100+ TOP TECH TOOLS & APPS
FOR SOCIAL SALES

GRAPHIC DESIGN RESOURCES

- **Snappa.com** – A cloud-based graphics editor for social media, personal, and marketing purposes. (FREE for 5 downloads, $10/mo unlimited)
- **Canva.com** – Drag-and-drop graphic design website & app. Some graphics are free. (FREE and Paid)
- **GIPHY.com** – Every animated GIF you could ever hope for to use in presentations, social media or blog posts. (FREE)
- **Beautiful.Ai** – Create animated eye pleasing slide decks with their visual templates that offer templates that adjust their design as you create them. (FREE)
- **DesignPickle.com** – Unlimited custom graphic design and unlimited revisions done for you by your very own professional designer. ($370/mo)
- **Visual.ly** – Eye-catching infographics for any of your presentation or social content needs (FREE)
- **Remove.bg** – Remove the background from your images (great to isolate a person from a photo to then overlay onto a graphic - FREE)
- **YouTubeScreenshot.com** – Grab screenshots from any YouTube video (FREE)
- **Biteable.com** – Make animated videos in seconds that you can use for Facebook Ads or social media posts. (FREE - $23/mo)
- **TheNounProject.com** – Icons for everything (FREE)
- **Pexels.com** – Copyright free, high quality stock images & videos (FREE)

VOICE RESOURCES: PODCASTS/ALEXA FLASH BRIEFINGS

- **Buzzsprout.com** – Easy podcast hosting, syndication and tracking (FREE - $12+/mo)
- **Libsyn.com** – Libsyn is your one-stop solution for everything you need to start podcasting, get your podcast in Apple Podcasts and iTunes, and even turn your show into an App. (FREE - $5+/mo)
- **SoundUpNow.com** – Alexa Flash Briefing Host & Skill Developer (starting at $14/mo)
- **Garageband (MAC)** – Record and edit voice or music (FREE)
- **Audacityteam.org (PC)** – Record and edit voice or music (FREE)
- **Alexa App** – Use the Amazon Alexa App to set up your Alexa-enabled devices, listen to music, create shopping lists, get news updates, and much more (FREE)
- **Amazon App** – Search, Enable and Listen to Alexa Flash Briefings (FREE)
- **Voice Memo App** (Included in iOS) – Record voice memos/podcasts/flash briefing content on your iPhone, iPad, iPod touch, or Mac. Then edit and share your recording. (FREE)
- **Anchor.FM/ Anchor App:** The Easiest Way to Start a Podcast. Anchor's mobile apps, iPad app, and desktop platform make it easy to capture audio anywhere, anytime. (FREE)
- **AlexaFlashBriefing.com** – Search for Alexa Flash Briefings from around the Universe – also, sign up to have your Flash Briefing included in this directory (FREE)
- **IndustrySyndicate.com** – The first real estate industry media company featuring top podcasts, flash briefings and live streams from all areas of real estate. (FREE)
- **Yeti Microphone** – Premium USB and XLR microphones, and audiophile headphones for recording (can find on Amazon) ($110+)
- **Blue Snowball Mic** – USB Mic (can find on Amazon - $49+)
- **Rode VideoMic Go for Smartphone** – Plugs into your smartphone for on the go professional sound ($60+)

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- **ZaxSound Cardiod Condenser Mic** – On the go with your podcast interviews? This portable mic will work with smartphones, laptops and tablets to record higher quality audio (Amazon $25)
- **MonoPrice Desktop Soundbooth** – Improve your podcast audio quality by eliminating background noise with this mobile noise reducing booth (can find on Amazon - $65)
- **Pop Filter for Mic** – Reduces the harsh syllable sounds made when speaking and attaches to microphone – any option will work simply search on Amazon ($10+)
- **Repurpose.io** – Repurpose your voice content into a YouTube or Facebook videos and automatically publish them (FREE)
- **Headliner.App** – Turn your audio clip into a social media video post with sound (FREE)
- **Fiverr.com** – From logos to podcast intros, choose from a variety of virtual designers ranging in prices from $5 and up
- **Zoom.us or Skype** – For recording interviews with guests for your podcasts (FREE)
- **Freesound.org** – Sound clip library for editing into your audio files (FREE)
- **Rev.com, Temi.net, Sonix.ai** – Transcribe your podcast audio into text for repurposing to other platforms and formats (.10-$1)

