

Gamaroff Digital joins Facebook Preferred Marketing Developer Program, builds lookup tool for Facebook

Submitted by: Gamaroff Digital

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London-based digital, social media and mobile agency Gamaroff Digital has just been awarded a Facebook® Preferred Marketing Developer (PMD) badge. Gamaroff Digital was previously part of Facebook's Preferred Developer Consultant Program which Facebook has now merged with its Marketing API Program (MAP). These two groups make up the new PMD program, whose aim is to better represent the various technologies in the Facebook ecosystem and to recognise companies that develop holistic solutions.

Facebook's PMD program mission is to help developers build products that make social marketing easier and more effective.

Gamaroff Digital has been awarded the Apps badge under the new PMD program, meaning that it has been approved in services and platforms for building socially enabled integrations – customised or self service.

Gamaroff has been recommended by Facebook as a Preferred Consultant since January 2010 and so close was the relationship that Gamaroff was commissioned to build the new lookup tool for the PMD Directory (<http://gdlnk.co/1orm>). Gamaroff worked with Facebook to build the rich application which details the full list of agencies in the program.

In combining the PDC program with the Marketing API program, 141 more companies have been added to the PMD list making it a truly global community that includes parts of the world not previously represented. Gamaroff Digital started out as one of just 40 preferred consultants in the early days of the program, so its inclusion in the new PMD list is an achievement borne of its continued work in creating meaningful and pioneering social experiences on the Facebook platform.

About Gamaroff Digital

Gamaroff Digital is a brand engagement and social media agency that creates socially designed apps for brands on Facebook and mobile. On Facebook's Preferred Developer Consultant Program since September 2009, Gamaroff Digital has been a trusted partner in concepting and building socially engaging Facebook and mobile apps for brands such as Virgin, McDonald's and Sony Playstation. In January 2010, Gamaroff Digital won two awards out of three at the Facebook Mobile Hack in New York, for Best Use of Facebook Graph and Best Overall App. Visit www.gamaroffdigital.com (<https://www.gamaroffdigital.com>).

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