

101 BEST FACEBOOK TOOLS OF 2017



Every year, I like to look into the best social media tools and put together a list of the 101 best tools of the year. I recently reviewed the top 101 Twitter tools here. Now it's time to look at the most popular social network, Facebook. Listed below are the top 101 best Facebook tools of 2017.

FACEBOOK ADS TOOLS

Facebook advertising, and social media ads in general, can be a very effective and a relatively cheap way to boost your reach and improve your results from social media, more quickly. Read on for a list of the best Facebook ads tools to help you manage your advertising:

1. AdEspresso

[AdEspresso](#) is a tool that can help you easily optimise your Facebook ads. Use it to create A/B tests for your ads, get powerful analytics and start optimising your advertising strategy based on the facts that matter.

2. AdRoll

[AdRoll](#) is a retargeting and prospecting tool for advertisers. It works across devices and platforms, including Facebook and other top social networks and Google ads. Place your ads, monitor your results and much more, no matter the size of your business.

3. AdSpring

[AdSpring](#) aims to help online businesses get the best possible results from their Facebook ads. The tool allows you to easily automate the creation of your ad campaigns, plus it also features an automatic bidding tool that managed all of your bidding.

4. Adstage

For those among you using advertising on multiple platforms, [Adstage](#) can be a very valuable tool. Use it to automate your ad campaigns and put them on autopilot with rules, alerts, A/B testing and more, and to manage and monitor your ad campaign results, in great detail.

5. Driftrock

[Driftrock](#) is a tool that aims to give businesses an 'unfair' advantage over their competitors – and get them to acquire more leads, and convert more of them into sales. Connect all of your social ads platforms, generate leads and nurture them and add them to your marketing automation and CRM platform.

6. Hootsuite Ads

With [Hootsuite Ads](#), you can easily manage and optimise your Facebook and Instagram ads. Create and test your ads, optimise them, boost your budgets automatically and sync your generated leads to your CRM or email marketing tools, easily.

7. Facebook Ad Manager

You can also use Facebook's own [Ad Manager](#) to create your ads, track and optimise them. Plus, you can also get the app for [iOS](#) and [Android](#) devices to manage your ads while on the go.

8. Qwaya

[Qwaya](#) is an ads tool for those using Facebook and Instagram ads. Use it to schedule your ad campaigns and automatically rotate them, set performance based rules to pause your campaigns, create split tests for your ads, create multi-product ads and much, much more.

9. Perfect Audience

[Perfect Audience](#) for Facebook is a retargeting tool. If you want to reach more people and bring back all of those lost leads, this is a great tool to help.

10. Wordstream Calculator

Are Facebook Ads right for your business? Can they get you the results you're looking for, or would you be better served using a different platform? Use the [Wordstream Calculator](#) to find out whether you'd reach enough people through advertising, how much it would cost and what your targeting options are.

FACEBOOK MANAGEMENT TOOLS

The most important tool in any businesses' or social media marketers' toolkit is, undoubtedly, a social media management tool. This is the main tool to use to help you manage your Facebook Pages, track your mentions, publish and schedule updates and much more.

Here are the top tools to use to help you manage your Facebook marketing:

11. Agorapulse

[Agorapulse](#) is a full-suite management tool for Facebook, Twitter, Instagram and other top social networks. With it, you can:

- Check all of your social media mentions in the social inbox
- Publish and schedule updates, including adding them to a queue to be republished automatically
- Use their social media calendar to plan your updates
- Track shares and mentions
- Get detailed analytics reports
- Create different types of Facebook contests (sweepstakes, photo contests, quizzes, etc.)
- Create an exclusive Facebook coupon

Smartphone apps: available on [iOS](#) & [Android](#).

12. Drumup

[Drumup](#) is a social media and content marketing app that you can use to manage your Facebook, Twitter and LinkedIn accounts. What makes it different from others is that it also helps you curate top content to share on your social media; use their own recommendations and update your feed with your favourite blogs (including your own).

Smartphone apps: available on [iOS](#) and [Android](#).

