

Consulting

the **BIG** list

We are committed to making professional and personal development a practical reality for you. We believe that our products and services will produce clients who are fully equipped and set to succeed. Our goal is to prepare you to the extent that you have already won.



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Hello!

We hope you find this resource useful. We created The Big List in response to the requests of many attendees at our [social media seminars and workshops](#). Most of the listed tools are free of charge. The Big List is published four times a year – the next update will be in October 2010.

Feel free to sign up to our [email newsletter](#) to keep in touch. Alternatively, join us on [Facebook](#).

If there are any bloggers out there, who'd like to [guest blog](#) for us, get in touch! We're happy to post anything that is related to business.

If there is any resource you think should be on The Big List, please email it to info@sensei-winbeforehand.co.uk

Enjoy!

Some Random, But Useful, Articles

Here is an additional collection of random articles and tools we find useful.

All You Ever Needed To Know About Twitter!

<http://www.marketingprofs.com/smallbusiness/index.asp?nlid=1288&cd=dmo121&adref=NsbT489>

Online Networking Guide – New!!

<http://www.nibusinessinfo.co.uk/bdotg/action/layer?site=191&r.s=m&r.l1=1073858796&r.lc=en&r.l3=1081903308&r.l2=1074298365&topicId=1081903308&r.i=1081912399&r.t=RESOURCES&tc=191FRSNTW>

The Future of Social Media: Being Everywhere (a Steve Rubel Interview)

http://www.socialmediaexaminer.com/the-future-of-social-media-being-everywhere-a-steve-rubel-interview/?utm_source=twitterfeed&utm_medium=twitter

Top 10 Twitter Marketing Blunders

<http://www.computerweekly.com/galleries/236700-4/Live-CRM-demo-Top-10-Twitter-marketing-blunders.htm>

SEO or Social Media – Is SEO Needed Now That Social Media Has Arrived?

http://www.interleado.com/blog/index.php/2010/01/18/seo-or-social-media-is-seo-needed-now-that-social-media-has-arrived/?utm_source=twitterfeed&utm_medium=twitter

101 Twitter Tools for the Ultimate Twitter Expert

http://www.sociableblog.com/2009/11/25/101-twitter-tools-for-the-ultimate-twitter-expert/?utm_source=feedburner

Blogs and Websites

This section supplies a list of useful blogs and websites.

Alltop

<http://alltop.com>

An online magazine rack of the web. You can submit your own site to be catalogued and set up an account to manage all the websites and blogs you like - in one place. [RSS feed widgets and badges](#) are available for your website.

Online Magazines – New!!

<http://www.creativeboom.co.uk/belfast/>

An online magazine focusing on all things creative.

Social Media

Mashable	http://mashable.com/
Gaping Void*	http://gapingvoid.com/
Convince and Convert	http://www.convinceandconvert.com/
Social Media Examiner	http://www.socialmediaexaminer.com/
Justin Parks.com	http://www.justinparks.com/
Webdistortion	http://blog.webdistortion.com/

* Caution advised. Content may offend some readers.

Tech Blogs

<http://www.nitechblog.com> (or <http://www.syncni.com>)

Northern Ireland's Technology, Science and Innovation Magazine.

Web-Wise Bloggers

Robert Scoble	http://scobleizer.com/
Chris Brogan	http://www.chrisbrogan.com/
Tech Crunch	http://techcrunch.com/

Tools for Busy People

Belfi

<http://belfi.co.uk/>

Belfast Wifi hotspot directory.

Current Media – New!!

http://current.com/tags/76068812_northern-ireland/

“Current Media is an award-winning multiplatform company dedicated to the in-depth investigation and exploration of the world's most important, interesting, and entertaining stories.”

Evernote

<http://www.evernote.com/>

Evernote.com is a tool that allows you to save ideas as well as things you see and like online to a central online space.

Huddle – New!!

<http://www.huddle.net/>

Huddle is an excellent, user-friendly project collaboration tool that allows for sharing files, ideas, meetings, and progress milestones. If you have more than one project, you will need to pay a subscription.

