

Lesson no. 10: Important Apps to do fan Page Marketing

IMPORTANT APPS TO DO FAN PAGE MARKETING

i. FACEBOOK PAGE APP SUITES

a) HEYO

Heyo allows you to easily create contests and campaigns for Facebook with customizable templates.

b) RIPE SOCIAL

Ripe Social offers 11 apps to build a custom Facebook Page. It's an affordable way to build a custom brand on Facebook, with a-la-carte options to choose from.

ii. FACEBOOK TAB APPS

a) PAGEMODO

Pagemodo will help you create custom tabs for your Facebook Page. If you're looking to add a welcome page, show maps, offer coupons, and feature your products, you can quickly and easily create professional Facebook tabs for your business.

b) TABFOUNDRY

Tabfoundry offers an easy way to build contests and custom tabs on your Page. Instead of pre-determined tabs, Tabfoundry gives you a blank canvas with handy drag-and-drop widgets. The Tabfoundry Campaigns app is free with a Hootsuite account.

c) TABSITE

TabSite allows you to build promotional tabs for Facebook, which includes things like contests, sweepstakes, lead capture, and video. You can create tabs in a matter of minutes.

iii. FACEBOOK EMAIL CAPTURE AND CONTACT FORM APPS

a) MAILCHIMP

By integrating MailChimp with your Facebook Page, you can grow your email list and share your campaigns. Once you've integrated MailChimp with your personal Facebook profile, you can run MailChimp on your Pages

b) AWeber

AWeber allows you to sync your email marketing campaigns to your Facebook Page. With the app you can quickly and easily place an AWeber web form on your Facebook Page to capture leads.

iv. FACEBOOK ECOMMERCE APPS

a) *FACEBOOK SHOP*

With Facebook Shop, an app developed by Shopify for your Facebook Page, you can sell products directly on your Page and allow customers to go through the complete checkout process without ever leaving Facebook.

b) *STOREFRONT SOCIAL*

With Storefront Social you can start a Facebook Store and start selling all over the globe. You can add products to your Facebook shop, customize your offerings, publish to your Facebook shop, customize your offerings, publish to your business Page, and set up a checkout system.

c) *SHOPIAL*

Shopial lets you connect your online store to Facebook in just a few simple steps. You can advertise your products, create ads, and get reports for them.

v. FACEBOOK CONTEST AND PROMOTION APPS

a) *WOOBX*

Woobox allows you to create sweepstakes, coupons, and contests for your Facebook Pages. You can easily install a campaign as an app for your Page and Woobox has ready-made campaigns to get you started.

b) *SHORTSTRACK*

With Shortstack you can build engaging campaigns, contests, and promotions for Facebook. You can set up voting and entry restrictions within the app.

c) *WISHPOND*

Wishpond offers 10 apps that make it easy to create social promotions for your business on Facebook. You can run sweepstakes campaigns, photo contests, video contests, and referral promotions.

vi. FACEBOOK QUIZ AND POLL APPS

a) *POLLS FOR FACEBOOK*

Setting up a poll with Polls for Facebook only takes a few minutes. You can create fully customizable forms, expand your reach, and chart your results.

b) *POLLDADDY*

Polldaddy has an integration with Facebook that allows you to run Polldaddy surveys, quizzes, and polls through your Facebook Page. Any polls you create in Facebook will be available for you to view and manage in your Polldaddy dashboard.

