

RESOURCE ROLODEX

# **Social Content Marketing**

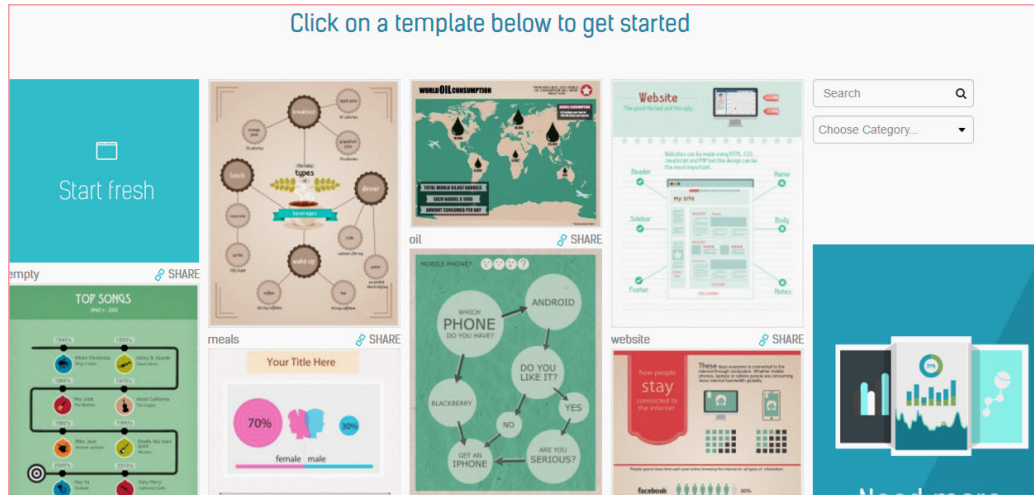
**How to Come Up with Engaging  
Posts that Get Shared!**

**This Quickstart Guide is Brought To You By Chad Eljir**

## How to Come up with Engaging Posts that Get Shared!

You don't have to wrack your brains over every Facebook post. Take advantage of all the rich resources available to help you transform your posts into top-quality stories your fans will want to read.

### 1. Easel.ly



Theme-based web app that allows you to create infographics.

"Just drag a Theme onto your canvas," promised Easel.ly—as well as text, shapes, charts and other objects. If you want to create an infographic quickly and easily, this is a simple way to do it—using pre-created, customizable, free templates for professional results.

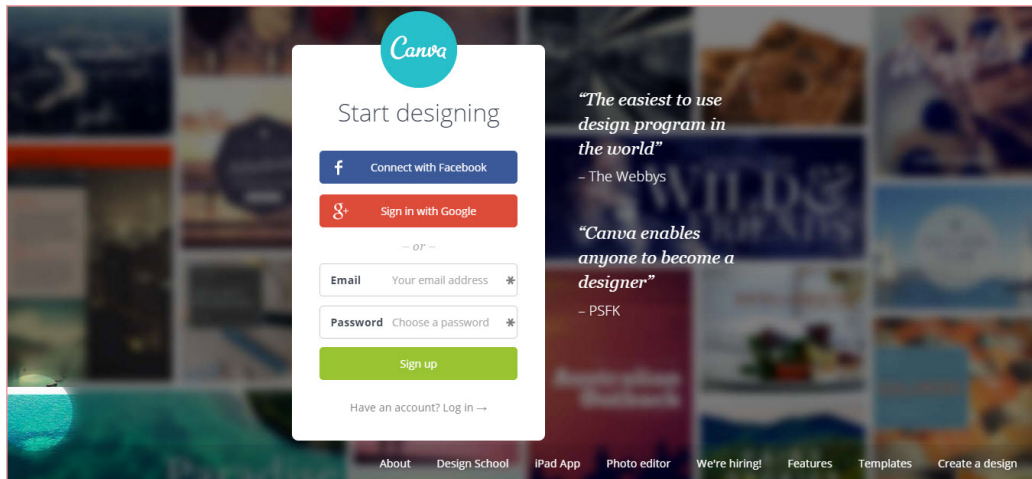
### 2. Piktochart

Another top-quality, web-based infographic creation app. (It's good to try out more than one, varying your content with different template styles—plus some web apps are better displaying one type of infographic, and others are better for displaying different types.)

