



Contact: Dan Bloom, +972-549-222-082, dan.bloom@fanzila.com

For immediate release:

Competitions Voted the Best Technique for Marketing on Facebook

Fanzila used Facebook applications to crowd-source 2011's best marketing tips; winner announced

TEL AVIV, Israel, January 9, 2012 – How is marketing changing? What's next? What are the best practices for increasing fan count and engaging with customers on Facebook?

Hundreds of social media experts recently answered these questions in Fanzila's "Best Marketing Tips for Facebook" competition.

Fanzila, developers of the first social apps platform to upgrade Facebook pages, used its new [Competition App](#) to engage members of the world's most popular social network.

Hundreds of respondents participated and contributed their insight between November 16 and December 16, 2011.

Shreyas Gowda of Karnataka, India, won the competition. His tip, "create a contest on your page and provide news and relevant information to your visitors," received more votes than other qualifying entries. Overall, 44% of the contest participants indicated that doing a competition is the best way to promote a page on Facebook.

In a congratulatory message, Mo Ben Dror, marketing manager at Fanzila, said, "Thank you all for participating in our 'Best Facebook Marketing Tips' competition. We were really glad to see the effort you put [in] and the enthusiasm you all had."

Some of the competition's most popular submissions were:

- turn your visitors into a community by giving them a forum to share their thoughts and ideas;
- create quality content and update it regularly;
- use advertising to start your page growing; and
- design your page nicely.

Other tips can be seen on the contest page at

https://www.facebook.com/FanzilaApps?sk=app_239406449439539.

About Fanzila

Fanzila is a privately held company based in Tel Aviv, Israel, with offices in the US, UK, Germany, Australia and India. The Fanzila social media platform upgrades Facebook fan pages and engages visitors with powerful applications, including [blogs](#), forums, [competitions](#), video sharing and more. Additionally, robust analytics provide a deeper level of understanding and communication with the Facebook audience. The ability to connect fan pages with a brand's website and mobile applications further extends the social media experience seamlessly across all digital media. To upgrade your Facebook page and learn more about the platform, please visit www.fanzila.com or www.facebook.com/FanzilaApps.

#