

What you will Learn from this notes?

1.1 how to optimize your facebook page

1.2 how to increase your facebook page engagement

1.3 how to generate Leads from Facebook page

1.4 Facebook Marketing tools.

1.1 7 Ways to optimize your Facebook page :

1. Choose the best name for your Facebook fan page

This may sound like a no-brainer. However, it's the most basic step when it comes to optimizing your brand on Facebook, and is also the most important. There is always the temptation to stuff your fan page name with tons of keywords, like "Bob's Bakery - Muffins, Bagels, Cookies, Breads - Catering & Events." In actuality, having a name like this can hurt your viral growth rate inside Facebook. If you appear too spammy, your fans will be less likely to engage with your page, let alone share posts and updates with their friends. In fact, people can even hide your updates from their news feed - imagine the horror!

Don't be too generic either, though. Facebook's intent behind fan pages is that they represent real businesses, brands, personalities, etc. By choosing something too generic, like *Travel, Sports, Fishing*, etc., you run the risk of Facebook shutting down your ability to post updates and reach out to new fans.

Quick Tip: The first word in your fan page title is given the most weight (importance) by Google.

2. Create a custom fan page vanity URL

After your fan page has 25 Likes, Facebook gives you the ability to create a unique URL (or *usernames* as Facebook calls them) for the page. Because URLs are heavily weighted by search engines, it is vital that your fan page URL reflects an aspect of your business.

If, by some misalignment in the stars, you find that another fan page has claimed your business' name already, make sure to include what your business is about in the URL.

You can check out some different [username options Facebook offers](#) before selecting your one for your fan page.

3. Use keywords in strategic locations on your fan page

Just like traditional websites, keyword optimization is the most fundamental form of on-site SEO. The most important pieces to pay attention to are the About section, Mission, and Company Description, since these areas are actually pulled from your fan page as SEO elements.

Here is an example of how a search engine would index your page:

SEO Title = Your fan page name

Meta Description = Fan page name + the About section of your page

H1 = Your fan page name

To optimize your page for local searches, it is very important to include your Address, City, State, and Zip. For product-related searches, the Company Overview, Mission, and Products fields should be filled in with your appropriate information.

Quick Tip: Just like your website's meta data, you may want to consider using a brief, 140- character description for your fan page so your whole message displays in the search engine's snippet.

4. Include your phone number and address

As surprising as it sounds, there are a good amount of businesses out there that don't include this type of info on their fan page. As a majority of your sales may be from online traffic, it can appear to be not quite so important for you to include. But remember, indexing your brand for local search results is crucial to growing your Facebook fan page.

In addition, Google places higher importance on pages with specific information like your business's phone number and address. So, pages that include this type of data can effectively increase your brand's overall SEO.

5. Backlink to your fan page on existing channels

The more inbound links to your page, the more authoritative your page is according to Google, and you will be ranked higher. That is why it is very

important to bloggers when they have their content linked to from other websites, blogs, etc.

This same principle applies to your Facebook fan page. So, where it is appropriate, include a link to your fan page from your other digital channels, like your website, blog, and Twitter profile.

6. Optimize Facebook fan page status updates

When posting updates to your Facebook wall, remember that the first 18 characters of a Facebook post serve as the meta description. So, take advantage of the option when Facebook prompts you to "Write something..." since that text will be considered the SEO title for that update. Including direct links to your small business website in your updates is also a good practice to follow.

Quick Tip: Just like your fan page's name, Google places a higher importance on the first word of your update, so you may want to consider making that a keyword.

7. SEO for Facebook Notes

Facebook Notes is something that is very under-utilized. When used appropriately, Facebook Notes can provide your fan page with an effective way at increasing your overall SEO. The SEO elements pulled in from Facebook Notes are:

SEO Title = the title of your note

Meta data = *Your fan page name* wrote a note titled, *your note's title*

Facebook Notes gives your page the ability to create multiple "pages" underneath the main fan page. Notes are also a good way to expand on special offers or events that your business is hosting and have them indexed in search engines.

