

PR NEWS

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The Best Tools to Help You Plan, Publish, Research, Design, Measure and More

Editor's note: Each month we ask communicators to turn over their toolkits and tell us what falls out. In other words, What tools and technologies are you using to do your job?

We know few better to talk about the best digital tools to use for PR and marketing than Michael Lamp, SVP, social & digital media at Hunter Public Relations and Brooks Wallace, the West Coast lead at Hollywood Agency.

Their edited responses to our question about some of the digital tools they recommend to improve PR and marketing efforts are below.



Michael Lamp: The question PR News asked is easy and difficult. Sometimes it seems as though there are so many tools aimed at helping PR pros do our jobs better that there must be one for every day of the year. While this is probably true, how to decide which tools to recommend and discuss?

I've decided to share with you seven tools that help my digital team progress through the week, from planning to publishing to measuring (and everything in between).

MONDAY

Ahalogy Muse – Begin your week by examining content trends within the influencer community. Making a content plan for an upcoming holiday? Search Muse, a free tool from Ahalogy, to uncover what influencers created around the same topic last year and get a leg up on your competition.

Bonus: consider Ahalogy's network of creators to develop content for a product launch or seasonal celebration. (<https://muse.ahalogy.com/signup>)

TUESDAY

CreatorIQ – So, you’ve figured out how to insert your client into that upcoming holiday. Now, you’ll need the right cast of influencers and creators to help your campaign soar. CreatorIQ is a paid tool that is equal parts identification tool and campaign manager. Build and share lists of prospective partners, based on a number of vetting filters, and use the management tool to compare results when content goes live. (<https://creatoriq.com/>)

WEDNESDAY

The Hoth Keyword Planner – With your creators now on board and hard at work developing content for your holiday campaign, it’s time to think about the actual copy that will carry the brand’s key messaging. The Hoth is a SEO company based in Florida, but it offers a free keyword-planning tool to gauge the volume and trend data related to a given term. This is a quick and easy way to optimize content for digital distribution. (<https://www.thehoth.com/google-keyword-planner/>)

THURSDAY

Planoly – As the holiday in question grows near, it’s time to start visualizing how your content will reach its audience. With Planoly, you can mock up Instagram posts for a given month to get a sense of how they’ll look when stitched together. So, whether you’re looking to build a composite graphic out of many smaller images or just want to ensure quality control across the board, this tool can help. The free version includes limited analytics but is a great creative mapping solution. (<https://www.planoly.com/>)

FRIDAY

Iconosquare – With your content ready for distribution, it’s time to start thinking about measuring the effectiveness of your effort. Iconosquare is a great way to capture results across both Facebook and Instagram. It’s helped our team make unexpected discoveries, such as the best Instagram filter to drive engagement. It’s a paid tool, but the starting monthly cost is a palatable \$29. (<https://pro.iconosquare.com/>)

SATURDAY

SMMartbox – It’s the weekend, so it’s time to let your campaign live its (best) life and reach the intended audience. Take this moment to pause, pat yourself on the back and shift your thinking to what other tools can make your job easier. The SMMartbox, a directory of more than 300 tools for social marketers, is brought to you by the folks at Iconosquare and is easy to search in, based on category or need.

The descriptions also clearly outline whether the tool is free, premium or freemium. (https://smmartbox.iconosquare.com/?utm_source=iconosquare)

SUNDAY

TrendKite – End the week by tying your efforts back to the basics of PR: earned media! Since my co-author Brooks Wallace also recommends TrendKite, I will keep my comments brief. Suffice it to say TrendKite is a premium tool that does a masterful job of identifying not just communications outputs, but true business outcomes to illustrate the value of earned PR. Use it to understand competitive share of voice to honing in on messages or content that drove the most traffic back to your website. (<https://www.trendkite.com/>)

Quid – Assess the influence of your campaign with Quid, a paid data analysis tool that lets you hone in on categories to determine the types of content driving coverage, as well as brands owning shares of the conversation. It's a great way to identify white space for programming, benchmark performance and measure effectiveness of earned media. (<https://quid.com/>)

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Michael's Recommendations	
Ahalogy Muse 	Creator IQ
Hoth Keyword Planner 	THEHOTH
Planoly 	Iconosquare  SMMartbox
TrendKite 	Quid 