Piktochart's library of 500 templates is updated weekly. A particularly nice feature is the Online Presentation mode, which allows you to present your infographic anywhere like a slide show. Also offers HTML or email options for you to download and embed your infographic, as well as the ability to download or print it in .JPG, .PNG and .PDF formats.

Piktochart offers a free lifetime account, and its paid plans start at \$15.00 per month.

### 3. Canva



Canva is a rich online graphic design app that not only allows you to create infographics, but also images. You can edit photos, log in with your email, Facebook or Google; and you can also use Canva as an iPad app. Plus it offers some very cool photo effects and features not available on other graphic design apps.

You can also make postcards, presentations, banners, business cards and much more with Canva.

### 4. Infogr.am

Offers free and paid accounts. The free plan allows you to create up to 10 infographics, 10 uploaded images, no private sharing and no downloads or live connections and their business account starts at \$15.00 per month, billed annually.

### 5. Youzign

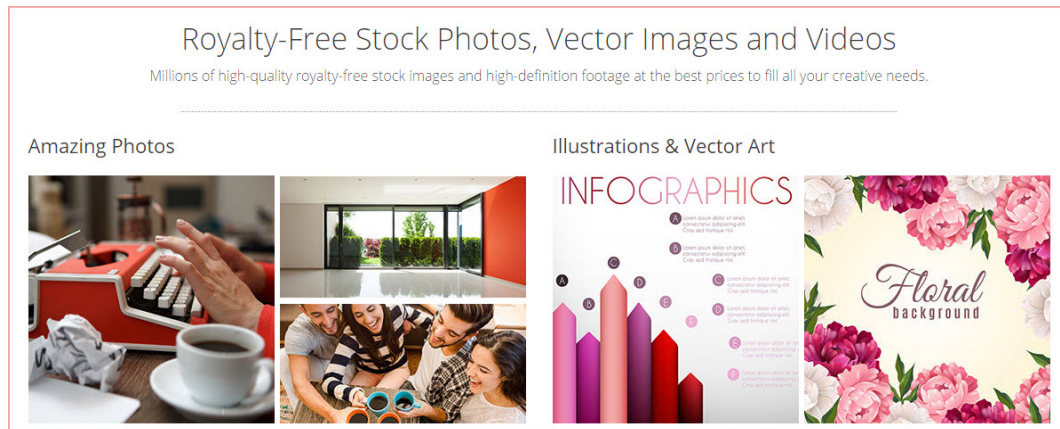
Similar to Canva. Also allows you to create YouTube Channel Art, Facebook Covers, Twitter covers and Twitter backgrounds. Offers over 800 templates and "instant access to over one copyright-free million images from Pixabay, Iconfinder and StockUnlimited inside Youzign."

### 6. Gimp.org

Free, open-source image editor. Your best alternative to Adobe Photoshop. Contains thorough tutorials, and has been in business for twenty years.

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### 7. **Depositphotos**



Top-quality stock photo site that also provides HD video, illustrations and vector graphics, as well as editorial and news images. Tends not to contain the same photos as other well-known stock photo sites—and a helpful feature is its “undiscovered” section, which allows you to know you are seeing truly original graphics that have not yet been used.

Offers a variety of pricing options, including monthly and daily credits—but keep your eyes peeled for their occasional promotions, which usually offer 1,000 photos with lifetime access for incredibly low prices. If you see such an offer—grab it!

### 8. **Pixabay.com**

A favorite, top-quality free graphics site that offers over 530,000 free photos, vectors and art illustrations.

Free for commercial use. (Always check licensing information for each photo you use from free image sites.)