1.2 Tips For Better Facebook Page Engagement

#1: Pose a Question

One of the simplest and most effective ways to kickstart a dialogue with your [Facebook fans](#) is to ask them a question. Basically, you're inviting a response. If fans can relate to the question and you **find a way to leverage people's interests or needs**, they'll find it hard not to answer.

Pair a question with an appealing visual

Here are some questions to ask:

- ❓ Specific: What's your favorite...?
- ❓ Tips: How do you...?
- ❓ Experiences: What's your favorite moment from experience/memory...?
- ❓ Edgy: Do you think...? (controversial question)
- ❓ Direct: Why do you...?
- ❓ Events: Who is going/Who attended...?
- ❓ Timely: Today is..., so what are you...?

#2: Ask Fans to Make a Choice

A fun way to get your fans to engage with you is to publish a "this or that" post. **Ask people to choose a side, pick a favorite, or make a choice between two things.** An added benefit is that it can create a division among your fans, which can spark a dialogue in the comments.

Most of the time, those debates are good fun but **be mindful of trolls.** If you want to spark even more debate, you can always mix in a little controversy but avoid politics.

#3: Post When Your Fans Are Online

People use Facebook at different times of the day. Some are on Facebook throughout the day, while others may only check it in the early morning or evening. If you're randomly publishing a few posts each day, there's a good chance some of your audience will miss them. By the time they check their feed, your content could be buried.

A better tactic is to post when your audience is most active. **Check your [Facebook Insights](#)** to find that data. To access it, **click the Insights tab** and then **click Posts** in the left menu.

By default, the dashboard shows data for when your fans are online. You can **adjust the date range to compare blocks of time** so you can **see what times of the day your fans are most active**.

Tip: Posting late at night (when your fans are less active) isn't necessarily a bad thing. There's less competition in their feed, so the people who are active on the site are more likely to see and engage with your content. If that engagement jumps a bit, there's a better chance your audience will see it when they come online in the morning.

Try posting at different times to see what works best for you.

#4: Share Relevant Images

A picture can say a lot more than a text post. A visually striking image can bring the rapid thumb-scroller to a halt. Images have proven time and again to improve engagement, especially when they tell a story or connect with the audience on a personal or emotional level.

The right images can help tell a story and encourage responses.

According to [BuzzSumo](#), Facebook posts with images see more than double the engagement of basic text posts.

Use relevant, colorful, and high-quality images. If you want to spice up your photos but don't have Photoshop-level skills, try free tools like [Canva](#) and [Adobe Spark](#).

#5: Engage With Other Brands

There's no rule that says you need to limit your Facebook efforts to your own page. Wander the social landscape, **post to other pages**, and **engage with brands when there's synergy and a shared audience**.

Engaging other brands can put you in front of a whole new audience.

However, you need to **be tactful**. The other business and their fans know what you're up to, so **don't post spam**. Treat it just like you would audience engagement: **build the relationship, share content, and engage with people**.

If you can **work out an agreement to share someone else's content**, it will help provide a mutually beneficial boost in organic reach, as both sides are exposed to a wider audience.

#6: Crowdsourcing Feedback

People love giving feedback. When you **ask for input the right way**, your audience will jump on board and be quick to respond. The added benefit is you can uncover opportunities to improve your business and delight your customers.

Strategic questions can boost engagement while eliciting the desired feedback.

Imagine the potential boost to [customer loyalty](#) (and future engagement) if you make changes to your business based on the input you receive? Give this tactic a try. It's a much more personal approach than surveys and you can **respond to people directly to address their feedback**.

#7: Include a Call to Action

The standing rule for any kind of marketing is that if you want your audience to do something, you have to tell them to do it. Use a call to action in every post, whether it's to **prompt a comment, share, opt in, like, RSVP, or any other action**.