13. eClincher

[eClincher](#) can be used to manage your social media marketing for a plethora of social networks, including Facebook, Twitter, Google+ and LinkedIn. Use it for:

- Managing your social media
- Publish and schedule posts and automate your publishing
- Suggested content to share
- Social media analytics
- Tracking mentions

Smartphone apps: available on [iOS](#) and [Android](#).

14. Hootsuite

[Hootsuite](#) is an all-in-one social media management tool that can be connected to accounts on up to 35 different social networks. Use it to monitor your Facebook shares and engagement, publish and schedule posts, check your analytics and more.

Smartphone apps: available on [iOS](#) and [Android](#).

15. Komfo

[Komfo](#) is social media relationship software that can be used to publish, advertise, monitor and measure. Plan your social media campaigns and monitor your results, use it to manage your ad campaigns and more.

Smartphone apps: available on [iOS](#) and [Android](#).

16. Mavsocial

[Mavsocial](#) is a social media management tool that is focused on visual content; use it to manage your social media marketing, monitor conversations, check your analytics and, as a bonus, use their stock photo library to find millions of free images that you can share

Smartphone apps: only available for posting on Instagram.

17. Oktopost

[Oktopost](#), the social media management tool for B2B companies, provides you with all the tools you need to handle your social media marketing: publishing and scheduling content, monitoring and listening, curate and share content and measure your overall results.

Smartphone apps: available on [iOS](#) and [Android](#).

18. Rignite

[Rignite](#) provides you with all the tools you need to manage your social media and to market your business on popular social networks. Publish and schedule posts, monitor and listen, run your social media campaigns, check your analytics and much more.

Smartphone apps: no

19. SENDIBLE

Although [Sendible](#) advertise themselves as a social media management tool for agencies, it's a very useful tool for both agencies and businesses. This easy to use tool lets you publish and schedule updates, listen for opportunities, check and manage your mentions, among many other features.

Smartphone apps: available on [iOS](#) and [Android](#).

20. Sprout Social

Sprout Social is a social media marketing and management app for businesses and agencies. It has all of the main features you could look for in a management tool, from a smart inbox for keeping track of your important mentions and a social CRM tool for managing your fans and followers, to monitoring and extensive analytics.

Smartphone apps: available on [iOS](#) and [Android](#).

21. Statusbrew

[Statusbrew](#) is another social media management tool, one that aims to help you better connect with your social audiences. It connects with most of the major social networks and can be used for publishing and scheduling, monitoring, audience management and more.

Smartphone apps: only available with Twitter and Instagram features on iOS and Android.

22. Zoho Social

[Zoho](#) Social is a social media marketing solution for growing businesses; you can use their dashboard for all your social media needs, such as for managing multiple social accounts, publishing and scheduling updates, monitoring for opportunities and so on.

Smartphone apps: available on [iOS](#) and [Android](#).

MONITORING TOOLS

Stay on track of your Facebook shares and mentions with one of the following social media monitoring tools:

23. Brand24

Brand24 is one of the top web monitoring tools on the market; you can use it to monitor social media, including Facebook, as well as other websites – forums, blogs and so on, and then analyse your results, in great detail.

24. Brandwatch

Brandwatch, similar to Brand24, is another top web monitoring tool. You can use it to monitor all of your web mentions and get valuable insights into trending topics, demographics and much more.

25. Carma

Carma is a media monitoring and analytics tool that covers all forms of media (both traditional and digital) in over 100 different countries. In terms of social media, you can monitor all major social platform, in multiple languages, and receive automated social media analytics reports.

26. Mention

Mention is a media monitoring tool that you can use to monitor mentions, measure the sentiment behind your mentions and to discover brand ambassadors and social media influencers, among other features. As a plus, you can also respond to comments directly within the app.

27. Trackur

Trackur, a social media monitoring tool, can be used to monitor all social media networks, as well as mainstream news. Get useful insights, such as trends, sentiment and more, and plus, you can also white label your dashboard.

