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Hookle Announces Google My Business Partnership to Boost Small Businesses' Online Presence

Finnish start-up Hookle Inc. **announces Google My Business Partner status**, and an integration of the Google My Business service to the Hookle social media management tool. Google My Business service strengthens the service offering of the Hookle mobile application, allowing users to manage their business's online presence in a more comprehensive way.

Hookle **launched the anticipated first commercial version of the Hookle social media management tool** in October 2019, and its innovative and mobile-first design has been warmly welcomed by its early users. The Hookle app is a pioneering tool developed especially for the social media marketing needs of entrepreneurs and small businesses. Hookle's mission is to resolve the complexity around social media marketing by reducing all the unnecessary noise and making it easier for small businesses, with no separate marketing department, to manage their online presence while focusing on their own core business.

Google My Business service adds to Hookle's service offering, by allowing local businesses to create **a free Business Profile on Google and to manage their visibility on Google Search and Google Maps services**, as well as in social media networks. This opens up plenty of opportunities for Hookle's users to reach their customers, as consumer buying decisions are increasingly based on location-based searches.

"I'm glad that our partnership with Google My Business will allow us to offer our customers truly an all-in-one solution for managing their presence both on social media and Google Search and Maps, says **Tero Seppälä**, serial entrepreneur and Chief Executive Officer of Hookle Inc. "Existing tools are developed for marketing professionals and require previous knowledge of social media marketing. We want to offer an all-in-one solution for those, whose business is not social media itself, but who need a strong online presence to connect with their customers."

Hookle Inc. is a start-up established in 2017 in Helsinki, Finland. Company's Hookle mobile application is an intelligent and easy-to-use social media management tool designed for small businesses. The company was selected to the number one accelerator in Finland, Kiuas 2019 and is already backed up with experienced investors supporting Hookle's way to global markets. The company recently opened its second funding round to secure financing for further development and preparing to accelerate the hyper-growth.

The Hookle app is available for download for free on Google Play Store and Apple's App Store.

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