



## Virtually Here's Favorite Tools

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### Accounting

- ◆ **Freshbooks** - FreshBooks is a cloud-based accounting software service designed for owners of the types of small client-service businesses that send invoices to clients and get paid for their time and expertise.
- ◆ **QuickBooks** - QuickBooks is Intuit Inc.'s set of software solutions designed to manage payroll, inventory, sales and other needs of a small business. The software's features include marketing tools, merchant services, product and supplies, training solutions.
- ◆ **Wave Apps** - Wave is a free, online software alternative to QuickBooks. Wave helps manage invoices, credit card payments, accounting & payroll.



### Advertising

- ◆ **Angies List** - Angie's List is a US-based, paid subscription supported website containing crowd-sourced reviews of local businesses
- ◆ **Facebook Ads** - With Facebook Ads, you can create targeted ads to reach different audiences and meet your business goals.
- ◆ **Google AdWords** - AdWords (Google AdWords) is an advertising service by Google for businesses wanting to display ads on Google and its advertising network. The AdWords program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.
- ◆ **Google Business** - Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.
- ◆ **Groupon** - Groupon is a deal-of-the-day recommendation service for consumers. Every 24 hours, Groupon broadcasts an electronic coupon for a restaurant or store in your city, recommending that local service while also offering you a 40% to 60% discount if you purchase that service.
- ◆ **Houzz** - Houzz is a website and online community about architecture, interior design and decorating, landscape design and home improvement.
- ◆ **Kickstarter** - Kickstarter is a funding platform for creative projects. Everything from films, games, and music to art, design, and technology. Kickstarter is full of ambitious, innovative, and imaginative projects that are brought to life through the direct support of people like you!
- ◆ **Yelp** - It develops, hosts and markets Yelp.com and the Yelp mobile app, which publish crowd-sourced reviews about local businesses, as well as the online reservation service SeatMe.



## Communication

- ◆ **Fax.com** - Fax.com is a feature-filled digital faxing solution that lets you send and receive faxes over the internet
- ◆ **Free Conference Calling** – Free Conference Calling provides a vital service for individuals, non-profits and businesses alike. It's a basic long-distance call for everyone and it beats the alternatives of trying to bridge five three-way calls together to get 15 people onto a conference call doesn't it? Not to mention all the valuable features we offer including conference call recording, online conference management and easy host dial-pad controls to name a few.
- ◆ **GoToMeeting** - GoToMeeting is a web-hosted service created and marketed by the Online Services division of Citrix Systems. It is an online meeting, desktop sharing, and video conferencing software that enables the user to meet with other computer users, customers, clients or colleagues via the Internet in real time.
- ◆ **GoToWebinar** - Citrix GoToWebinar is the simple, cost-effective tool for hosting real-time online events that draw people in. Easily invite up to 1,000 attendees and engage them with high-definition video, screen sharing, interactive tools and more.
- ◆ **Join.me** - Join.me is a web-based collaboration software application for screen-sharing and online meetings.
- ◆ **Outlook** - Microsoft Outlook is a personal information manager from Microsoft, available as a part of the Microsoft Office suite. Although often used mainly as an email application, it also includes a calendar, task manager, contact manager, note taking, journal, and web browsing.
- ◆ **Skype** - Skype is for doing things together, whenever you're apart. Skype's text, voice and video make it simple to share experiences with the people that matter to you, wherever they are.
- ◆ **Talkroute** - Talkroute is a Virtual Phone System designed for Small Business that unifies your existing phones and service providers.
- ◆ **TeamViewer** - TeamViewer is a proprietary computer software package for remote control, desktop sharing, online meetings, web conferencing and file transfer between computers.



## Creativity Software

- ◆ **Adobe Acrobat Pro DC** - Acrobat Pro DC is the completely reimagined desktop version of the world's best PDF solution. It includes a mobile app so you can fill, sign and share PDFs on any device. And with Document Cloud services, you can create, export, edit and track PDFs from anywhere — and stay connected to recent files across all your devices.
- ◆ **Adobe Creative Cloud** - Creative Cloud gives you the world's best creative tools — always up to date — so you can turn your brightest ideas into your greatest work across your desktop and mobile devices.
- ◆ **Adobe Photoshop** – Adobe Photoshop is the predominant photo editing and manipulation software on the market. Its uses range from full featured editing of large batches of photos to creating intricate digital paintings and drawings that mimic those done by hand.
- ◆ **Adobe InDesign** - The industry-leading page design and layout toolset now helps you work faster and smarter, connecting your desktop and mobile apps with all your creative assets, so you can make beautiful pages for print or digital no matter where you are.
- ◆ **Adobe Illustrator** - The world's most powerful toolset for vector art and illustrations has been transformed with faster performance and even more natural ways to create, connecting your desktop and mobile apps with all your creative assets so you can do your best work anywhere.
- ◆ **Canva** - Easily create beautiful designs and documents. Use Canva's drag-and-drop feature and professional layouts to design consistently stunning graphics. Design presentations, social media graphics, and more with thousands of beautiful layouts.
- ◆ **Microsoft Publisher** - Microsoft Publisher is an entry-level desktop publishing application from Microsoft, differing from Microsoft Word in that the emphasis is placed on page layout and design rather than text composition and proofing.



