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Improve your Social Media Marketing Strategy with these helpful tools!

Want to build and grow your social media strategy in 2023? Don't know where to start? Before the challenge of writing copy and posting to multiple social media accounts takes over your day-to-day, check out some helpful social media management tools that will help your social media marketing efforts in 2023!

Loomly

If you're looking to schedule social media posts across multiple accounts and platforms, while also being able to edit and change the size of your graphics for each platform's recommended sizes, Loomly is the way to go!



[Explore Loomly](#)



Canva

Looking to design fun, attention-grabbing graphics on an easy-to-use platform? Canva is the clear winner!

Create everything from flyers and documents to social media posts and more!

[Check out Canva](#)

Hootsuite

Want to monitor what others in the industry are saying about your brand? Hootsuite offers great monitoring tools so you can stay engaged in the conversation! You can also schedule social media posts through Hootsuite as well, which is great if you're trying to limit the number of tools you use.



[Take a look at Hootsuite](#)

Just don't have the time and need someone to manage your social media strategy for you? [Reach out today - we'd love to help!](#)

Boost your social media marketing strategy today!

YOU WON'T REGRET IT!

JUST IN CASE YOU MISSED IT!



How to Create Attention Grabbing Graphics in Canva

We understand that not everyone is a skilled designer and not all businesses have the resources to employ a professional graphic designer.

That is where Canva comes to the rescue! Canva is known as a graphic design platform that allows users to create social media graphics, presentations, posters, resumes, and much more. The best part is they provide you with free templates, options for images, filters, icons, shapes, and fonts- essentially everything you need to



How to Maintain a Social Media Schedule

If you've ever wondered how often you should post to your social media, you're not alone! That is one of the most asked questions we hear from our marketing clients at Auctioneer Software! We also often hear that people have trouble maintaining a consistent posting schedule, which can be a challenge if you don't have a system to keep track of your content and when it goes out! While there is no right answer, and it can vary between each platform, there is a sweet spot of posting frequency that is easy to

create attention grabbing graphics. To help you maximize all their useful features, we're outlining a couple of ways to create your next great graphic using Canva.

[Read More...](#)

maintain AND keeps the social media algorithms happy!

[Read More...](#)



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