20+ SOFTWARE TOOLS FOR SMALL BUSINESSES

FROM MBD MARKETING & EVENTS

Small business owners and nonprofit employees often wear a dozen hats at once. Why work harder when you can work smarter? Consider some of these software tools to make your organization more efficient and effective.

Collaboration

- The COVID-19 pandemic taught us the importance of **virtual meeting tools** like Zoom and Microsoft Teams for everyday client meetings or large-scale webinars.

- Google Workspace and Microsoft Sharepoint make **document sharing and collaboration** a breeze. Dropbox is an effective tool for sharing large-sized files like photos and videos.

- **Project management programs** like Trello, Monday.com and Asana support planning and execution with tools to manage expectations, set deadlines and hold people accountable.

Marketing

- Keep in touch with your audiences through **email platforms** like MailChimp. We love this software because it has a free version for up to 500 contacts - perfect for those just starting out or growing their audiences. Companies with larger email lists can look to Constant Contact or HubSpot for more segmentation options.

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My Big Day Marketing & Events 970-613-1455 or 303-886-3068 MyBigDayEvents@outlook.com

- While you can publish and schedule **social media posts** now directly through Meta Business Suite, tools like Hootsuite, Sendible and Buffer are helpful for managing multiple social media channels and engagement across platforms.

- Canva is an incredible, free **design tool** complete with templates, stock imagery and more. Additionally, Adobe just launched its Express tool that doesn't require a credit card.

- Many of the software listed previously also offer **web development** features, but if your business needs to sell products or collect donations, you'll want to look at a more robust platform like WooCommerce through WordPress, Wix or a website powered by Square.

- For hosting **ticketed events**, Eventbrite is our go-to platform.

Financial

- PayPal is one of the most established online credit card processors, and is integrated into many of the services listed previously. Venmo now offers options for businesses to take payment as well.

- For invoicing and tracking expenses, Quickbooks is still the industry standard. However there are new, more affordable expense management tools on the scene, like FreshBooks and Expensify.

- Apps like MileIQ and Driversnote provide quick and easy support for mileage tracking.

What software tools are critical to your small business? Drop us a note at mybigdayevents@outlook.com!