ANALYTICS

Proper Facebook analytics can help you better understand your efforts and, most of all, can help you optimise your Facebook marketing. Find out how your Facebook Pages are performing with the following tools:

28. Cyfe

Cyfe is a tool that attempts to give you the only dashboard you need to keep track of your marketing with social media analytics, sales and infrastructure features. In terms of social media, you can monitor your mentions, followers and so on, and get analytics for your social media presence.

29. Fanpage Karma

Fanpage Karma is an analytics tool that you can use for free for one Facebook Page. Simply enter your Page name or ID in the search box to analyse your profile (or if you want, your competitors') and track your KPIs.

30. LikeAlyzer

LikeAlyzer from Meltwater is another tool that you can use to quickly analyse and monitor your Facebook Page. Enter the Page's URL in the search box and get a complete overview of your Facebook Page, as well as analytics and useful stats.

31. Quintly

Quintly is a professional social media analytics tool, perfect for those who want to keep a very close eye on their social media analytics. Customize your dashboard to your hearts' desires, so that you can track what most matters to you and create competitive benchmarking reports to find out how you stack up against competitors and top social media profiles in your niche.

32. Rival IQ

Rival IQ, a powerful social media analytics tool, can be used to monitor all of your most important social media analytics, to keep track of your competitors' social activities and to discover the top trending content and hashtags in your niche.

33. Scoreboard Social

Scoreboard Social is a social media analytics tool with a focus on competitors. Use it to monitor competitors and the top names in your industry, to compare performances and find ideas for content that works, based on hard facts.

34. Socialbakers

Socialbakers have a host of useful tools for those of us using social media for business. They provide in-depth social media analytics and reporting, as well as competitive ads insights and, best of all, they also give you recommendations based on their predictive intelligence technology, to help improve your social media presence and future campaigns.

35. Sociograph

Sociograph is a Facebook Pages and Groups analytics tool that can help you identify your post performance and also to get more detailed insights into your community, among other useful analytics.

36. Simply Measured

Simply Measured is a full-funnel social media analytics tool. They provide extensive and in-depth reporting for social media analytics, either for your own accounts or for your competitors. Plus, track what content is being shared by people and measure your impact on your leads, by tracking your social media conversions.

37. Sotrender

Sotrender, the no-bull analytics platform, is a social media analytics tool designed with digital marketers in mind. You can sign up for free to get detailed reports on your social media data, keep track of your audience and get benchmarking reports, along other features.

38. Sumall

This useful little tool, Sumall, provides free social media reports on audience, reach and engagement. All you need to do is sign up and they will send you emails with your social data regularly – daily, weekly or both!

39. SumoRank

SumoRank is a free tool from Buzzsumo, that allows you to quickly analyse any Facebook Page to see which of their posts perform best. Use it for your own profile, as well as your competitors' and of other top Pages in your industry – it can help you identify what types of updates your audience responds to best.

40. TapClicks

TapClicks allows you to keep track of all your marketing analytics in one place – including advertising. They offer solutions for business, agencies, franchises, media companies and more, so that you can get the analytics that most matter to you.

41. Unmetric

Unmetric recognize the importance of content in this day and age and aim to help you create better, more compelling content with the help of their artificial intelligence analytics. Analyse your social media content to see how it performs, get ideas for new content, track the social media content of different brands and more, with the help of Xia, their AI tool.

42. Wiselytics

Wiselytics provide insights into your Facebook analytics and have recently introduced Twitter analytics in beta, as well. Their goal is to give you all of the key metrics you need in one tool, such as analytics for reach, engagement and virality, as well as content optimisation based on real results, and competitive benchmarking reports.

AUTOMATION TOOLS

You can't be online all the time and yet you need to post new updates daily, preferably when your audience is most active, if you want to get as many views as possible on your posts. This is where automation tools come in to help:

43. Buffer

Buffer is one of the top go-to sources for social media automation tools. Connect all of your social accounts to schedule posts for later and get them shared at the best possible times, for maximised engagement.

44. Coschedule

Coschedule is all-in-one marketing calendar, that can be used for all of your marketing activities – including social media, and specifically, Facebook. Create your social media calendar and schedule your updates, so that you can keep everything in one place.