InstaPaper

<http://www.instapaper.com/>

InstaPaper is an button that allows you to grab online stuff, send it to a site, and auto-download it to your iPhone, for perusing later.

PaperLi

<http://paper.li/>

Read hashtags in newspaper format. News as it happens is tweeted!

PDF Split and Merge – New !!

<http://pdf-split-and-merge.en.softonic.com/download#pathbar>

This free tool helps you to merge and split PDF documents.

Voo2Do – New !!

<http://voo2do.com/>

Voo2Do is a simple task and project management tool, with options for collaborating with others.

5 Ways To Set Out Your Manifesto on LinkedIn

<http://www.sensei-winbeforehand.co.uk/2010/04/14/5-ways-to-set-out-your-manifesto-on-linkedin/>

Twitter

Twitter has a multitude of third-party applications. Check them out!

Twitter

<http://twitter.com/>

Twitter is a micro-blogging service that lets you share information and useful resources with a list of followers. You can follow those who don't follow you, and vice-versa.

<http://twitter.com/account/connections>

This page lists all third-party applications you have allowed to access your account.

<http://status.twitter.com/> - New!!

This blog supplies updates on Twitter's operational status.

TweetDeck

<http://www.tweetdeck.com/>

TweetDeck is a desktop and mobile application that helps you manage multiple accounts across multiple social networks.

SocialOomph

<http://www.socialoomph.com>

This website allows you to schedule tweets, send new followers welcome messages, and automate following and unfollowing.

MentionMap

<http://apps.asterisq.com/mentionmap/#>

An animated map of clustered interactions within your Twitter network. Lets you know who's connecting with who. A great way to find people to follow. Read more [here](#).

Retweet Rank

<http://www.retweetrank.com/>

This lets you find out how retweeted you are.

Themeleon

<http://www.colourlovers.com/themeleon/twitter>

This tool allows you to create a background from themes and customize the colours to suit.

The Twit Cleaner

<http://thetwitcleaner.com/>

"Clean the garbage from your tweetstream." This tool creates a detailed account of each follower, including bots and inactive users.

TweepSearch

<http://tweepsearch.com/>

Search your followers by bio.

TweetPhoto

<http://tweetphoto.com/>

Photosharing on Twitter, with mobile apps available.

TweetStats

<http://tweetstats.com/>

Supplies basic information on when you tweet most often.

TwitLonger

<http://www.twitlonger.com/>

This site allows you to sign in and tweet longer than 140 characters. The tweet appears with a link for readers to read the rest of your tweet.

Twitter Grader

<http://twitter.grader.com/>

Measures the impact of your Twitter account, in other words the power, reach and authority you have. Oo-er!

Twitter 101 – New!!

<http://business.twitter.com/twitter101/>

Twitter's own business guide.

TwitPic

<http://twitpic.com/>

Email (including with your mobile) or upload photos online.

UberTwitter

<http://ubertwitter.com/>

A Twitter client for Blackberries.

TweetCloud

<http://tweetcloud.com/>

Creates a cloud of what you most often tweet about.

MyTweetSpace

www.mytweetspace.com

This tool allows you to amend your Twitter home page, add a photo and more colour

Twollo

<http://www.twollo.com>

Twollo allows you to automatically follow those talking about any words you specify

TweetCloud

<http://tweetcloud.icodeforlove.com/>

Discover which words you tweet most often. Display in cloud and tweet out to your followers.

VisibleTweets

www.visibletweets.com

Display your tweets to an audience. Great for a background visual display.

Facebook

The following lists some useful articles.

Facebook – NI Statistics

<http://twitter.com/eyekiller/status/3740312770>

Facebook Mimics Twitter

<http://www.revolutionmagazine.com/news/937590/Facebook-copies-Twitter-mentions/>

Pages and Fan Interaction

<http://www.ppcni.com/facebook-pages-and-fan-interaction/390/>

Pagemodo – new !!