Always use a call to action to elicit the desired response from fans.

Always **tell your audience what you want them to do** to encourage engagement.

#8: Boost Your Best Posts

how to boost Facebook page post ?

If you have a blog post or other website content that has seen tremendous traffic, post it to your Facebook page and boost that post. You don't need to throw hundreds of dollars at it; give it a modest boost of \$25 and **target the people who like your page and their friends**.

You won't necessarily see thousands of shares, but a boosted post can help get your best content in front of your target audience and spark some engagement. The more people engage, the greater the organic reach to their networks. This tactic can be especially effective if you're sharing high-value content with a lot of great takeaways, such as a solution to a problem or an answer to a question.

To **find your most popular content, check your [Google Analytics](#)**. In the dashboard menu, **click Behavior > Site Content > All Pages. Review the metrics for each post** to determine what content to promote on Facebook. If you don't have any archived content to pull from, that's okay. You can always boost other post types from this list with a small budget to give them an extra nudge.

#9: Share Industry News and Hot Topics

Even your most loyal fans are interested in more than just your business. Sharing big news from your industry will show your fans that you're not focused solely on promoting your business; you want to keep them informed about current topics. They'll appreciate and respond to that.

Share news your fans will find interesting.

Curate industry news from a trusted source and ask your fans what they think. **Ask people to contribute their thoughts and share the post.**

#10: Adjust Your Post Frequency

If your Facebook engagement is slipping, it might have something to do with your post frequency. Posting too little (say a few times a week) won't help you establish relevance with Facebook's algorithm and you'll be fighting for space in your audience's feed.

On the other hand, posting too often can hurt you, too. Facebook tries to show users the most interesting and relevant content from everyone they follow. If you're posting a half-dozen times each day over a short period, expect a lot of your content to be missed.

To find a sweet spot, **try posting a few times each day at the times your fans are most likely to engage.**

#11: Give People a Giggle

We all love a good laugh in our news feed. **Lighten the mood for your fans** and show them that you have some personality. Don't overthink it; just do something to give your fans a chuckle. **Keep their interests in mind** and **make sure the humor is relevant** to your audience.

Even a touch of humor can spark engagement and shares.

#12: Respond to Everyone

If you receive comments from your fans but fail to respond or acknowledge them, they'll notice and stop engaging with you. It only takes a few minutes throughout the day to **monitor your social activity** and **make a few quick or witty responses to fans who comment.**

A little effort goes a long way toward making customers feel valued.

Consistent responses make fans feel valued and they'll be more likely to engage with future posts from your page.

#13: Solicit Fan Content

Encourage your fans to [share photos](#) on a given topic or photos of your products. This is a fun way to spark engagement and dialogue with fans. To go one step further, **run a contest or offer a giveaway** to encourage more shares and submissions.

Give fans a chance to be featured if they share their content.

Once engagement starts to climb, you'll begin seeing even more image posts from fans.

#14: Share Content From Other Channels

Unless you're publishing the same posts to all of your social channels, you probably have a goldmine of content that users on other channels have never seen. Don't let that content gather dust. **Look over your content, videos, and images on other platforms** (YouTube, Twitter, Instagram, Pinterest, and so on) and **share the best with your Facebook fans.**

This is a great way to fill a few gaps in your weekly posting schedule if you come up short on content ideas.

#15: Go Behind the Scenes With Live Video

Visual content is much more likely to be shared on Facebook, and this is especially true for video. [Facebook Live](#) makes it easy to stream live video to your audience, anytime you like, to leverage that engagement.

Live video gives your fans an all-access pass.

Don't stress about the production value or not having a killer splash intro. Fans legitimately enjoy seeing the people behind a business just being...people. **Give fans a glimpse into how your company operates, show your personality, and make a human connection.**

Live video is also a great way to **take your fans with you on company outings or to major events and trade shows** they aren't able to attend. Once your live broadcast is finished, it's saved so others can view, share, and enjoy it at any time.