45. dlvr.it

With dlvr.it, you can automate your social media updates for major social networks, including Facebook, Twitter, Google+, among others. Use the RSS feed to auto-post, find awesome content sources and add items to your queue to be shared at the best times.

46. Everypost

Everypost helps you easily curate beautiful and compelling visual content to share on your social media profiles. You can customize the content as you wish, schedule it for later and then check your analytics to track your different post's success.

47. IFTTT

IFTTT have an amazing collection of different automations for all kinds of apps, platforms and tools. Search for 'Facebook' on IFTTT to explore all of the different Facebook automations, like automatically sharing your Instagrams to Facebook, or automatically saving any photos you're tagged in into one of your own photo albums.

48. MeetEdgar

MeetEdgar lets you organise your scheduled posts easily, by categories and then you can add your categories to the social media calendar, so that they are shared at the times you set, on a rotating basis.

49. Postcron

Postcron is a social media scheduling tool that works with Facebook, Twitter, Instagram, Pinterest, LinkedIn and Google+. Use it to schedule updates, bulk upload up to 1000 posts from a file and automatically watermark to images you post with your logo or watermark.

50. Postfity

Postfity can be used to publish and schedule updates to top social networks – but the features don't end there. They also have a built-in content recommendation system, social media analytics and you can add watermarks to your images, automatically.

51. Postplanner

PostPlanner is a content recommendation platform that helps you find the best content to share to your social media audience. All of the content is carefully curated, all you need to do is add content to your streams, create a publishing plan, and sit back while PostPlanner does what it does best.

52. Social Flow

Social Flow is a social media publishing and advertising platform. Its aim is to help you optimise your social media posts, by providing you with the data you need to understand your audience's activity and presence on different social networks. Just add your content to the queue and Social Flow will do the rest.

53. SocialOomph

SocialOomph works with several different social networks; when it comes to Facebook though, you can connect unlimited Facebook accounts so that you can quickly schedule status updates for your profiles and Pages, groups updates and photo uploads.

USEFUL SMARTPHONE APPS

If Facebook is a big part of your social media marketing, then you're likely finding yourself having to use your phone to manage your Pages. Use the following tools to help you gain better results, or to make Facebook easier to manage while on your mobile device:

54. Facebook Adverts Manager

If you're using Facebook ads, the Facebook Ads Manager for [iOS](#) and [Android](#) can help you manage them more efficiently, even from your phone. Use it to:

- Create Facebook ads
- Edit your ad campaigns: the copy, targeting, schedule and budget
- Manage your ad campaigns
- Check your ad performance

55. Facebook Groups

Are you using Facebook groups in your social media marketing efforts? With the Facebook Groups app for [iOS](#) and [Android](#) devices, you can easily access all of your groups without the usual distractions on Facebook, post updates and engage, as well as discover new groups that you can join.

56. Facebook Mentions

If you have a verified Facebook Page, this useful tool can help you keep track of important mentions, as well as trends. Available for [iOS](#) and [Android](#), it also lets you go Live, engage with your followers, and get the latest updates from the people you follow.

57. Facebook Pages Manager

The Facebook Pages Manager does exactly what it says on the can: it helps you manage your Pages more easily. Use it to post updates, read and reply to messages, get push notifications and quickly check your Facebook Insights with the [iOS](#) or [Android](#) app.

58. Friendly for Facebook

Friendly for Facebook is a great alternative to the Facebook Lite and the Facebook Messenger app. The [iOS](#) and [Android](#) app is designed to help you save your battery, storage and data, and it also lets you view and respond to messages, customize your newsfeed, block ads and download videos, among other features – plus, you can add multiple Facebook accounts and easily switch between them.

59. Moments

Although it's designed for sharing with family and friends, Moments is a very useful tool for those of you who post a lot of photos to Facebook. Use the [iOS](#) and [Android](#) app to organise the photos you take, automatically, create beautiful slideshows and share them on Facebook.

