The Marketing Toolbox

To Minimize Your Day to Day Tasks

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You know those applications that just help you with SO much you think,"It'd be hard to do my job efficiently without these?" I hear ya. With so many programs out there, how can you tell which ones are really worth it?

Just like many other entrepreneurs, I've spent years trying to figure out the best apps out there to give me exactly what I want. Applications that are easy to use and navigate, efficient, and, ideally, can work on both my desktop and my iPhone.

I've narrowed down my top FOUR favorite apps that I use every single day to make my job easier and to make my day to day systems more fluid. We'll go deep into why I love them and what exactly they can do for you. The end goal is simple: I share what works for me and you can decide if maybe, just maybe, it might work for you too.

As always, Tweet or message me your thoughts - I always want to hear from you!

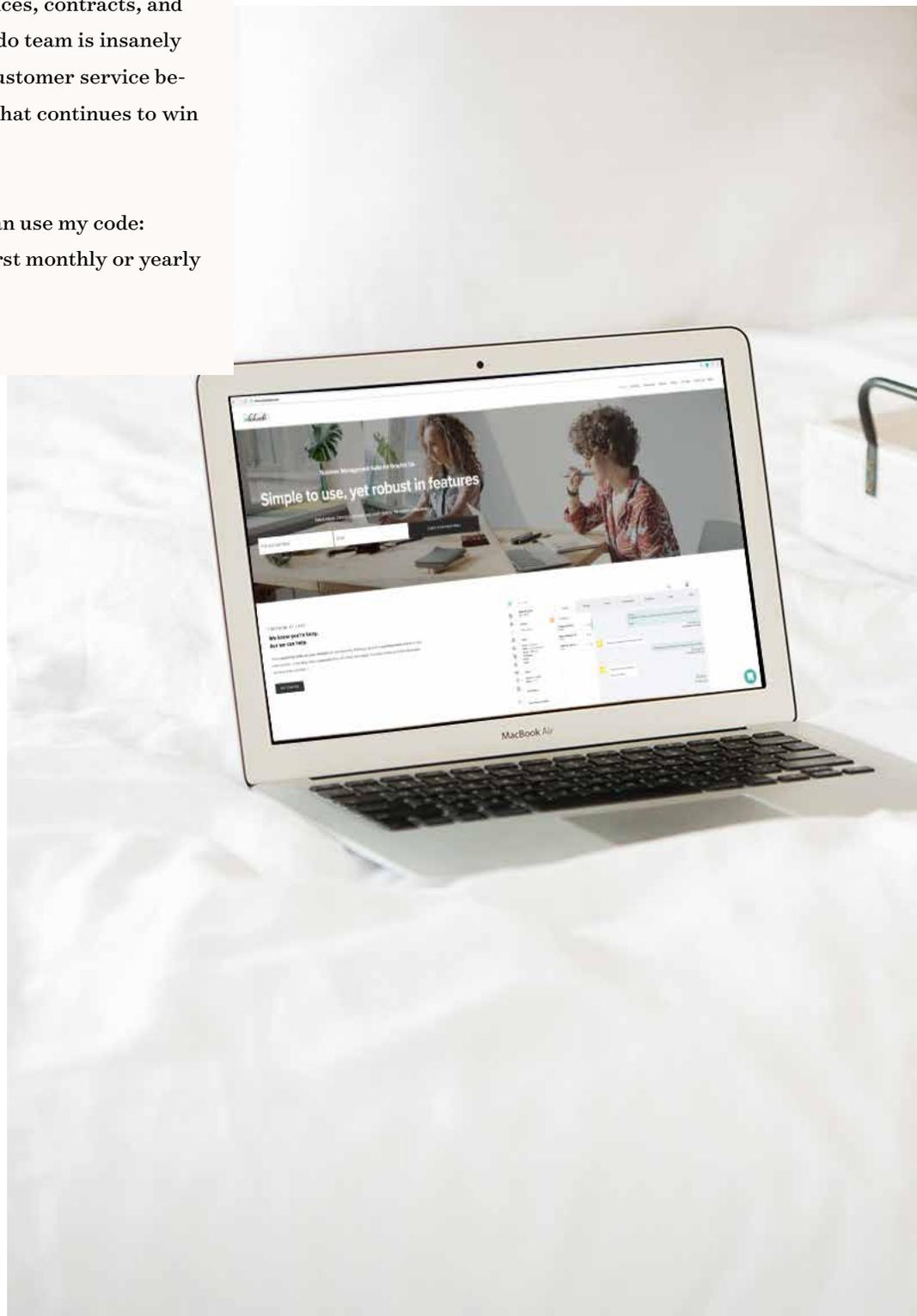Twitter // @aurorasocialco
Facebook // @aurorasocialco
Instagram // @aurorasocialco

Dubsudo

Dubsudo is a game changer, ya'll. When I first found this CRM application it only took a few minutes of clicking around to decide that I wanted to be a full time user. With Dubsudo, I can create contacts and invoices easily, integrate my Google Calendar, and even create portals for my clients so that they can jump on and see things like invoices, contracts, and questionnaires. Also, the Dubsudo team is insanely sweet and always helpful. The customer service behind the brand is another thing that continues to win me over day after day.

