



Mike Marko Publishes New Post about 5 Facebook Marketing Apps You Need?

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Mike Marko, founder and owner of Cincinnati, Ohio-based IM Consultant Services announced that he has recently published a blog post titled "5 Facebook Marketing Apps You Need?". According to Marko, entrepreneurs and business owners need to know the best apps to use in their Facebook marketing campaigns. Marketing apps can help them reach the business goals they want to achieve from their online marketing campaigns.

There are lots of ways to successfully market a business on social media platforms like Facebook. However, most of them require business owners to put in a lot of work and time in order to achieve the best possible results. Fortunately, there are different marketing apps available that can reduce the work and time involved. That's what Marko wants to point out in his blog post about Facebook marketing tools. He said that business owners and entrepreneurs can achieve their goals more easily if they consider using marketing apps.

"Many of my clients ask me why marketing tools are important since Facebook already has built-in tools," says Marko. "I told them Facebook's marketing tools may be robust but still can't do it all. No platform's native tools can."

He adds that third-party marketing tools offer a lot more than the built-in tools. Some of them are very useful because they are designed to complement the various Facebook features that business owners and entrepreneurs are using.

Though Facebook marketing tools can help in marketing a business, it's still important to pick the best ones to ensure overall effectiveness. Marko knows that, and that's why he compiled the best marketing tools for Facebook business marketing.

But before Marko gives the best apps for marketing, he first teaches his readers how to find the best Facebook marketing apps for business. Marko notes that entrepreneurs and business owners can find marketing apps on the "Applications" button in the lower left-hand corner of the Facebook screen (on the bottom navigation bar). Under that, they need to click the "Browse More Applications" link. Clicking the "Browse More Applications" link shows different marketing apps that are useful in different tasks.

According to Marko's new blog post about Facebook business apps, marketing apps can be used to post updates or news, conduct contests or promotions, track campaigns, and create custom marketing or branding material. Each marketing app has a different purpose.

The first marketing app on Marko's new blog post is Heyo. This marketing app allows its users to easily create contests and campaigns for Facebook. Apart from that, it also allows its users to add calls to action to their posts. Business owners can invite others to like, share, and tweet about their brand. Marko says that this is an important feature because it can turn fans into a volunteer salesforce. When fans drive their friends to a business's promotions, it can collect more leads. Marko also notes the remarkable user-friendliness of the app as another reason it was included in his list.

The second app on Marko's blog post is MailChimp. This marketing app can help in growing an email list and sharing campaigns. This app can also make it easier for business owners to save their subscribers' information. MailChimp allows its users to break down email subscription lists into categories. Specific programs can be created based on the type of subscription. This app can also help track the performance of online marketing campaigns in terms of subscription growth. For Marko, MailChimp is one of the best Facebook marketing apps. He suggests it to people who want an easier experience with their first Facebook marketing attempts.

The next marketing app in his list is Livestream. This app helps business owners get the most out of their video promotions. Its users can stream live, high-quality videos. Marko likes Livestream because its users can embed their live event on more than one platform.

The 4th marketing app Marko names is Pagemodo. This app is an editor that can help in customizing a Facebook page. For example, it can help in creating custom tabs as well as cover photos for a Facebook page. This app can also serve as a photo editor and designer for Facebook posts. It comes with stock templates and themes that business owners can modify for different marketing purposes.

The last marketing app on Marko's blog post is Facebook Shop. This is a marketing app developed by Shopify for Facebook. Business owners use this app to set up their online store on Facebook. Facebook Shop allow business owners to sell products directly on their Facebook. This gives convenience to customers because they can complete the checkout process without ever leaving Facebook. Moreover, entrepreneurs and business owners can use Facebook Shop to post collections to their Facebook timeline. This can highlight products and increase their discoverability.

Those who are interested in learning more about Facebook apps for marketing or how to do digital marketing can follow Marko to his website. He regularly publishes new blog posts there. All of his blog posts are useful for online marketing.

Furthermore, he says that anyone who is looking for qualified and experienced SEO and similar services can come to him and his team. Marko and IM Consultant Services are willing to schedule consultations with business owners in need of assistance.

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