Top 15 Chrome extensions for social media marketers



30-second summary:

- When it comes to the internet browser, Google Chrome, with its extensive list of extensions is the indisputable chart-topper.
- As a digital marketer, you have to keep track of so many things – different projects at various stages of development, research, reporting, new leads, existing clients, et cetera.
- Bhavik Soni shares a list of the top 15 Chrome extensions that will make social media marketers more productive, smart, and efficient.
- These are categorized into extensions for – Productivity, research and tracking, content creation and implementation, and digital marketing. Dive in!

When it comes to the internet browser, Google Chrome, with its extensive list of extensions is the indisputable chart-topper. From simple theme-based to technical coding-related, the extension list in chrome is practically endless.

This extension-packed list also boasts a wide variety of efficient social media extensions that boost professionalism,

punctuality, and productivity. And, who wouldn’t love a convenient free plugin that makes life easier!

As a digital marketer, you have to keep track of so many things – different projects at various stages of development, research, reporting, new leads, existing clients, et cetera. These extension apps create a focus-orientated and organized work environment by keeping marketers updated on project developments, sending to-do reminders, enhancing content, and more.

In short, these install-and-use plugins act as the ace up their sleeves for social network marketers. They work as useful gadgets and trained assistants. They are the must-have social media marketing tools for every marketer.

You can optimize and make Google work for you in a jiffy by adding these 15 Chrome Extensions to your browser today.

Chrome Productivity Extensions

1. StayFocused: App block & website block google chrome extension

Designed to boost productivity, the StayFocused extension limits the amount of time you spend on vanity Googling. It offers the brute force you need somedays to anchor your focus to what’s more important.

Pricing:

Free

2. Momentum: Personal dashboard new tab chrome extension

Perhaps, Momentum is the best Chrome extension for productivity. It steers your focus from idle to important by

motivating you with quotes, encouraging positivity with mantras, and inspiring with serene photography. Features like Daily Focus, To-Do, Countdowns, Metrics, Event Reminder and Links help you browse the internet with intent. What’s more? The plus version is available for just $3.33/month.

Pricing

$3.33/month

Research and tracking extensions

3. Diigo Web Collector: Highlighter and bookmarker for chrome

Diigo is a research chrome extension that lets you highlight important phrases, bookmark and save pages, write notes, and collect references at a single place. It comes in handy for social media marketers, who generally invest hours in R&D for planning a campaign, learning trends, and comparing the competitor’s strategy.

Pricing:

Free

4. Google Analytics URL Builder: Online UTM tracking

This is a tracking extension that lets you build UTM parameters. With the help of this plugin, you will be able to gauge the effectiveness of the UTM tags used in the campaigns. Google Analytics URL Builder also allows you to share templates with others, saves time when you have to generate URLs manually, and shares progress with clients.

Pricing:

Free

5. Ghostery: Makes web cleaner, faster, and safer

Ghostery is designed to block ads and trackers, this productivity chrome extension makes a great social media marketing tool. With its help, you will be able to learn the trackers on the competitor’s sites that they use to attract, engage, and convert the visitors.

Pricing

$11.99 USD /month/user*

6. SpyFu: SEO and PPC tools for professionals

Yet another efficient tracker extension that lets you peek into the competitor’s site data. Spyfu reveals extensive information, including where the competitor appeared on Google in the past nine years. The social media marketing (SMM) plugin also shows all keywords bought on AdWords, every ad variation, and every organic rank for $33/month.

Pricing

$33/month

Content creation and implementation

7. Canva: Design is all around us

How social media advertising will perform relies a lot on visuals. Photo-driven platforms like Instagram and Pinterest yield better ROI than content-driven Twitter or Facebook. It is because photos get more engagement. To ensure you can make

most of this social media trend, creating impressive and attention-grabbing posts become imperative. It is where Canva comes into the picture.

Pricing

Free

8. Figure it Out: Solve your time zone pain

A digital marketer works for clients and target audiences in different time zones. For them, Figure it Out proves to be a handy tool. It is an extension that lets you keep track of up to 10 time zones, and makes scheduling posts accordingly.

Pricing

Free and paid ($3/month)

9. WhatFont: Identify fonts on web pages

We get it, fonts are tricky. Download an app, and it gives you hundreds of fonts that are too similar-looking, too familiar, or too quirky for your campaign. One day you browse a site – may be a competitor’s – and find just the font you were looking for but have no clue which one it is.

That’s when WhatFont comes to the rescue. A single click and it reveals not only the name but also the family, style, weight, size, line height, and color of the font.

Pricing

Free

10. Unsplash Instant: Beautiful photos in

your new tab

For every social media marketing post, there is a tedious task to find high-quality, professional stock pictures, usually for free. Unsplash Instant lets you find great photos ranging from flowers and skies to desktops and artsy portraits. You can save them for free and use it for all kinds of commercial use.

Pricing

Free

11. Colorzilla: Advanced colorful goodies

Colorzilla allows you to hover over any color shown on a webpage and learn about its hex code for future use in a social media ad post. With this plugin, you will be able to create consistent color themes, appealing visuals, and come up with perfect palettes.

Pricing

Free

12. Sniply: Drive conversion through content

Social media promotions through third-party content are more effective when they include a tempting call-to-action that takes the reader to your own online space. Sniply helps you make those conversion-generating posts by letting you add custom CTA to any piece of content. On the dashboard, the plugin will show how many clicks your links are getting and the level of engagement for tracking purposes.

Pricing

$29/month

Digital marketing extensions

13. IFTTT for Marketing and social media automation

IFTTT free digital marketing extension syncs multiple apps and automates them, thus saving a lot of time and effort. In simple terms, you could post a pic on a dozen different platforms all at once.

Pricing

Free

14. Buffer: Share content easily

With this social media extension, you will be able to schedule and manage posts across different platforms. Buffer will also let you follow up with analytics to track the performance of each post.

Pricing

$85/mo

15. LastPass: Free password manager

By downloading the LastPass Chrome extension, you will not need to remember dozens of passwords to each social media platform. This free password manager will do it for you. You could also create a master password through LastPass.

Pricing

Free

Let’s sum it up

Here’s a guide to 15 best Chrome extensions available for social media marketers. From saving bookmarks to managing posts and passwords, these plugins will work as assistants to digital professionals.

Note: Details like pricing are subject to change as per the respective tool provider.

Bhavik Soni is a Creative Writer at Auto Monkey. We provide an original analysis of the latest happenings in the social media industry. Connect with Latest Social Media Trends and News plus tips on Twitter, Facebook, and other social tools on the web.

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