## Customer Relationship Management (CRM)

- ◆ **Capsule** – The easy online CRM for doing business. Use Capsule to keep track of the people and companies you do business with, communications with them, opportunities in the pipeline, and what needs to be done when.
- ◆ **Infusionsoft** – Infusionsoft is a private company that offers an e-mail marketing and sales platform for small businesses, including products to streamline the customer lifecycle, customer relationship management, marketing automation, lead capture, and e-commerce
- ◆ **Insightly** – Insightly is the easy, powerful and affordable online Customer Relationship & Project Management Software used by over 400,000 small businesses worldwide.
- ◆ **Pipeline Deals** – Pipeline Deals is the first sales productivity platform to combine sales engagement and CRM in one simple app.
- ◆ **Salesforce** – Salesforce.com is a cloud computing and social enterprise software-as-a-service (SaaS). Of its cloud platforms and applications, the company is best known for its Salesforce customer relationship management (CRM) product, which is composed of Sales Cloud, Service Cloud, Marketing Cloud, Force.com, Chatter and Work.com.
- ◆ **Zoho CRM** - Zoho Office Suite is a web-based online office suite containing word processing, spreadsheets, presentations, databases, note-taking, wikis, web conferencing, customer relationship management (CRM), project management, invoicing, and other applications



## Domains and Hosting

- ◆ **Apollo Hosting** - Small business web hosting offering additional business services such as: domain name registrations, email accounts, web services and more.
- ◆ **Bluehost** - Bluehost is a web hosting company.
- ◆ **HostGator** - HostGator is a Houston-based provider of shared, reseller, virtual private server, and dedicated web hosting with an additional presence in Austin, Texas.
- ◆ **GoDaddy** - GoDaddy is a publicly traded Internet domain registrar and web hosting company. As of 2014, GoDaddy was said to have had more than 59 million domain names under management, making it the world's largest ICANN-accredited registrar.
- ◆ **Homestead** - Homestead Technologies is the owner and operator of a paid web hosting service based in Burlington, MA. It has existed in various forms since launching in 1998 as a free service.
- ◆ **Weebly** – Weebly is a web-hosting service featuring a drag-and-drop website builder.
- ◆ **Wix** – Wix.com is a cloud-based web development platform that allows users to create HTML5 web sites and mobile sites through the use of their online drag and drop tools.
- ◆ **WordPress** – WordPress is an online, open source website creation tool written in PHP. But in non-geek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today.



## E-Commerce

- ◆ **1 Shopping Cart** - A centralized and automated solution to manage all aspects of an E-Commerce business - reducing operational costs and increasing efficiency.
- ◆ **Infusionsoft** - Infusionsoft is a private company that offers an e-mail marketing and sales platform for small businesses, including products to streamline the customer lifecycle, customer relationship management, marketing automation, lead capture, and e-commerce.
- ◆ **Shopify** - Shopify is a complete ecommerce solution that allows you to set up an online store to sell your goods. It lets you organize your products, customize your storefront, accept credit card payments, track and respond to orders — all with a few clicks of the mouse.





## Human Resources

- ◆ **Craigslist** - Craigslist is a classified advertisements website with sections devoted to jobs, housing, personals, for sale, items wanted, services, community, gigs, résumés, and discussion forums.
- ◆ **Indeed** - Indeed has given job seekers free access to millions of jobs from thousands of company websites and job boards.
- ◆ **TSheets** - TSheets is a time tracking application designed and engineered for companies across multiple industries that need to track, manage and report time.



