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**Sandi Smith Leyva** • Oct. 11, 2016



Social media can be incredibly profitable, but it can also be incredibly time-consuming. Here are three tools that help to take the work out of social media and put the profit back in.

### **Canva**

Adding graphics to your social media makes them stand out far more than simply using text. Luckily, you won't need to hire your very own graphics designer as long as you use Canva. You can easily put together professional-looking graphics with headlines for a very small fee.

Check it out at <https://www.canva.com/>.

### **Hootsuite**

If you're going to write all those posts, tweets, and statuses, then you might as well

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## Zapier

Tools like Zapier and IFTTT allow you to integrate your social media and other marketing tools. If a new subscriber signs up for your newsletter or blog, you can add them to one of your Twitter lists. You can trigger actions when someone follows you on Twitter, favorites a tweet, and more. With hundreds of apps and actions to choose from, you can automate many of the social media actions you might be doing manually.

Check it out at <https://zapier.com>

Try these three favorites to boost your social media effectiveness and ROI.

## Firm Management

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