VIDEO RESOURCES

- **Joby GorillaPod Tripod** – Flexible universal smartphone and camera tripod (on Amazon $29+)
- **Arkon SPLEDRING Clip on Smartphone ring light:** Rechargeable with three light level settings (Arkon.com $15)
- **KIMAFUN Lav Mic set** – Wireless lapel mic system (Amazon $49)
- **Osmo Pocket** – The smallest 3-axis stabilized handheld camera (Amazon $349)
- **DJI Osmo Smartphone Gimbal** – A lightweight video stabilizer (Amazon $129+)
- **Canon PowerShot G7x Mark II** – One of the most popular digital cameras used by YouTubers – this is NOT required, your iPhone camera is just as good, this is merely a suggestion should you want to invest in a traditional camera (Amazon $649)
- **Neewer Ring Light** – Dimmable LED Standing ring light with multiple colors (Amazon $112+)
- **Animatron.com** – Upload your own videos or use included video clips to create and edit videos instantly (AKA Wave.Video - $39+)
- **Rev.com** – Outsource adding subtitles to any video ($1/min)
- **Temi.com** – Automatize audio to text transcription ($0.10/min)
- **Magisto.com** – Online video editor (FREE - $5/mo+)
- **Animoto.com** – Online video editor (FREE - $5/mo+)
- **Advanced video editing software: iMovie, Screenflow, Camtasia, Adobe Premiere Pro**
- **Lumen5.com** – Transform articles into videos in minutes (FREE - $49+)
- **VidIQ** – Analytics on YouTube video performance & keyword research (FREE - $9/mo+)
- **TubeBuddy** – Analytics on YouTube video performance & keyword research (FREE - $9/mo+)
- **VidYard GoVideo Chrome Extension** – Record your webcam or capture your screen in just a few clicks. Share your video through Gmail and see who has viewed. (FREE)
- **Video Downloader Chrome Extension** – Download video from websites (FREE)

CONTENT RESOURCES

- **Trello.com or Trello App** – Organize and plan projects or content with the ability to collaborate with others (FREE)
- **CoSchedule Headline Analyzer** – Helps you create better titles and headlines for YouTube videos and Blogs (FREE)
- **Advanced Marketing Institute Headline** – Helps you create better titles and headlines for YouTube videos and Blogs (FREE)
- **Portent's Content Idea Generator** – Instant blog topic inspiration (FREE)
- **SidewaysDictionary.com** – Explains tech terms in the form of easy to understand analogies (ex: 2 Factor Authentication = Is like Cinderella's slipper)
- **Feedly.com (Also an app)** – Organize, read and share the content of your favorite sites all in one place (FREE)
- **Answerthepublic.com** – A visual keyword research and content ideas tool (FREE)
- **PostPlanner.com** – Find engaging content ideas for your next social post ($3/mo+)
- **Keywords Everywhere Chrome Extension** – Chrome & Firefox add on that shows search volume, CPC & competition on websites (FREE)

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FACEBOOK RESOURCES

- **42Matters.com** – Access mobile app user data that you can upload into Facebook and serve ads to those people ($49/mo+)
- **Likealyzer.com** – Analyze any Facebook Business Page and get recommendations to optimize it (FREE)
- **Facebook Creative Hub** – Create mock ups for Facebook ads (FREE)
- **BeLive.tv** – Host dual or group Facebook Live broadcasts with customized logos ($12/mo+)
- **ManyChat.com** – Build your own Facebook Messenger chatbot without coding (FREE - $15/mo+)
- **ChatFuel.com** – Build your own Facebook Messenger chatbot without coding ($25/mo+)
- **Elevated Real Estate Marketing Facebook Group** – The best Facebook group for real estate related Facebook Ads training (FREE)
- **AdEspresso.com** – Create and manage ads across Facebook and Google; also includes library of ad templates ($69/mo+)
- **Connect.io** – Facebook ad keyword & interests research & also offers Facebook Ad ROI Calculator (FREE)