To broadcast a live video, **open your Facebook page from your mobile device**. In the status window, **click the option to Go Live**. **Give Facebook access to your camera and microphone, describe your video, and click start**.

#16: Make an Emotional Connection

If you want to elicit a big response from your fans, publish a post that appeals to your audience on an emotional level. Share content and **tell stories that pull at people's interests, emotions, fears, and even their dislikes**. Brand loyalty doesn't come from a product; it comes from a customer's joy at experiencing a shared sentiment or finding a solution that works.

Share content that connects with fans on an emotional level.

Emotion drives loyalty and engagement. It's why millions of people couldn't help but share the "Thank You, Mama" P&G commercials, making them the most shared Olympics ad at the time.

#17: Provide Value

Anytime you share or post content to your Facebook page, ask yourself what kind of value you're providing to your fans. The best way to get their attention is to make sure there's a takeaway or something in it for them. At the very least, give them a good chuckle. At best, **teach people how to do something, inspire them to take action, and add value to their life**.

Give away value to build trust and engagement with your fans.

#18: Tap Into Trending Topics

There's a whole world of content revolving around us every second. Keep your ear to the ground for events and trends that might grab the attention of your audience. **Work a relevant trending hashtag into a post** to help boost organic visibility in social search.

Get creative to find engagement opportunities in trends.

Both Facebook and Twitter make it easy to **see which topics are trending based on posts and discussions**. Google Trends provides the same insight into trending topics based on search volume and published topics.

If you're a local business, **keep up with city, county, and state event calendars and watch for local trends** that could be used in the same fashion.

#19: Recycle High-value Posts

You're not limited to posting only new content to your Facebook page. Occasionally dip into your archives for an engagement spike.

Look at your Facebook posts from a previous year and **identify posts that created a substantial amount of engagement. Post that content again, but tweak it so it's fresh.** Recycling posts allows you to spotlight **popular content that some of your fans may never have seen.**

#20: Upload Native Video

YouTube is a sizable social channel, but if you've been sharing your YouTube videos to your Facebook page, it's time to make a switch. Facebook's native [video](#) allows you to **upload videos directly to your page**, just like photos, and the algorithm works in your favor if you do.

Native video is proven to get more engagement and views.

If you compare YouTube shares to native videos on Facebook, native video receives more likes, shares, comments, and reach.

#21: Celebrate Holidays

If you factor in silly [holidays](#), along with more serious awareness dates and traditional holidays, you'll never run out of ideas for your Facebook content schedule. If it's a more whimsical celebration, have a little fun with it.

Use well-known events for engagement and promotion.

Your fans might also appreciate knowing when they can get a good deal, like \$1 hotdogs on National Hot Dog Day at Sonic. Find ways to add value to every post to spark engagement.

#22: Share Valuable Curated Content

Your audience knows when you're promoting your business, and if you do it too much, they'll start losing interest. To mix it up a bit, source high-value content relevant to their interests. **Be a helpful resource for your fans.**

Share valuable content from authoritative, trusted sources.

Use a tool like [Quuu](#) to curate content for specific audiences. It's free and pulls relevant hand-curated content. [Alltop](#) and [BuzzSumo](#) are also recommended for finding popular content to share.

#23: Post a Quiz or Poll

While a survey can generate more serious engagement, a quiz or poll can be a little more lighthearted. **Focus on current developments in your industry or topics that are relevant** to your audience. This type of interactive content can drive substantial engagement, especially if it generates personalized results that can easily be shared.

A free tool like [Qzzr](#) makes it easy to create customized, engaging quizzes that you can post anywhere, including Facebook.

Share quizzes on relevant topics on your Facebook page.

#24: Rethink Hashtag Use

[BuzzSumo](#) analyzed over 1 billion Facebook posts and discovered that posts without hashtags get more engagement than posts with hashtags.