### 9. **Storify**

Content curation site. You don’t have to write every single post yourself, you can simply share something fascinating, entertaining or important to your ideal fan. A crucial part of content curating, however, lies in putting your own spin on whatever you are sharing, so be sure to at least introduce what you’re sharing—or ask an irresistible question—or give your opinion and invite comments.

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If you use Twitter, be aware that Storify is “Twitter Certified” and integrates flawlessly with this social platform. You can sign up for free, but if you plan to

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make content curation a significant part of your posting, consider Storify's "Enterprise" plan.

### 10. **Visual.ly**



If you have a healthy budget and you'd like to outsource all your content creation, it's vital to select someone who thoroughly understands marketing, your business and social media. If you have a healthy budget to set aside for this, Visual.ly should be one of the first companies that you checkout.

### 11. **Hootsuite**

Online social media management app that allows you to pre-schedule and publish posts to multiple social media platforms. You can log in with Twitter, Google or Facebook.

Includes powerful analytics options that allow you to track "engagement and conversions with insights from Twitter, Facebook, LinkedIn, Google+, and Google Analytics".

You can also use Hootsuite Campaigns to create and track effective social contests and campaigns.

### 12. **Crowdboost**

Allows you to find your most engaged fans and followers, schedule unlimited tweets "for optimal times" and measure your social analytics on a variety of platforms.

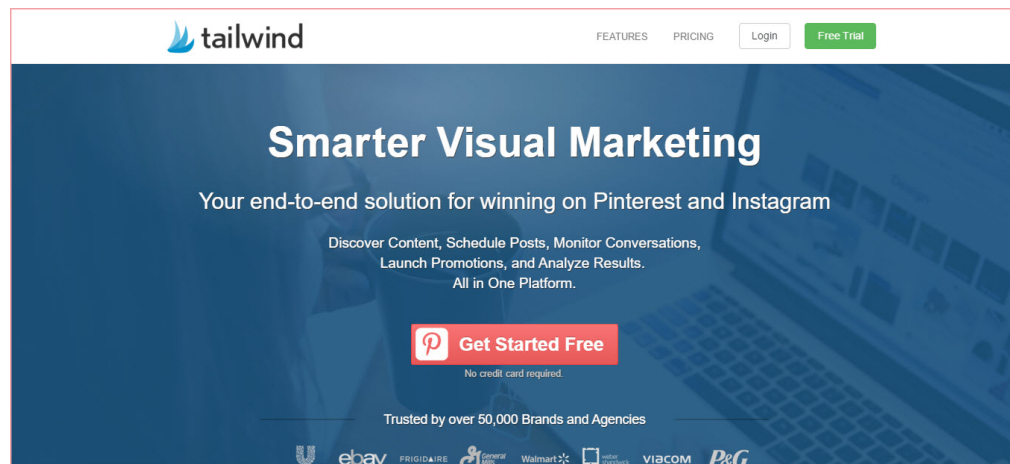
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Plans start at \$9.00 per month.

13. **Public Domain Images: What is Allowed and What is Not**

Excellent article from the Pixabay blog on the correct way to use public domain images.

14. **Tailwind**



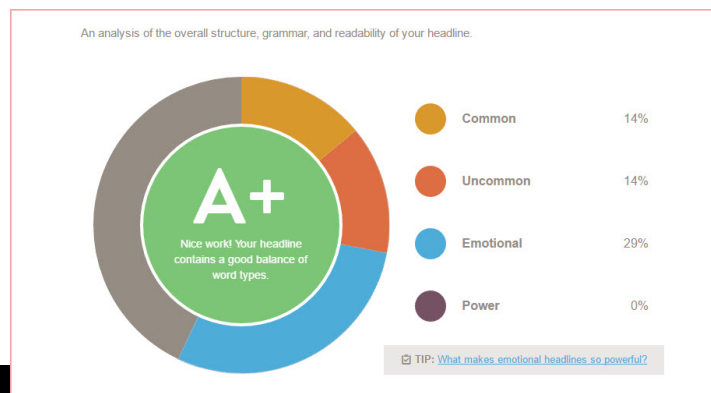
This top level Pinterest and Instagram content management app is unusual in that it provides a plan aimed at single bloggers (e.g. coaches)—which many of the apps catering to large business needs don't do.