VISUALS

Facebook, like most other social platforms, is becoming increasingly visual. Use these tools to help you create beautiful, compelling images to share on your Facebook accounts:

60. Canva

When it comes to image creators, there are few tools that are as easy to use as [Canva](#) – and best of all, it also allows you to create a plethora of different types of visuals, with beautiful designs, templates and free and paid images. Plus, they also offer templates for Facebook, for Facebook posts and apps.

61. Pablo by Buffer

[Pablo by Buffer](#) is a super-easy to use image creator designed specifically for social media usage. Search through their collection of over 600k images or upload your own, add text over them and your logo, add a photo filter to change your image's look and then select the appropriate size for Facebook and you're good to share.

62. Social media resizer tool

Different social networks use different sizes for the images you post. In order to make sure your images are properly optimised for Facebook, you can use the [Social Media Resizer Tool](#) to quickly resize and crop your images.

63. Timeline slicer

The image you use on your Facebook Page timeline is extremely important, as it's one of the first things people will notice when visiting your Page. Create a compelling image showcasing your brand, and then use the [Timeline Slicer](#) to make sure it's the right size.

FACEBOOK CONTEST TOOLS

Contests are huge on Facebook; they can help brands better engage their audience and reach new people and they're great for generating more leads for your business. To create an awesome contest, you can get started with one of the following tools:

64. Agorapulse contests

[Agorapulse](#), although primarily a social media management tool, also offer useful contest apps for Facebook Pages. You can use it to create quizzes and personality tests, photo contests, sweepstakes and instant win contests, easily.

65. Heyo

[Heyo](#) is a contest tool aiming to help businesses get more engagement and more leads. You can use it to create sweepstakes, contests, as well as hashtag campaigns for Facebook, mobile and basically anywhere on the web.

66. Gleam

[Gleam](#) for Facebook is a tool for running contests on the popular social platform. Use it to easily create contests and giveaways on Facebook and if you want to create contests for your website as well – visit the main [Gleam](#) website.

67. Rafflecopter

[Rafflecopter](#) is a very easy to use tool for creating giveaways that work on any website, including Facebook – check out the free [Facebook Flash Giveaway](#) app to pick a random winner from your likes and comments on a post, in minutes.

68. Shortstack

Shortstack is a contest platform for Facebook and Instagram; but, you can also create contests to add on your landing page, as well as Twitter contests. Use it to create a Facebook or Instagram contest, a hashtag contest and start collecting more leads.

69. SnapApp

SnapApp is a one stop shop for interactive content, as they can help you create anything from contest and sweepstakes to interactive videos. Use it to connect your Facebook account and to post interactive content on your own website.

70. Tabsite

TabSite offer an impressive collection of standard, premium and free apps for your website and social media. One of their focus is on contests; use their apps to create photo and video contests, sweepstakes, essay contests and much more.

71. Votigo

Votigo is a social marketing platform that helps you create interactive marketing campaigns. You can use it to create different types of contests and sweepstakes, quizzes, polls and coupons.

72. Wishpond

Wishpond offer a selection of useful marketing tools, such as landing pages and pop-ups and lead forms; but, we're here for the contests – you can create sweepstakes, photo and essay contests, voting contests and much more.

73. Woobox

Woobox help you create beautiful marketing campaigns with contests and giveaways. Add all kind of apps to your Facebook Page, create polls, quizzes and games or set up a giveaway, instant win competition or a photo or video contest.

USEFUL BROWSER EXTENSIONS

A good extension can really help improve your online browsing experience. Whether it helps you save time, or it helps you get better results, each of the following Facebook browser extensions is sure to help improve your experience in some way:

74. Better Facebook

Not a fan of Facebook's look and feel? You can actually change it and customise it as you wish when you use the [Better Facebook](#) extension. Use it to change the colours of your Facebook, add background photos, remove ads and hide sponsored posts and basically do anything you like to make Facebook better for you.

75. Blue Messenger

[Blue Messenger](#) is a Facebook and Facebook Messenger tool that allows you to access your Facebook from the browser; what's more, the look of Facebook will be like the smartphone apps. Use it to easily access your newsfeed, your messages and anything Facebook.