While you should **use hashtags for trending topics** to boost visibility, **use hashtags sparingly (or not at all) in all of your other types of posts.** Don't make the mistake of using multiple hashtags in the hopes of increasing your content's visibility.

#25: Use Audience Targeting for Organic Posts

You can **target a custom audience for your Facebook posts** just like you target a specific audience with your ads.

Like ads, segmentation can potentially limit your reach, but the upside is your content is more likely to be seen by the people you want to get it in front of. It also costs nothing to set up a custom audience for your organic posts.

Put your posts in front of the perfect audience.

If this option isn't enabled on your page, here's how to turn it on. **Go to your page** and **click the Settings tab**. Under General Settings, you'll **find Audience Optimization for Posts**. **Click Edit** and **make sure this feature is turned on**. This custom audience option will now be available whenever you post a status update to your page.

Turn on Audience Optimization for Posts.

#26: Host Contests and Giveaways

Not many types of posts can garner as much attention as a giveaway or sweepstakes. The greater the value and relevance of the reward, the greater the engagement and potential reach. The best part about giveaways is they could potentially cost very little.

Give away your own product or even a decent third-party prize, and your costs are limited. You're only paying out of pocket for the cost of the prize, fulfillment, and whatever service you use to host the promotion.

Everyone loves free stuff and contests bring people out of the woodwork.

1.3 Lead Generation on Facebook:

Facebook has approximately **936 million** daily active users, and about 83 percent of them are outside of the United States. Facebook remains a top choice for most marketers because of its huge number of active daily users and relative ease of use.

Here are some ways you can leverage Facebook's vast reach:

- **Play nice.** Facebook is all about engagement, and they have rules. As a tech marketer, you are representing your company on a huge platform. So stay professional!
- **Set up pages. Build an audience. Join groups.** Create an official Facebook page for your company to build an audience. Apart from publishing relevant content and engaging with your audience online, extend the conversation outside the official page by joining groups and bringing outsiders in.
- **Use a simple, short vanity URL.** When you first create an official Facebook page, you'll notice that the URL is just a combination of characters. Choose a good vanity URL that you can share outside of Facebook—in print, TV and radio ads, and on other social media platforms. Keep it short and simple, so it's catchy and easier to remember.
- **Go for paid ads.** Investing in regular paid ads can help you reach a wider audience. If you haven't done it before, try it once and measure the returns on your investment to see if it's an effective tool worth consideration in the future.
- **Create online brand ambassadors.** Chances are, you'll find very active users who visit your page. Empower these individuals by transforming them into online brand ambassadors. Bring in bloggers or even celebrities, as this is a good way to introduce your brand to new audiences.
- **Engage.** Now that you've set up your online stage, it's time to engage. Answer queries in a timely fashion and respond to any comments that mention your brand. If users are mentioning positive things about your brand, thank them. If users are posting negative comments about your brand, ask them why and respond empathetically if they tell you their problem.

The 2 Types of Leads You Can Capture on Facebook :

(1) Direct Leads:

Direct leads are generated by sharing content that links directly back to a form on your website where visitors can share information in exchange for an offer -- whether that be an ebook, coupon, infographic, or any other piece of content. This form is housed on a landing page dedicated to that specific offer

(2) Indirect Leads:

Indirect leads are generated by using Facebook on the path to conversion. For example, if you shared a blog post that had a call-to-action to a landing page at the bottom of the post, your initial Facebook share is helping direct visitors to that landing page.

Types of Facebook Posts to Help You Generate Leads From Your Business Page:

1) Post landing pages for offers directly to Facebook.

One of the best ways to generate leads on Facebook is simply to send people directly to landing pages for lead-generating offers.

2) Post the blog posts that generate the most leads.

Another way of generating leads from the content your team is producing is to simply pick the blog posts that generate the most leads, and post those ones to Facebook.

