

15 TOP FACEBOOK TOOLS FOR MARKETERS

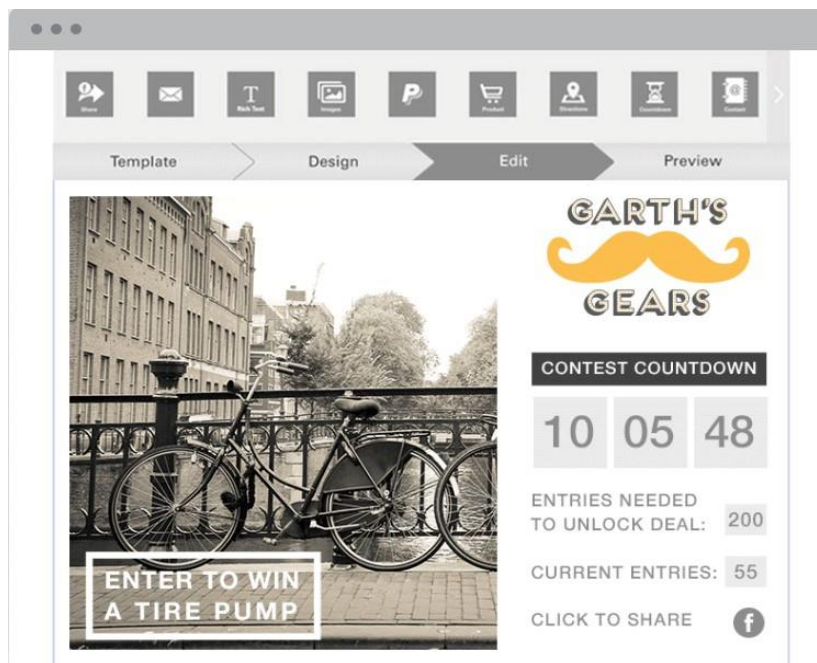
Kim Garst



You know I LOVE tools! Using the right tools for your social media marketing can mean less wasted time and better results...and many of the best tools are low cost or even free.

Following are 15 of my favorite Facebook tools to help you make the most of your Facebook marketing efforts!

1. [Heyo](#)



If you are looking for an easy way to set up contests, promotions or deals for your Facebook Page, then look no further. Heyo lets you set up completely mobile-optimized Facebook campaigns simply by dragging and dropping – NO coding skills required!

Heyo even allows you to set up countdowns to increase the sense of urgency around your promotion; and this is GREAT for getting your fans to take action.



2. [Post Planner](#)

Post Planner is a post-scheduling tool that can significantly increase your organic reach on Facebook. The idea behind Post Planner is GENIUS: unlike many scheduling tools, it allows you to easily find and post photos that have been proven to go viral.

We know that the more engagement you get on your Facebook posts, the more Facebook decides to show your posts to your fans; and this means MORE visibility for ALL your posts – not just your viral photos.

3. [TabSite](#)

TabSite is a great tool that allows you to manage custom apps and promotions on your Facebook Page or website. You can offer coupons, hold contests, run Groupon-like deals and easily embed an email sign-up form onto your Page.

4. [Canva](#)

You may not have expected to find an image creation tool on this list...but if you know how important visual content is you won't be surprised! Canva is an amazing tool that lets you easily create stunning graphics you can share on Facebook. With their database of over 1,000,000 images, you will definitely be able to find an image to suit your needs! For more of my favorite image creation tools, see my post [6 FREE Tools to Create Amazing Eye Catching Graphics](#).

5. [Agora Pulse](#)

The Agora Pulse website describes their software as “the complete toolkit for Facebook & Twitter”. They offer a full set of Facebook apps so you can easily set up quizzes, contests, coupons or petitions. They also offer advanced Page analytics and in-depth details about your fan base, as well as tools to help you moderate your Page (even while you sleep!).



6. [Buffer](#)

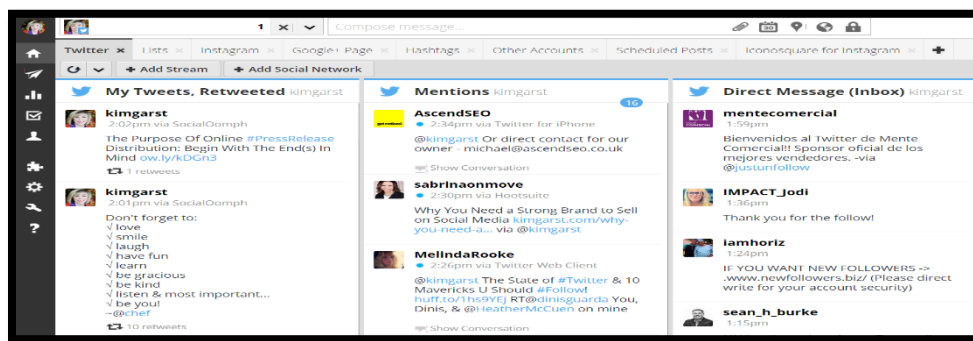
Buffer is one of the leading social media management tools. It allows you to create a bunch of posts all at once, and then have them distributed throughout the day or week. It also provides you with analytics for each link shared, meaning you always know exactly what types of content are working best with your audience.

