

APPS TO FALL FOR THIS SEASON

> There's a reason "there's an app for that" became a catchphrase. It seems like there is an app for everything these days. And while you might use the apps on your mobile device for many personal tasks, such as sharing pictures, they can also be a great tool for small-business owners who want to streamline operations, improve their online presence, get organized and much more.

Here are the apps — some new and some classics — that my team and I can't stop talking about this fall!

Classics

Dropbox

When it comes to cloud-based storage, Dropbox is one of the top competitors, along with another favorite, **Google Drive**. What I love about Dropbox is that it helps me get the information I need whether I am on my phone, on my tablet or on my computer. I can easily save a photo to Dropbox on my computer, open the file on my phone and post to Instagram. In a world where florists wear dozens of hats, this app will help you seamlessly switch from one activity (hat!) to another. *(Free with paid options; Android/iOS/Desktop)*

Facebook Ads Manager

If you're looking for an app that works as hard as you do, even when you're on the go, then look no further than the Facebook Ads Manager app. We recommend Facebook ads to nearly all retailers. We know there are customers to greet, shelves to stock, and stock room organizing to be done, making it difficult for store owners to find time to sit down at their computer during the day. Luckily, the Facebook Ads Manager app allows you to manage and change your ads from wherever you are, so you can test what works for your business and never overspend! *(Free; Android/iOS/Desktop)*

Newbies

LetsTag

This has been a popular app to share with our retailers and florists who struggle with hashtags. Simply type in the hashtag you would like to use, and LetsTag finds hashtags that are related

to it. You can add all of the hashtags you like to a list, search different hashtags to add to your list, then copy all of the hashtags and paste them into your Instagram post. Voila! #savings-time. iPhone users can download a similar app called Tagomatic. *(Free; Android)*

Canva

Canva is a tool we use daily here at Crystal Media. It's a design tool that helps you create beautiful presentations, social media graphics and more. No graphic design experience required. Canva launched its app for iPhone users a couple months ago, but it has yet to come out with an app for Android users. An alternative is the app **Desygner**, which has many of the features of Canva and is available on iOS, Android and desktop. *(Free with paid options; iOS/Desktop)*

Fontee

Layering text over photos can be a great way to get your message across, but it can be hard to find the right app to use to make it happen. I love this app because it allows you to add text to a photo or to a plain, colored or stock background. iPhone users can download the app **A Beautiful Mess** for their text-over-graphic needs. *(Free; Android)*

GIFYme

GIFs are an interesting mix of photo and video, and they perform great on social media. Make your own GIFs with this app by uploading your media and letting GIFYme take it from there. Android users can download the **Gif Me! Camera**. *(Free; iOS)*

Quik

A GoPro product, Quik does exactly what its name suggests: helps you quickly create a video, complete with music, filters and more. You can edit the videos to make them unique, or you can simply sift through a selection of pre-paired effects for a fun video in minutes. *(Free; Android/iOS)*

Todoist

If you've got a to-do list, you need Todoist. Todoist helps you manage your to-do list with labels, the ability to create projects, the ability to assign tasks to others, and even an analytics feature that allows you to see just how productive you are. Todoist helps my team and me stay organized, on schedule and feeling productive. *(Free with paid options; Android/iOS/Desktop)*

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SOCIAL STATS Crystal Vilkaitis' "ABCs of Social Media Advertising" proved to be one of the most popular programs at the Society of American Florists' 132nd annual convention (see p. 10). Vilkaitis spends much of her time figuring out what really works online: One of her initiatives, Social Edge (socialedge.co) is an online membership group exclusive to retailers looking to gain an edge over competition using social media.