76. Buffer

The Buffer extension for [Chrome](#) and [Safari](#) allows you to easily and very quickly share the content you find online with your social media audiences – all with a click of a mouse.

77. Cleaner for Facebook

[Cleaner for Facebook](#) is a Safari extension that allows you to clean up your Facebook: hide ads, sponsored posts, recommendations, trends and ticker – all fully customizable to your needs.

78. Color and Theme Changer

If you're not a fan of the look and feel of your Facebook, one of the ways to improve your experience is to try the [Color and Theme Changer](#) extension for Chrome. The name pretty much explains everything – use it to change your Facebook's theme, add different colours and customize the website to your liking.

79. [dlvirt](#)

dlvirt is available for both [Safari](#) and [Chrome](#); use it to make sharing content more easy – just click to share the content you like online to your Twitter, Facebook, Google+ and other social accounts.

80. [F.B. Purity](#)

Want to hide the annoying parts of your Facebook? With [F.B Purity](#) for Chrome you can clean up your Facebook and customize it to your desires. Hide any ads, games span, sponsored posts and anything else that annoys you or hinders your experience.

81. [Invite All](#)

Holding any events in the future? With the [Invite All](#) extension for Chrome, you can now invite all your connections to an event, or to like your Facebook Page.

82. [Mogicons](#)

If you're feeling a little restricted by your emoji options on Facebook, get the [Mogicons](#) extension for Chrome to unlock all kinds of emojis to use on your posts or Facebook messages.

83. [Photo Manager for Facebook](#)

The [Album and Photo Manager for Facebook](#) Chrome extension allows you to easily manage all of your photos; plus, you can upload more photos easily and back up your photos and albums.

84. [Save to Facebook](#)

When you're browsing online, you're likely to encounter all kinds of content that you don't have the time to get into; with the [Save to Facebook](#) Chrome extension, you can easily save this content on your Facebook, to read, watch, buy or share later on. And rest assured that everything you save is invisible to others, unless you also decide to share it.

85. [Smileys for Facebook](#)

Similar to Mogicons, [Smileys for Facebook](#) allows you to add all kinds of fun smileys on your Facebook, only for Safari users.

86. Toolkit for Facebook

The [Toolkit for Facebook](#) Chrome extension is a collection of useful tools, all designed to help you save time. You can perform all kinds of different bulk actions, such as unfollowing all of your friends or Facebook Pages at once, delete all comments at once, invite all friends to like a Page or join a group and much more.

ADD AN ONLINE STORE TO YOUR FACEBOOK

Want to add an online store to your Facebook Page? Use one of these tools to easily create one:

87. Beetailer

If you have an online store on your website, you can use [Beetailer](#) to easily import it to your Facebook Page. Plus, they offer tools to help you promote your store, as well as analytics tool for monitoring your store's performance.

88. Ecwid

[Ecwid](#) allows you to add and create online stores on different platforms, such as WordPress and Wix, as well as Facebook. The store is very easy to set up and it makes for a very good user experience – shoppers can easily browse through your store, shop and pay without having to leave your Facebook Page.

89. Shopify

Another option is to get [Shopify](#) to open a store on your Facebook Page. Create your store, add the products you want to sell and your fans will be able to easily buy and pay from you.

90. ShopTab

Use [ShopTab](#) to add a shop to your Facebook page, including on mobile devices. Plus, drive more conversions by creating exclusive daily deals for your fans.

91. Storefront Social

[Storefront Social](#) allows you to easily create a Facebook shop. Plus, use it to give exclusive offers or sneak peeks to your most loyal fans in order to engage and reward them.

COOL TOOLS

This is where we talk really cool tools...or tools that just couldn't find a home in any of the other categories☺

92. Pagemodo

[Pagemodo](#) has so many different features that it didn't really fit into any of the other categories. You can use it to create and manage your Facebook ads, add custom tabs and contests to your Page, find suggested content that you can share (and schedule for later) on Facebook and more.

93. Promo Republic

The [Promo Republic](#) Content Tool for Facebook is definitely in the 'cool' category; it's a content creation tool, an automation tool and so much more. Use their very extensive library of custom templates in a variety of themes (like based on holidays and events), get ideas for your daily content, automate your posts and check your analytics, all in one tool.