## Marketing

- ◆ **Aweber** - Aweber offers a service to help businesses communicate more effectively and profitably with prospects and customers. Our customers utilize our permission only email marketing service to establish and maintain profitable relationships.
- ◆ **Constant Contact** - One tool, for all your marketing. That's the Constant Contact Toolkit. Our customers get real results through marketing campaigns like email newsletters, surveys, events, Facebook promotions, online listings, and more.
- ◆ **Get Response** – Get Response is the World's Easiest Email Marketing platform. It enables you to create a valuable marketing list of prospects, partners, and clients, so you can develop relationships with them and build a responsive and profitable customer base.
- ◆ **Infusionsoft** - Infusionsoft is a private company that offers an e-mail marketing and sales platform for small businesses, including products to streamline the customer lifecycle, customer relationship management, marketing automation, lead capture, and e-commerce.
- ◆ **Lead Pages** - Turn your next idea into a published landing page in less than five minutes with Lead Pages. We have engineered the simplest landing page builder in the industry, so you can create, edit and deploy your next high-converting page without touching a single line of code.
- ◆ **MailChimp** - MailChimp is the ultimate software that will change the way you market your product on the internet. MailChimp is a simple email marketing software (EMS) which gives you a number of easy options for designing, sending and saving templates of your emails.
- ◆ **Send Out Cards** – Act on a Prompting. Our convenient system lets you send birthday, anniversary or thank you cards without the hassle of pen, paper, stamps, envelopes or mailboxes. Sending a card has never been so easy.
- ◆ **Survey Monkey** - Create and publish online surveys in minutes, and view results graphically and in real time. Survey Monkey provides free online questionnaire and surveys.
- ◆ **VerticalResponse** - Email Marketing by VerticalResponse makes it easy to send email newsletters, offers, invitations and autoresponders to grow your business.



## Merchant Services

- ◆ **Accion** - Accion is committed to bringing affordable small business loans to micro entrepreneurs.
- ◆ **FreshBooks** - FreshBooks is a cloud-based accounting software service designed for owners of the types of small client-service businesses that send invoices to clients and get paid for their time and expertise.
- ◆ **Fundbox** – Fundbox is the easiest and most transparent financial solution for all your business' cash flow gaps. Fundbox is a technology company based in San Francisco. Founded in 2013, the service uses big data analytics, engineering, and predictive modeling to help optimize cash flow for small businesses and freelancers with outstanding invoices
- ◆ **PayPal** – PayPal is a service that enables you to pay, send money, and accept payments without revealing your financial details.
- ◆ **QuickBooks** - QuickBooks is Intuit Inc.'s set of software solutions designed to manage payroll, inventory, sales and other needs of a small business. The software's features include marketing tools, merchant services, product and supplies, training solutions.
- ◆ **Square** – Square, Inc. is a financial services, merchant services aggregator and mobile payment company
- ◆ **Stripe** – Stripe is an American company that allows both private individuals and businesses to accept payments over the Internet
- ◆ **Wave Apps** - Wave is a free, online software alternative to QuickBooks. Wave helps manage invoices, credit card payments, accounting & payroll.



## Miscellaneous

- ◆ **Amazon** - Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.
- ◆ **Eventbrite** - Eventbrite is a global marketplace for live experiences that allows people to find and create events in 190 countries.
- ◆ **Expedia** - Expedia is an online travel company.
- ◆ **Fine Art America** - Fine Art America is the premier online art gallery for buying and selling fine art prints, framed prints, stretched canvas prints, posters, acrylic prints, metal prints and more.
- ◆ **Golden Paints** - Manufacturer of acrylic paint and materials for professional refinishers and artists.
- ◆ **Google Analytics** - Google Analytics is a premium web analytics service offered by Google that tracks and reports website traffic. Google launched the service in November 2005 after acquiring Urchin. Google Analytics is now the most widely used web analytics service on the Internet.
- ◆ **Google Forms** – Google Forms is a tool that is part of Google Drive for creating surveys, tests, or web input forms. Google forms allows anyone to create an easy to use web form, tie it to a spreadsheet where you can track results and post it on the web without having to know programming.
- ◆ **Lynda** - Learn technology, creative and business skills you can use today.
- ◆ **Member Clicks** – Member Clicks offers comprehensive web-based membership database solutions that fit your small organization's needs and budget.
- ◆ **Pep Cloud** - Paint Estimating Program - user-friendly and essential tool for contractors available as a cloud-based multi-user platform.



## Productivity

### Documents

- ◆ **Google Docs** - Google Docs is a free Web-based application in which documents and spreadsheets can be created, edited and stored online. Files can be accessed from any computer with an Internet connection and a full-featured Web browser.
- ◆ **Google Sheets** - Google Sheets is a web-based spreadsheet application that allows you to store and organize different types of information, much like Microsoft Excel.
- ◆ **Microsoft Office** - Suite of products developed by Microsoft Corporation that includes Microsoft Word, Excel, Access, Publisher, PowerPoint, and Outlook. Each program serves a different purpose and is compatible with other programs included in the package. The suite of programs is compatible with both the Windows and Macintosh operating system. Microsoft Office is the most common form of software used in the western world.
- ◆ **Smartsheet** - Smartsheet is an online project management, productivity and team collaboration software as a service application.
- ◆ **Zoho Docs** - Zoho Office Suite is a web-based online office suite containing word processing, spreadsheets, presentations, databases, note-taking, wikis, web conferencing, customer relationship management (CRM), project management, invoicing, and other applications.



