

8 Strategies to Keep Your Small Business Organized

If you're looking to grow your business, you need to get started in the right way.

To get the massive growth you're hoping for in the coming years, you should make sure your business is organized.

This is easier for a large business and a huge budget — and hundreds (or thousands) of employees — plus plenty of time to dedicate to staying organized.

1. Manage your office space and storage

To get started, you need to make sure your physical surroundings are neat and organized.

This ensures that you're able to perform at your highest level. In many ways, the organization of your entire company is determined by how organized your desk is. To start with, make sure everything has a specific place, even if that place is in a pile of paper on your desk.

2. Keep track of customer support

Your loyal customers are the heart of your business.

While they take up a lot of your time and resources, it's time well spent to keep them happy and pleased with the services you have to offer.

To make sure you're reaching them effectively, consider using a program like Groove that allows you to manage your customer tickets effectively.

This allows you to spend less time managing customers and more time improving your product and business systems.

It's important to automate your system, but it's a bad idea to automate your relationships with customers.

Use software like Groove that allows your employees to strengthen your relationship with your customers, but don't try to automate the process.

This will only leave you feeling frustrated when customers leave you behind for competitors that treat them better.

3. Plan your social media campaigns in advance

If you're running a social media marketing campaign on a budget, you need to reduce the time you're spending keeping things online.

Instead of wasting time publishing posts every few hours, you should schedule things beforehand.

This simple organization technique will save you countless hours and help you improve your efficiency and productivity.

There's also another technique that can take things to the next level. Instead of just writing social media posts for the next few days, why not let a tool publish them for you.

4. Manage your expense receipts

If you've been running your small business for any length of time, you know how frustrating it can be to manage all your expense reports.

They're a hassle to track and record, but they need to be managed so you can stay up to date with taxes and ensure your finances are in order.

5. Go paperless

If you want to reduce the clutter and management that are associated with all the papers you need to keep up with, it might be time to go paperless.

This means that, instead of keeping track of dozens of files and folders all the time, you just reduce everything to digital scans of the most important documents.

If you're going to try this, you need a way to quickly scan documents on the fly so you don't struggle to keep up with the workload.

6. Organize your passwords

If you're like most people, you have one of two systems for managing your passwords.

Either you use the same password all the time for different websites, or you constantly forget the passwords you've set for each site.

7. Improve your workspace for increased productivity

If you're going to make progress with your business, you need to create an environment that supports that vision.

There are a few proven techniques that can help you get more out of your workspace.

Believe it or not, by adding a few plants around your office, you can increase productivity by 15% through improved concentration.

You'll also get a boost by using a standing desk and cleaning up your cables.

8. Keep your computer's desktop organized

Just like your physical desk should be clean and in order to help you stay organized and get work done, your digital desktop should be clean and organized, too.

A good rule of thumb is that if you can't see your desktop background, you should work to reduce and remove the items cluttering your computer.