Psst...if you like Dubsudo, you can use my code: ASOCO20 to get 20% off your first monthly or yearly package!
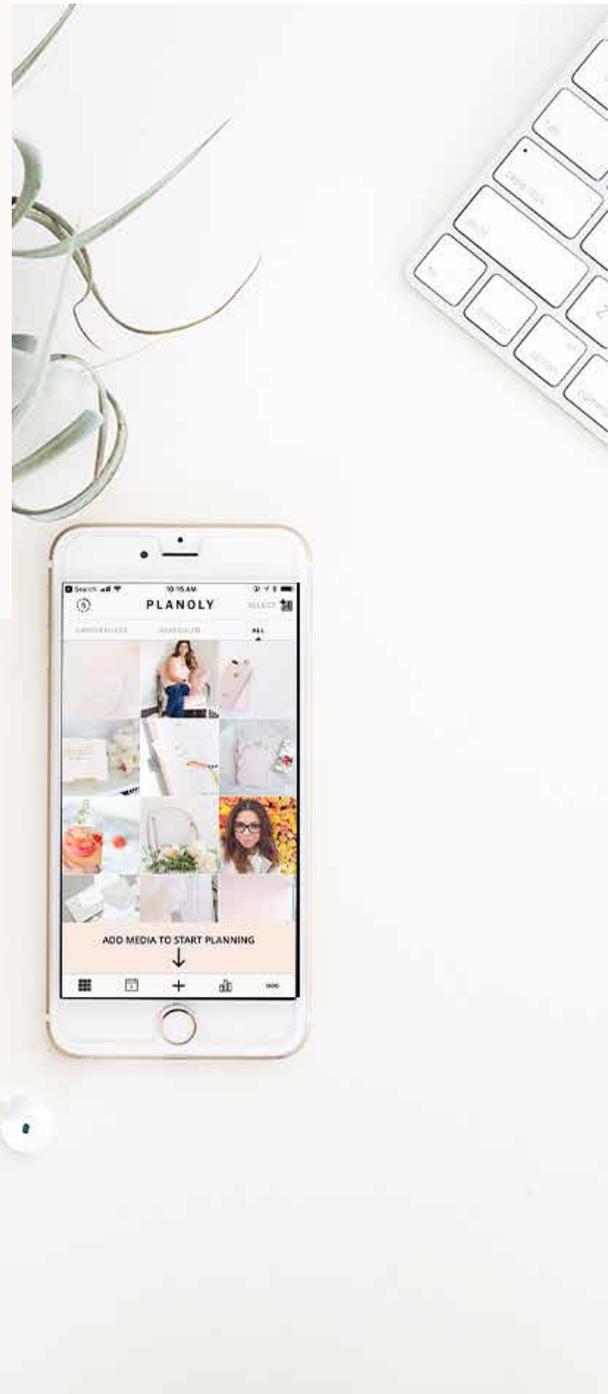
Mailchimp

Mailchimp is my go to tool for sending out newsletters so that I can connect with YOU - my audience. It's completely easy to set up and navigate and you can be ready to draft up your first newsletter in minutes. Recently they've added a Google Re-marketing ad option and a Facebook/Instagram campaign tool. Also - BONUS! - Automation is now a free feature! So you can set up automated e-mails and still connect with your tribe while you do the real grueling work!

Planoly

I've raved and raved and *raved* about Planoly for years. And that's simply because it's the best Instagram planning tool that's out there. Seriously. I love that you have the option to upload, for instance, two weeks of photos and then you can click and drag the photos around to see what's going to be the most visually pleasing for your feed. I use their placeholder tool a lot when I'm working on copy but don't exactly know which photos I'm going to put up. They also offer super helpful performance analytics. Recently, Planoly has added a shoppable option where users can shop straight from your feed. What I *really* like is that Planoly allows you to comment back to people from right within an iPhone or web app - no need to even go to Instagram. Now *that's* a time saver.

PeopleMap

Okay, PeopleMap is seriously the most undiscovered secret ever. Using PeopleMap lets me track down brands and other entrepreneurs on Instagram to see things like their average 'likes' per post and their engagement rate so that I can not only make an educated decision on whether or not I want to collaborate with them as an influencer, but also make sure that I'm doing *my* job as a social media manager, strategist and consultant. If you're a brand that sells product, PeopleMap also allows you to find people who might be a good candidate to market your product using their list building option. With this you can use filters like sorting by a range of followers, engagement, location and/or keyword. *Golden.*

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