7. [Sprout Social](#)

Sprout Social offers complete social media management capabilities including post scheduling, keyword monitoring, advanced analytics, team coloration tools and much more. This is a bit pricier than other tools, but may be just the ticket for businesses looking for one tool that does it all.

8. [Hootsuite](#)

Perhaps the most popular of all social media management tools, and my personal favorite, Hootsuite lets you schedule posts, monitor what is being said about your brand and provides you with comprehensive analytics about your social media efforts. The best part? The basic version contains tons of useful features, and is absolutely FREE.



9. [Networked Blogs](#)

Networked Blogs allows you to automatically publish your blog posts to your Facebook Page. This means never having to remember to share or promote your valuable content!



10. [Likealyzer](#)

Review of Boom Social with Kim Garst

SOCIAL BOOM 2014

SOCIAL SELLING Made Simple!
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Recommendations:
Respond to posts by others more frequently.
Ask more questions to your fans.
Improve your timing.
Add more milestones.

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Page Information

Page name: Boom Social with Kim Garst [\[Visit\]](#)

Category: Business person [\[Visit\]](#)

Username: Kimgarstboomsocial

Website: www.kimgarst.com

Like / Share

Share and make the world a better place. Please select which Social Network you would like to share your result to.

Like 0 +1 0 Tweet 0

Have you ever wondered whether your Page is living up to its potential? Likealyzer is an amazing free tool that analyzes the effectiveness of your Facebook Page (or even your competitor's Page). Gives you actionable tips for increasing your engagement, including which types of posts your fans prefer and the when the best times are for posting.

11. [Crowdbooster](#)

Allows you to plan, schedule, and analyze your Facebook posts, and gives recommendations for how to improve the content and timing of your posts. The software continually analyzes your posts so that it can give customized recommendations based on what it has learned.

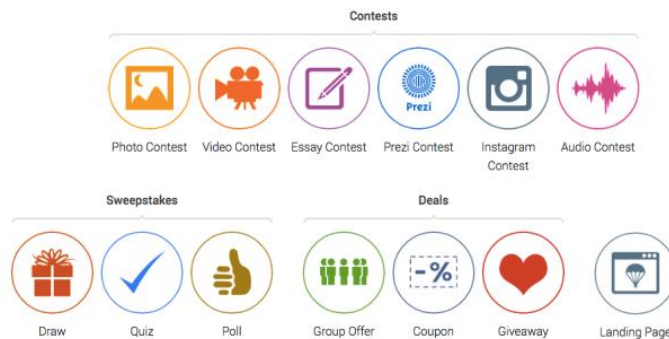


12. [Edgerank Checker](#)

Do you ever wonder why some of your posts seem to do so well, while others just fall flat? Edgerank Checker looks at what you're posting, and lets you know exactly how you can improve your engagement.

13. [Antavo](#)

Antavo is a tool that will allow you to set up fully customizable contests, sweepstakes and deals. Offering a host of gorgeous templates, you can use them either as-is, or as a starting place for designing your own promotions.



14. [Contact Tab](#)

This app lets you easily add a contact form to your Facebook Page. It allows you to display your contact info, contact form and/or business location through Google Maps or Bing.

15. [Polldaddy for Facebook](#)

Polldaddy for Facebook allows you to easily set up polls to share on your Page. What I like about using Polldaddy is you can promote the poll anywhere you want – on your Facebook Page, other social media accounts or on your website – and keep all the answers centralized in your Polldaddy dashboard.



About The Author



Kim Garst is a digital and social media marketing strategist & Forbes Top 10 Women Social Media Influencer. She is also the co-founder and CEO of Boom! Social, a leading social selling consulting and training company.

Kim focuses on helping small business owners to big brands discover how to grow their business in today's social marketplace. She focuses on brand awareness, company growth and building a connected and loyal community around their brand. the online space and social media for brand awareness, company growth and client loyalty.

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