As the screenshot says, you can “discover content, schedule posts, monitor conversations, launch promotions and analyze results”—all from the Tailwind platform... starting at only \$9.99 per month.

15. **CoSchedule Headline Analyzer**

CoSchedule is a great app site to help you with content creation and scheduling—and their customer service is superb—but this particular little free tool they provide is really handy for learning to create better headlines... instantly.

Simply enter your headline, let the tool analyze it—and try new versions. The app scores each headline and gives



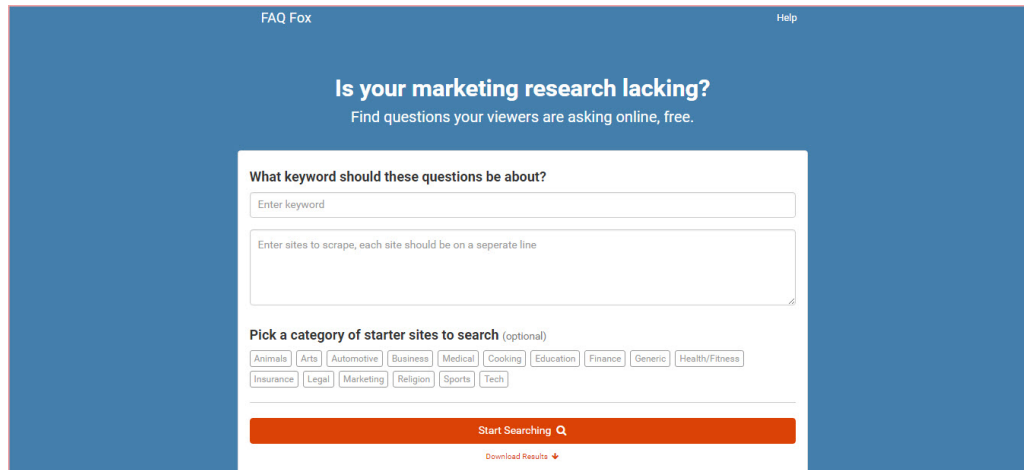


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you constructive feedback, like this:

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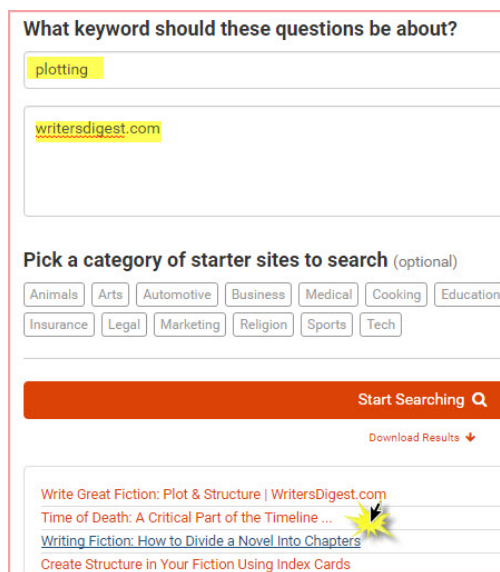
### 16. **FAQ Fox**



The screenshot shows the FAQ Fox website interface. At the top, it says "FAQ Fox" and "Help". The main heading is "Is your marketing research lacking?" with the subtext "Find questions your viewers are asking online, free." Below this is a form with two input fields: "What keyword should these questions be about?" and "Enter sites to scrape, each site should be on a separate line". There are also category buttons for "Pick a category of starter sites to search (optional)" including Animals, Arts, Automotive, Business, Medical, Cooking, Education, Finance, Generic, Health/Fitness, Insurance, Legal, Marketing, Religion, Sports, and Tech. A large orange button labeled "Start Searching" with a magnifying glass icon is at the bottom of the form, and a link for "Download Results" is below it.