INSTAGRAM RESOURCES

- **Later.com** (App) – Visually plan, analyze & schedule Instagram posts (FREE - $9/mo+)
- **Plann App** – Visually plan, analyze & schedule Instagram posts (FREE - $6+)
- **Planoly.com (App)** – Visually plan, analyze & schedule Instagram posts (FREE - $7/mo+)
- **Captiona App** – Quickly find captions, quotes and lyrics to match your post (FREE)
- **Unfold App** – Create Instagram Stories with beautiful templated designs (FREE - $2+)
- **LinkTree.com** – Add more links to your Instagram Bio (FREE - $6)
- **Hashtracking.com** – Monitor and analyze social media campaigns via hashtags ($50/mo+)
- **Hastagify.com** – Find & analyze top hashtags in Twitter and Instagram ($19/mo+)
- **AllHashtag.com** – Hashtag generator & analyzer (FREE)
- **DisplayPurposes.com** – Search for top hashtags (FREE)
- **AutoHash App** – Auto generated hashtags based on the image you post ($1+)
- **AskLisa App** – Uses machine learning to select the photo that will perform the best ($4.99+)
- **Repost App** – Repost users Instagram posts with credit (FREE - $5)
- **IGTV App** – Vertical video platform for videos up to 10 minutes long – connects to Instagram (FREE)

SOCIAL MEDIA APP RESOURCES

PHOTO EDITING
- **BeFunky** – Easy photo editing (FREE)
- **VSCO** – What the professionals use to edit social photos (FREE - $19+)
- **8mm** – Old fashioned photo/video effects (FREE)
- **ColorStory** – Enhance your photo color effects (FREE)
- **Eraser** – Erase parts of your images (FREE - $24+)
- **Snapseed** – Photo Editor (FREE)
- **Ripl** – Make videos from photos (FREE - $15/mo+)
- **Mematic** – Make memes to share on social (FREE)

TEXT OVERLAYS
- **HypeType** – Animate your Text (FREE - $1.99+)
- **Adobe Spark Post** – Templated designs for social posts (FREE - $10/mo+)
- **AppleClips** – Add captions to your videos (iOS ONLY) (FREE)
- **WordSwag** – Add fonts to your photos (FREE - $5)
- **Legend** – Thumb-stopping animated posts (iOS ONLY) (FREE)
- **Canva.com** – The ultimate cloud based graphic design site/app (FREE)

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VIDEO APPS
- **InShot** – Edit video, add text, add emojis, change background colors (FREE)
- **VideoShop** – Edit video, slow motion, add music, voice overs (FREE)
- **Veme.ly** – Add text to your videos on the go (FREE)
- **Animaker** – Make DIY animated videos in the cloud (FREE)
- **IntoLive** (iOS only) – Bring your photos to life with video (FREE - $1.99)
- **Arrow** -Create videos with Augmented Reality graphics & emojis (FREE)
- **Quik** – From GoPro – edit videos on the go (FREE)
- **Flyr** – Create professional looking Stories with interactive elements (FREE ++)

