InTransition

Ian Cleary – Founder of RazorSocial

Brief description for iTunes:

You might want to grab a pen and paper for today's podcast because we are going to drill down into the applications you can use to power your content marketing. Our guest today joins us all the way from Dublin, Ireland. Ian Cleary is the founder of a hugely successful social media training business and award winning social media blog RazorSocial.

Bio

Ian has very strong technology skills with over 15 years experience working in the software industry prior to working in social media. After building up a highly successful social media training business he decided to launch a blog focussed on social media tools in 2012.

The blog was an instant success globally winning major awards in the US within 6 months of launching. The blog has rapidly grown and within 18 months was attracting more than 100k unique visitors per month.

Ian is now launching the RazorSocial Training Academy which is an online training platform focussed on the technical side to social media marketing and blogging.

RazorSocial is the global leader in the provision of expert knowledge and advice on social media tools and technology. This year they will run over 300 programmes with a team of 6 trainers with highly specialized Digital Marketing Skills.

They advise the leading social media influencers, agencies and brands around the world on tool selection and technology direction.

RazorSocial is considered one of the key global influencers in the area of social media tools.

Links

Tools to identify potential audiences and influencers

8.28 PeekAnalytics (http://www.peekanalytics.com/)

9.06 Twtrland (http://twtrland.com/)

9.35 Attensity (http://www.attensity.com/)

Tools to identify the topics for and types of content you should create

11.37 BuzzSumo (http://buzzsumo.com/)

12.39 GroupHigh (http://www.grouphigh.com/)

13.41 Little Bird (http://www.getlittlebird.com/)

Tools to help you meet audience requirements

16.9 Survey Monkey (https://www.surveymonkey.com/)

16.29 Ahrefs (https://ahrefs.com/)

Tools to help you curate content

21.39 feedly (https://feedly.com/i/welcome)

22.36 Content Gems (https://contentgems.com/start)

22.53 Scoop. It! (http://www.scoop.it/)

22.39 Hootsuite (https://hootsuite.com/)

Tools to help you create content

26.00 InBoundWriter (http://www.inboundwriter.com/)

27.28 Wordpress (https://wordpress.com/)

27.32 CoSchedule (http://coschedule.com/)

Tools for measurement and evaluation

28.41 Google Analytics (http://www.google.com.au/analytics/)

31.42 Simply Measured (http://simplymeasured.com/)

31.55 Social Bakers (http://www.socialbakers.com/)

Other

36.19 SEMrush (http://www.semrush.com/)

37.00 Meet Edgar (http://meetedgar.com/)

39.07 RazorSocial (http://www.razorsocial.com/)

39.10 contentgroup (http://www.contentgroup.com.au/)

39.20 Social Media Examiner (http://www.socialmediaexaminer.com/)

39.25 Content Marketing Institute (http://contentmarketinginstitute.com/)

39.37 Businesses Grow (http://www.businessesgrow.com/)

39.47 Convince & Convert (http://www.convinceandconvert.com/)