Note: write a post on topic with problem and solutions. & include call to action links that attract visitor to read more on that topics.

3) Include links to landing pages in your image captions.

You can get higher engagement rates into lead generation opportunities, consider including links to your website in the descriptions for your images -- especially your profile picture and cover photo descriptions.

4) Use videos to promote lead gen offers

video posts have 135% greater organic reach than photo posts. So if you're trying to increase your lead gen efforts on Facebook, you'll want to start using videos to help introduce and promote those lead-generating content, whether they're offers, events, courses, or something else.

5) Use Facebook Live videos to remind people to register.

Facebook Live is Facebook's live video platform that lets anyone broadcast live videos from their mobile device straight to their Facebook News Feed.

6) Pin posts that link to lead gen offers to the top of your feed.

Pinning a post to the top of your Page's Timeline allows you to highlight what would otherwise be a typical post. It'll stay at the top of your Timeline for up to seven days, after which it'll return to the date it was published on your Page's Timeline.

7) Add a call-to-action button to your Facebook Page.

You'll find you have seven pre-made button options to choose from: "Sign Up," "Shop Now," "Contact Us," "Book Now," "Use App," "Watch Video," and "Play Game." Once you choose a button and link it to a page your website, the button you chose will appear up at a fixed location right below your cover photo and to the right.

8) Ask for input on your products.

post a status update to your business' Timeline asking for feedback on one of your products or tools and linking to a landing page where people can sign up for a trial -- or, if it's free,

9) Run a contest or giveaway.

If the goal of your contest is to generate leads, publish posts on Facebook (in addition to your other social media accounts) that include an attractive featured image or video, language that's compelling and simple, and a link to your contest page where they can fill out a form.

10) Make a Facebook event page for your next webinar.

While we've already covered sharing landing pages with dedicated content offerings such as ebooks or contests, webinars are another great format for capturing leads. While you can promote your webinar's sign-up form by posting them to your business' Timeline, another way to spread the word is

by creating a Facebook Event with with a separate registration page on your website.

Once you invite someone to a Facebook Event, you can encourage them to register on a separate landing page, where they'll become a lead. In terms of reaching new audiences, Facebook Events are also more visible than standard Facebook posts on the News Feed.

11) Run targeted ads to extend your content's reach.

There are three, overarching formats for Facebook ads that I'll cover in brief here: boosted posts, right-hand column ads, and News Feed ads. The main distinction here is the placement of the ad, as well as the amount of writing and size of image that is allowed.

1. **Boosted Post:** This is Facebook's way of letting marketers turn otherwise normal Facebook posts into ads by "boosting" them. The post will show organically to some users, but to get better reach, the admin will press "boost" on the post (shown only to admins, not to other users) so it shows to a larger number of fans and to targets you can select ahead of time.
2. **Right-Hand Column Ads:** This is the most traditional on Facebook, it appears on the right side of a user's Facebook News Feed. We often see less expensive clicks and conversions when using these ads, along with more advanced testing options.
3. **News Feed Ads:** These appear directly in a user's News Feed and look more like [native advertising](#), although you can also add a small CTA button. They're part of a tactic called "[dark posts](#)," which means using News Feed-style ads that don't actually get published to the News Feed of your Page. In our experience, these ads have a higher engagement rate than right-hand column ads (which makes your Page look super healthy), but they can also be more expensive.

12) Run lead ads to simplify the mobile signup process.

when you click on a lead ad, a form opens with your contact information automatically populated based on what you've shared with Facebook already, like name and email address.

1.4 Facebook Marketing Tools: The Ultimate Resource (2018)

Here are 17 of the top Facebook Marketing Tools for Platform Management:

- [Sproutsocial](#)
- [PostPlanner](#)
- [Buffer](#)
- [Hootsuite](#)
- [IFTTT](#)
- [Klout](#)
- [MavSocial](#)
- [CrowdBooster](#)
- [Stacker](#)
- [Audiense](#)
- [Sprinklr](#)
- [SocialOomph](#)
- [SocialMention](#)
- [SocialFlow](#)
- [Spredfast](#)
- [Radian6](#)
- [Oktopost](#)

Facebook Marketing Tools to Grow your Following

Once you have a tool to help you manage *being* on Facebook for your business, you need to start growing your Fans. After all, there's no point in publishing a single thing if there's no one out there to see it!