WEBSITE RESOURCES

- **Wix.com** – Build a website without any coding skills (FREE - $11/mo +)
- **Squarespace.com** – All in one website builder and host (FREE - $12/mo +)
- **Adobe Spark Page** – Create beautiful single page sites in a magazine style layout (FREE - $9/mo)
- **KingSumo** – WordPress plug in designed to help you grow your email subscriber list through "viral" giveaways on your website (FREE - $99+)
- **Kissmetrics.com** – Heavy duty website analytics such as conversion tracking & engagement metrics ($
- **WhichTestWon.com** – A website dedicated to A/B testing (FREE)
- **ClickToTweet.com** – Help promote your content with this easy click to tweet link generator (FREE)
- **AddThis.com/Sharethis.com** – Help website visitors share your content with the click of a button (FREE)
- **Snip.ly** – Add a custom call to action button on any webpage ($29/mo+)
- **Slydial.com** – Automated mass voice messaging system
- **Zendesk Chat** – Reach your customers via live chat on web, mobile and messaging platforms ($14/mo+)
- **Bitly.com** – Create trackable URLs, shorten long links and create your own custom links (FREE)
- **PrettyLinks.com** – Create totally readable, easily speakable, and exceptionally memorable short links using your WordPress-based website and domain name ($59/mo)
- **UnBounce.com** – Affordable templated and customizable landing pages ($79/mo+)
- **Mobile Friendly Test (Google)** – Google this term and find Google's free site that will tell you if your website is mobile friendly (and if it's not, it should be)

EMAIL RESOURCES

- **Sanebox.com** – Clean up your email inbox ($7/mo+)
- **Unroll.Me** – Unsubscribe from emails instantly (FREE)
- **Boomerang** – Like a snooze button for your emails (FREE)
- **WiseStamp.com** – Custom email signatures with clickable social links (FREE - $6/mo)
- **BombBomb.com** – Send video emails & texts to your database ($49/mo+)
- **ConvertKit** – Simple email sales funnel system to help convert website visitors ($29/mo+)
- **ClickFunnels.com** – "Marketing funnels made easy" ($97/mo+)

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GENERAL RESOURCES

- **HitEmUpApp.com** – Send personalized mass texts (IOS only $2.50+)
- **WeTransfer.com** – Transfer very large files (up to 2GB) that cannot be emailed (FREE)
- **Moo.com** – Create incredible and unique business cards that people won't throw away
- **LastPass.com (APP)** – Password manager & digital wallet that allows others to log into your platforms without sharing your log in credentials (FREE - $2/mo+)
- **Zoom.us** – Face to face meetings, webinars and recordings for groups or individuals (FREE - $14.99/mo+)
- **Slido** – An audience interaction tool for meetings, events and conferences. It offers interactive Q&A, live polls and insights about your audience. (FREE ++)
- **Google Slides/Sheets/Drive/Forms** – Google offers a suite of products that can replace Microsoft suite of tools for free, cloud storage and collaboration ready. (FREE)
- **Google Docs VOICE DICTATION feature** – Automated voice typing within your Google doc – simply activate and start talking (FREE)
- **Dropbox.com** – Cloud storage for all of your files that allows you so share with others (FREE - $8/mo+)
- **Calendly.com** – Stop emailing back and forth to find a meeting time – simple, easy to use scheduling system (FREE - $8/mo+)
- **Statista.com** – Every stat you ever wanted complete with visual charts for presentations (FREE - $49/mo+)
- **PDFEscape.com** – Edit any PDF without Adobe (FREE)
- **PDF2JPEG.net** – Turn any PDF document into a JPEG without downloading software (FREE)
- **Reflector Director (airsquirrels.com)** – Mirror your phone screen for a live presentation ($6.99)
- **Slack App** – Real time messaging, file sharing and powerful search collaboration tool for teams like group text on steroids (FREE)
- **Zapier.com** – Automate and connect multiple apps and platforms i.e. automate your Facebook leads to be automatically added to your CRM (FREE - $20/mo+)
- **Alternativeto.net** – Find crowdsourced alternatives to software and tech (FREE)
- **Kajabi.com** – Create, launch and sell your online courses ($149/mo+)
- **Keyword.io** – Advanced keyword research for you blog or YouTube video SEO (FREE)
- **Google Keyword Planner** – Advanced keyword research for you blog or YouTube video SEO (FREE)
- **Print Friendly & PDF Chrome Extension** – Automatically print friendly format for any PDF (FREE)