This handy, free app will help you come up with great content ideas—on topics your ideal fans actually care about. Here’s how to use FAQ Fox most effectively:

- Enter a keyword you know your audience likes
- Enter the URL of one large, respected content site. When you press “Start Searching”, you’ll be served up a list of relevant articles from that site
- Look for a new, relevant topic that jumps out at you within the list of articles



This screenshot shows the FAQ Fox interface with example input. The keyword field contains "plotting" and the site field contains "writersdigest.com". The category buttons are the same as in the previous screenshot. The "Start Searching" button is orange. Below it, the "Download Results" link is visible. The results section shows a list of articles from WritersDigest.com, with a yellow star icon highlighting the article "Writing Fiction: How to Divide a Novel Into Chapters".

- Read that article—and see if one sentence or comment in it sparks an idea for a new article that incites your enthusiasm

## 17. CoSchedule



CoSchedule is a service, a suite of tools; but most of all, it is a great editorial calendar. You do have to pay—a “Solo” Calendar is \$15.00 per month—but there is a free trial and lots of personalized support, if you need it.

Whether you invest in CoSchedule financially or not, keep up with their blog: Sign up, and get access to eighty invaluable free resources, like this post planning checklist:



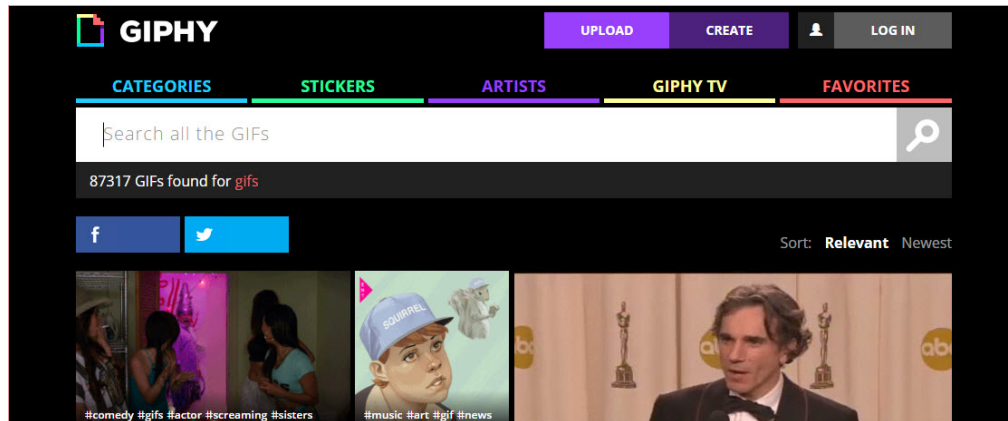
## 18. Aminstitute Headline Analyzer

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Another quick, free, effective headline analyzer that has been going for years. Helps you determine, among other things, the emotional impact of your headlines.

### 19. Giphy for Chrome

Install this app to quickly find animated .GIFs for your posts. And if you don't want to do that, simply search directly, with either keywords or hashtags by running a Giphy search.



### 20. Evernote

There are more than one reasons content writers everywhere love Evernote:

- You can quickly jot down post ideas, no matter where you are
- It syncs in real-time between all your devices
- You can use it to create To-Do lists
- You can keep research links and results handy

And its basic plan is free.

### 21. WordCounter

Like to write your posts in text editors other than MS Word? Just visit WordCounter and copy paste your post into the text field box, to instantly generate an accurate word count

Never has there been a better time to optimize your posts and deepen their emotional impact with all the tools available to help you with online content creation. Start with even a handful of these twenty-one suggestion to generate better Facebook Post ideas and grow their emotional impact—and engagement!