NEWS AND CONTENT TOOLS

Sharing valuable content is extremely important on social media, and Facebook is no different. Check out the following tools to find more (and better) ways of sharing awesome content:

94. Networked Blogs

Use [Networked Blogs](#) to read all of your favourite blogs and news in one place and easily share to your Facebook anything you like. Plus, you can also add your own blog to the service to reach a larger audience.

95. Shareist

[Shareist](#) allows you to add content to share to your accounts from RSS, Feedly, and other sources that you can then schedule to share later on in your set timeslots. Any content you share gets saved in your library, so you can easily re-share the best ones.

APPOINTMENT SCHEDULING & CONTACT FORM APPS

The more you can use your Facebook Page as a website, the better – that way, you can get more leads that would otherwise be lost. Use one of the following apps to start generating more leads through Facebook by allowing users to set an appointment with you from your Page, or to fill out your contact form:

96. 123 Contact Form

Want to add a contact form to your Facebook Page? You can do this easily with [123 Contact Form](#) for free, and with no code required. It takes minutes to create the form and you can customize it to fit your branding.

97. Appointly

[Appointly](#) is an online scheduling calendar that your visitors can use to set up appointments with you. Since we're here for Facebook though, they also offer a Facebook Tab app that lets you add a "schedule now" link to your Facebook page.

98. Schedulicity

[Schedulicity](#) is an online booking and scheduling tool that you can also add to your Facebook business Page. Whether you're in retail, in finance, or most anything in between, this is the perfect tool to set up an online booking service.

99. Setmore

[Setmore](#), another booking and scheduling tool, can be used to set up a calendar on your website; what's more, you can also add it to your Facebook Page, so that people can see all of your available dates and times and set a meeting or appointment with you.

100. SimplyBook.me

[SimplyBook.me](#) can be used by businesses and organisations in a variety of industries; add an online booking calendar to your website, and use the booking widget for Facebook to make things even easier for your audience.

101. vCita

[vCita](#) is more than just a booking tool; use it as a mobile CRM tool, for calendar management and for invoicing, among other features. Plus, it integrates with [Zapier](#), which then allows you to connect your Facebook to your vCita account in up to 70 different ways.

CONCLUSION

There we go, these are the 101 best Facebook tools of 2017! All of these tools are designed to help you make the most of your time, to gain better results from your Facebook marketing and in some cases, just to make your Facebook experience more pleasant.

What other Facebook tools are you using? What are your favourite Facebook tools that you use on a regular basis?

LILACH BULLOCK
GENERATE LEADS THAT CONVERT

About Lilach Bullock

Highly regarded on the world speaker circuit, [Lilach Bullock](#) has graced Forbes and Number 10 Downing Street with her presence! In a nutshell, she's a hugely connected and highly influential serial entrepreneur – the embodiment of Digital Intelligence.



Listed in Forbes as one of the top 20 women social media power influencers and likewise as one of the top social media power influencers, she is one of the most dynamic personalities in the social media market and was crowned the Social Influencer of Europe by Oracle. A recipient for a Global Women Champions Award (by the Global Connections for Women Foundation, GC4W) for her outstanding contribution and leadership in business.

After launching her first business within three years of becoming a mother, her financial success was recognised by being a finalist at the Best MumPreneur of the Year Awards, presented at 10 Downing Street. Following a resultant offer and wishing to spend more time with her daughter, she sold her first business to focus on social media, developing a multi-site blog and online marketing portfolio that generated in excess of 600,000 + visitors per month.

Lilach is consulted by journalists and regularly quoted in newspapers, business publications and marketing magazines (including Forbes, The Telegraph, Wired, Prima Magazine, The Sunday Times, The Guardian, Social Media Today and BBC Radio). What's more, her books have achieved No 1 on Amazon for Sales and Marketing and Small Business and Entrepreneurship.

When Lilach isn't working she enjoys spending time with her family and is an avid fan of Zumba.