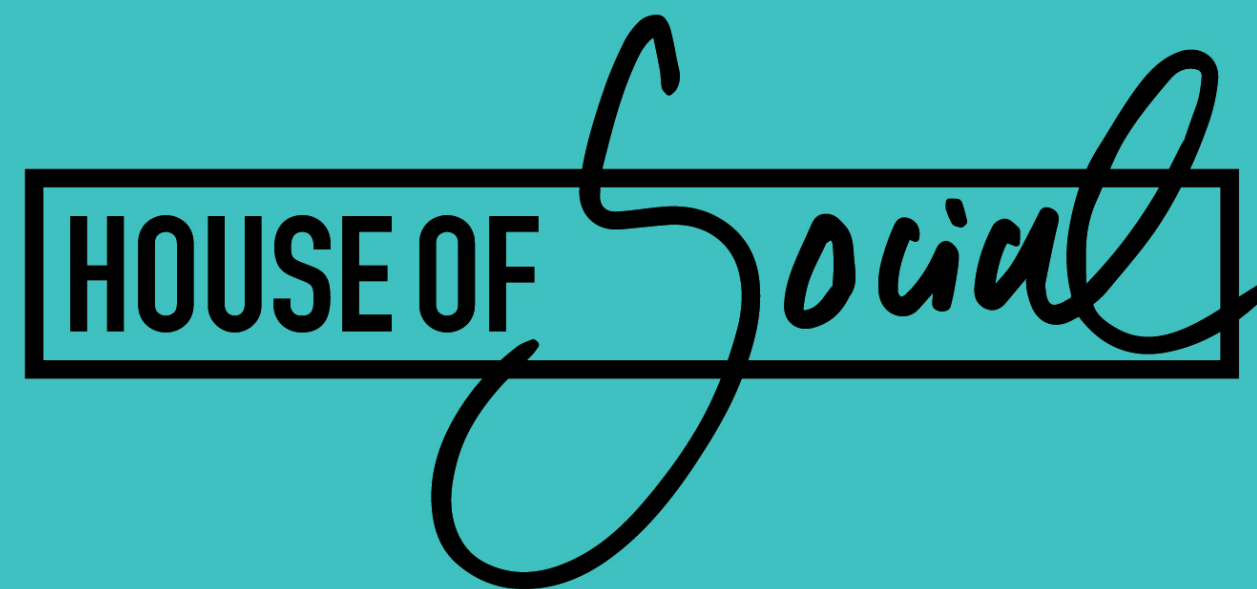
**I HAVE A LITTLE SURPRISE GIVEAWAY!**

**SCREENSHOT OR SNAP A PIC OF THE FIRST SLIDE COVER OF THE EBOOK  
SHARE IT ON YOUR IG STORIES AND TAG @HOUSE\_OF\_SOCIAL  
AND IF YOU ARE ONE OF THE FIRST 5 YOU WIN  
A COMPLIMENTARY 1HR CONSULTANCY SESSION WITH ME!**

\*Applicable even if you outside the UAE. Session done via Skype

**HOPE YOU LOVED THIS TOOLKIT AND IF YOU DID DROP ME A DM A TWEET  
AND LET ME KNOW!  
IT WOULD TOTALLY ROCK MY WORLD!**

**XOXOX  
ALEXANDRA**



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| [www.house-of-social.com](http://www.house-of-social.com)

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