<http://www.pagemodo.com/index.html>

Create your own landing page.

Privacy Settings

<http://www.sensei-winbeforehand.co.uk/2010/05/05/facebook-privacy-settings/>

Tip for Case Studies: Victoria’s Secret & Coca-Cola

<http://twitter.com/definitevision/status/3907957525>

Unleash the Vast Power of Facebook

<http://marismith.com/smm-intro/>

Analytics / Measurement / ROI

The following is a list of tools that can help contribute to your decision on whether or not the time you are investing in social media efforts is paying off.

Bit.ly

<http://bit.ly/>

Shorten links and check click thru rates. There is a nice integration with TweetDeck, so each link you send there is recorded.

Blog Pulse

www.blogpulse.com

Blog trends, including searching your own.

Customscoop

<http://www.customscoop.com/>

Online media monitoring - free 14 day trial.

Dlvr/it – new !!

<http://dlvr.it/>

This new tool delivers your new content to Twitter, Facebook and LinkedIn, automatically. It's very useful for notifying your followers of new blog posts (RSS feeds). For those who use Bit.ly, it also integrates with its API. Crucially, it delivers basic analytics, via Google Analytics.

Google Alerts

<http://www.google.com/alerts>

Set email alerts for mentions of your business, product and service names, your name or anything else, on Google.

Google Analytics Add-On for Social Media

<http://userscripts.org/scripts/show/35080>

Jive

<http://www.jivesoftware.com/solutions/market-engagement>

Listen to buzz around your brand on social media channels - trial option available.

J.mp

<http://j.mp/>

URL shortener, measures click-throughs. Made by Bit.ly.

Monitoring Social Media Before You Have a Budget

<http://net-savvy.com/executive/tools/monitoring-social-media-before-you-have-a-bud.html>

Pro Bit.ly

<http://blog.bit.ly/post/284009728/announcing-bit-ly-pro>

Trendpedia

<http://trendpedia.com/>

Find out what's buzzing in the blogosphere.

Trendrr

<http://trendrr.com>

Tracking campaigns and profiles. Free and paid options.

TweetBeep

www.tweetbeep

This tool sends you a summary of all tweets featuring any words you specify.

TwitterAnalyzer

<http://www.twitteranalyzer.com/>

Twitter Analyzer examines the composition of your followers and the reach of your tweets among lots of other useful metadata.

10 Twitter Tools To Help You Track And Perform Better

[http://socialmouths.com/blog/2009/12/09/10-twitter-tools-to-track-and-perform/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+Socialmouths+\(SocialMouths\)](http://socialmouths.com/blog/2009/12/09/10-twitter-tools-to-track-and-perform/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+Socialmouths+(SocialMouths))

Blogging

8 of The Best Tumblelog Platforms Reviewed

<http://blog.webdistortion.com/2009/07/15/8-of-the-best-tumblelog-platforms-reviewed/>

Widgets for Blogs and Websites

<http://www.widgetbox.com/>

Widgets for blogs and websites.

Social Mouths – **New!!**

<http://socialmouths.com/blog/>

A blog about social media strategy.

Email Marketing

Aweber – New!!

<http://www.aweber.com/>

Constant Contact – New!!

<http://www.constantcontact.com>

Exact Target – New!!

<http://email.exacttarget.com/>

Mailchimp – New!!

<http://www.mailchimp.com/>

For a full listing with analysis, read WebDistortion's blog post:

[10 Stonking Email Marketing Systems Reviewed.](#)

Business Stationery

This section highlights some useful sites where you can order business cards and other stationery.

Creative Bits – New!!

http://creativebits.org/cool_business_card_designs

This blog post provides help with ideas for unique business card designs.

Moo – New!!

<http://uk.moo.com/en/>

Moo supplies options for template and customised business card designs, manufactured to a high standard.

Streetcards – New!!

<http://gapingvoid.streetcards.com/?PHPSESSID=8ee687f0131732f2fc402833ac8fbb39>