Here are 7 of the top Facebook Marketing Tools for Growing your Following:

- [Wishpond](#)
- [Shortstack](#)
- [Woobox](#)
- [Heyo](#)
- [Agora Pulse](#)
- [Gleam](#)
- [Kickoff Labs](#)

When shopping around for a Facebook marketing tool to grow your following, ensure you get one with the "bonus entry" feature. Essentially, this allows you to give contest entrants more chances to win if they Share or Like your Facebook Page. This is a huge boon when growing your Fanbase.

Facebook Marketing Tools for Influencer Research

Facebook, like other social media platforms, has its influencers and thought-leaders. And identifying who these people are in *your* industry allows you to reach out to them and create a relationship.

And, believe me when I say, having an influencer Share your content or brand on Facebook can yield huge returns.

Here are 6 of the top Facebook Marketing Tools for Researching and Finding Influencers in your Industry:

- [TapInfluence](#)
- [Traackr](#)
- [Buzzsumo](#)
- [Onalytica](#)
- [Exposely](#)
- [Littlebird](#)

Facebook Marketing Tools for Visual Marketing

There's no argument anymore - visual content does better than non-visual.

Whether this is video, images or gifs doesn't matter. What does it that any self-respecting Facebook marketer doesn't post a single word unless there's a picture alongside it.

This section will give you free image resources, font, icon and color recommendations, and the tools to combine images and text into a beautiful, professional-looking graphic.

Free Images and Backgrounds

- [Pexels](#)
- [Burst \(from Shopify\)](#)
- [Pixabay](#)
- [Death to Stock Photo](#)
- [Foter](#)
- [Gratisography](#)
- [Unsplash](#)
- [Shutterstock](#)
- [The Pattern Library](#)
- [CG Textures](#)
- [SkitterPhoto](#)
- [PicJumbo](#)
- [FindA.Photo](#)
- [Stockvault](#)
- [StockSnap.io](#)
- [Albumarium](#)
- [Splitshire](#)
- [RgbStock](#)
- [Wyllo](#)
- [New Old Stock](#)
- [Stokpic](#)
- [Camarama.de](#)
- [ISO Republic](#)
- [Free Nature Stock](#)
- [Crow the Stone](#)
- [Magdeleine](#)
- [Moveast](#)
- [Snapographic](#)
- [Free Stock Image Point](#)
- [Compfight](#)

- [Lock & Stock Photography](#)
- [Life of Pix](#)

Font, Icon & Color Recommendations

Fonts:

- [Femmebot \(from GitHub\)](#)
- [Google Fonts](#)
- [1001 Fonts](#)
- [Font Space](#)
- [Type Genius](#)
- [Beautiful Web Type](#)
- [Font Park](#)
- [Lost Type](#)
- [Type Wolf](#)

Icons:

- [Flaticon](#)
- [IcoMoon](#)
- [IconFinder](#)

Color:

- [Adobe Color CC](#)
- [Design Seeds](#)
- [Paletton](#)
- [Color Lovers](#)
- [Oto255](#)

Facebook Visual Creation Tools

Here are my top 10 visual creation tools - tools allowing you to take images, font, icons and more and turn them into a quote graphic worthy of 100 comments:

- [Canva](#)
- [Picmonkey](#)

- [DataHero](#)
- [CloudConvert](#)
- [Skitch](#)
- [Pixlr](#)
- [Thinglink](#)
- [Easelly](#)
- [Visme](#)
- [Pablo \(from Buffer\)](#)