## File Sharing

- ◆ **Dropbox** - Dropbox is a service that keeps your files safe, synced, and easy to share. Bring your photos, docs, and videos anywhere and never lose a file again.
- ◆ **Flickr** – Flickr is a popular photo-sharing and hosting service with advanced and powerful features. It supports an active and engaged community where people share and explore each other's photos. You can share and host hundreds of your own pictures on Flickr without paying a dime.
- ◆ **Google Drive** – Google Drive is a file storage and synchronization service created by Google. It allows users to store files in the cloud, share files, and edit documents, spreadsheets, and presentations with collaborators.
- ◆ **Share File** - ShareFile is a secured large file sharing and storage system. The SaaS software allows businesses to create a custom-branded, password-protected area where large documents and files can be stored, synced and exchanged with clients in the cloud.

## Online Scheduler

- ◆ **Appointy** - Online Scheduling software is a scheduler software to help your business to grow exponentially.
- ◆ **Schedule Once** – Meeting and appointment scheduling software that helps you save time, increase customer satisfaction and be more competitive.
- ◆ **Time Trade** - Online appointment scheduling by Time Trade is used by businesses to create new sales prospects, accelerate the sales and service process, and make it easy.
- ◆ **You Can Book Me** – You Can Book Me is a cloud-based service which allows your customers to schedule appointments and make bookings with you using your online calendar.



## Project Management

- ◆ **Insightly** - Insightly is the easy, powerful and affordable online Customer Relationship & Project Management Software used by over 400000 small businesses worldwide.
- ◆ **Asana** - Asana is the ultimate task management tool. It allows teams to share, plan, organize, and track progress of the tasks that each member is working on.
- ◆ **Basecamp** - Basecamp is a web-based project-management tool. Basecamp keeps people on the same page. No matter what your role is, everyone works toward a common goal: finishing a project together.
- ◆ **Go Clio** - Clio helps lawyers build a better practice. We're the most comprehensive, yet easy-to-use cloud-based law practice management software. Join tens of thousands of legal professionals who trust Clio to manage and grow their firms.
- ◆ **Todoist** - Todoist is a project management application for personal and professional productivity. It allows users to manage their tasks from a smartphone, tablet or computer.
- ◆ **Trello** - Trello is the free, flexible, and visual way to organize anything with anyone.
- ◆ **Wunderlist** - Wunderlist is a cloud-based task management application. It allows users to manage their tasks from a smartphone, tablet and computer.
- ◆ **Zoho Projects** - Zoho Office Suite is a web-based online office suite containing word processing, spreadsheets, presentations, databases, note-taking, wikis, web conferencing, customer relationship management (CRM), project management, invoicing, and other applications



## Social Media and Blogs

- ◆ **Bitly** - Bitly is a URL shortening service.
- ◆ **Blogger** - Blogger is Google's free tool for creating blogs.
- ◆ **Cincopa** - Cincopa is the most popular and simple way to embed media plugin to your website. Choose media player plugin by CMS or by your preferred skin style.
- ◆ **Edgar** - The Social Media Queue That Never Runs Out.
- ◆ **Facebook** - Facebook is a social networking website that makes it easy for you to connect and share with your family and friends online.
- ◆ **Google +** - Google+ – or Google Plus – is a social network from Google. Some of its tools and features come from existing services and platforms, such as the Picasa photo storing and sharing platform. Some of the features are similar to other popular social networks and micro-blogging platforms
- ◆ **HootSuite** - Hootsuite is one of many tools referred to as a “Social Media Management System” or tool. It helps you keep track and manage your many social network channels. It can enable you to monitor what people are saying about your brand and help you respond instantly.
- ◆ **Instagram** – Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.
- ◆ **LinkedIn** – LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.
- ◆ **Perch** - The App for Small Businesses. Reviews, social posts, and promotions for you and your competition all in one place.
- ◆ **Pinterest** – Pinterest is a social network that allows users to visually share, and discover new interests by posting (known as 'pinning' on Pinterest) images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned.
- ◆ **Twitter** – Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets".





- ◆ **Vimeo** – Vimeo is a video-sharing website in which users can upload, share and view videos.
- ◆ **WordPress** – WordPress is an online, open source website creation tool written in PHP. But in non-geek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today.
- ◆ **YouTube** - YouTube is a video-sharing website. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators.



## Website Builder

- ◆ **Adobe Muse** - Learn how you can create and publish dynamic websites for desktop and mobile devices that meet the latest web standards — without writing code.
- ◆ **GoDaddy** - GoDaddy is a publicly traded Internet domain registrar and web hosting company. As of 2014, GoDaddy was said to have had more than 59 million domain names under management, making it the world's largest ICANN-accredited registrar.
- ◆ **Homestead** - Homestead Technologies is the owner and operator of a paid web hosting service based in Burlington, MA. It has existed in various forms since launching in 1998 as a free service.
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