



## Digital & Online Tools for Businesses

### Team/Task Management and Communication

1. **Google Suite (Docs, Sheets, Forms, Slides, Hangouts)** - <https://gsuite.google.com>: Cloud based suite of collaboration and productivity apps powered by Google AI.
2. **Slack** - <https://slack.com>: Provides conversation channels that can be easily organized, prioritized and easy for team members to follow.
3. **Asana** - <https://asana.com>: Web and mobile application designed to help teams organize, track, manage, and plan workflows, projects, tasks, etc.
4. **Trello** - <https://trello.com>: Collaboration tool that organizes your projects and tasks into boards for all team members to see.
5. **Evernote** - <https://evernote.com>: Provides businesses with a singular space where teams can share ideas, information, and inspiration to improve work. Evernote encourages teamwork by collecting, organizing, and sharing information among team members.

### Meeting/Scheduling Software

Online calendars and instant scheduling tools for appointments and meetings to improve time management and help coordinate meetings.

1. **Calendly** - <https://calendly.com>
2. **Doodle** - <https://doodle.com/en/>
3. **X.ai** - <https://x.ai>

### Social Media Marketing & Campaigns

1. **Facebook (Creator Studio)**
2. **Instagram**
3. **Twitter**
4. **YouTube**
5. **LinkedIn**
6. **Hootsuite** - <https://hootsuite.com>: Social Media Management platform that allows you to manage multiple networks, profiles, and pages at once.

### Payment Processing (Merchant Services)

Software that allows individuals and businesses to make and receive payments electronically. Online payment processing for internet businesses.

1. **Square** - <https://squareup.com/us/en>
2. **Stripe** - <https://stripe.com>
3. **PayPal** - <https://www.paypal.com/us/home>
4. **Braintree** - <https://www.braintreepayments.com>
5. **QuickBooks Payments** - <https://quickbooks.intuit.com/payments/>



### Video Conferencing

Online meeting and web conferencing tools that enable businesses to collaborate with customers, clients or colleagues via the Internet in real time.

1. **Zoom** - <https://zoom.us>:
2. **Skype** - <https://www.skype.com/en/>:
3. **GoToMeeting** - <https://www.gotomeeting.com>
4. **Google Hangouts** - <https://gsuite.google.com/products/meet/>:
5. **FreeConferenceCall.com** - <https://www.freeconferencecall.com>:

### Email Marketing

Email automation services that provide businesses with advanced email analytic features that allow them to accurately measure and improve email campaigns to customers.

1. **Mailchimp** - <https://mailchimp.com>
2. **Sendinblue** - <https://www.sendinblue.com>
3. **OmniSend** - <https://www.omnisend.com>: ecommerce marketing automation platform built for growing ecommerce businesses. Helps businesses create personalized emails in minutes and automate email marketing.
4. **Sender** – <https://www.sender.net>
5. **Constant Contact** - <https://www.constantcontact.com/index.jsp>

### Business Short Message Services (SMS) – Texting

An online SMS gateway is a web-based platform that businesses use to send text messages to customers.

1. **EZ Texting** – <https://www.eztexting.com>: SMS marketing that uses Keywords to create short codes and communicate with customers. Those who subscribe using your keyword will receive texts about promotions, specials, coupons, etc.
2. **SlickText** - <https://www.slicktext.com>: SMS marketing that is permission-based using, “keywords.”. Allows businesses to communicate to a targeted group of people that care about their business and provides a quick way to put coupons and special offers into the hands of customers.
3. **TextMagic** – <https://www.textmagic.com>: allows businesses to send and receive texts messages online. Businesses can send texts online to staff and customers, import contacts and manage client lists.
4. **ClickSend** - <https://www.clicksend.com/us/>: online SMS gateway that allows you to send and receive SMS communications from any web enabled device. Send business text messages online to individuals or a large number of contacts.

### Documents/Contracts

1. **Google Drive** - <https://www.google.com/drive/>: Drive helps teams move faster with collaboration tools like Docs, Sheets, and Slides—all on a secure cloud-based storage platform that makes it easy for you to share, store, and access files.



2. **DocuSign** – <https://www.docusign.com>: Provides businesses with the ability to complete contracts, approvals, and other agreements electronically. First, “agreement cloud,” that allows businesses to extend agreements to other stages of the process, such as preparing, acting on, and managing agreements.

### Cyber Security

Tools to help business stay safe and secure while working remotely and online.

1. **Comodo** - <https://www.comodo.com>: Free Firewall.
2. **TunnelBear** - <https://www.tunnelbear.com>: TunnelBear is a virtual private network (VPN) that encrypts your internet connection to keep your online activity private on any network.
3. **Avast** - <https://www.avast.com/en-us/index#mac>: Free antivirus services.
4. **Snort** - <https://www.snort.org>: Free network intrusion and detection system that monitors a network or systems for malicious activity or policy violation.

### Online Sales Platforms

Tools to help you take your retail storefront to a world of online shoppers

1. **Shopify** - <http://www.shopify.com>
2. **Woo Commerce** - <http://www.woocommerce.com>
3. **Squarespace** - <https://squarespace.com>
4. **Wix Stores** - <http://www.wix.com>
5. **Square Online Store** - <https://squareup.com/us/en/online-store>