17 Useful Online Business Tools for Better Productivity

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The need for effective and efficient **online business tools** has become increasingly important as the world continues to move online. These tools are designed to make running an online business more accessible by providing streamlined solutions for various aspects of business operations.

From project management and task management to data analysis and marketing automation, these 17 online business tools will help you improve productivity, save time and increase profitability.

Whether you are a solo entrepreneur or a team of professionals, these tools are a must-have to stay ahead in the fast-paced online business world. Take advantage of the opportunity to take your business to the next level and utilise these indispensable online business tools today!

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1- Maximising Business Efficiency With Online Tools

There are several **<u>BENEFITS</u>** of using online business tools, including:

1-B-1   Increased efficiency: Online tools automate many tasks and processes, allowing businesses to save time and increase productivity.

1-B-2   Improved collaboration: Online tools make it easy for teams to communicate, share files, and collaborate in real time from anywhere.

1-B-3   Better organisation: Online tools help businesses to keep track of tasks, deadlines, and essential information in one place.

1-B-4   Accessibility: Online tools can be accessed from any device with an internet connection, making it easy for businesses to work from anywhere.

1-B-5   Cost savings: Many online tools are more affordable than traditional software, making them a cost-effective solution for small businesses.

1-B-6   Data analysis: Online tools provide businesses with valuable insights and data that can be used to make informed decisions and improve their bottom line.

1-B-7   Scalability: Online tools are easily scalable, allowing businesses to add users and features as they grow.

In today's digital age, it's crucial for businesses to streamline their operations to increase efficiency and stay competitive. There are many online tools available that can help with various tasks, from project management to marketing. Here are 17 online tools that can help streamline your business:

2- Store Inventory Management Software

Online store inventory management software is a tool used to manage and track the inventory of an e-commerce business. The features typically include the following:

2-1   Real-time inventory tracking: allows you to see the current stock levels of your products at any time.

2-2 Product information management: lets you store and manage information about each product in your inventory, such as product descriptions, images, pricing, and more.

2-3 Order management: enables you to process, track, and fulfil customer orders.

2-4 Inventory forecasting: helps you predict future inventory levels and make informed decisions about purchasing and stocking.

2-5 Automated reordering: automatically reorders requests when inventory levels reach a certain threshold.

The **BENEFITS** of using online store inventory management software include the following:

1-2-1 Improved efficiency: streamlines inventory management processes and reduces manual effort.

1-2-2 Increased accuracy: reduces the risk of stock shortages and overstocking, improving inventory management accuracy.

1-2-3 Better visibility: provides real-time insight into inventory levels and sales trends, allowing you to make more informed business decisions.

1-2-4 Increased sales: helps you avoid stockouts and meet customer demand, leading to increased sales.

1-2-5 Enhanced customer experience: improves the overall customer experience by ensuring products are in stock and orders are fulfilled promptly.

Some **POPULAR** online inventory management software options for stores include:

1-P-1 Shopify: an e-commerce platform that allows businesses to create and manage an online store, process payments, and ship products.

1-P-2 Square: a payment processing and point-of-sale (POS) system that includes features such as invoicing, inventory management, and customer management

1-P-3 Vend: a cloud-based POS and retail management system that includes inventory management, customer management, and reporting

1-P-4 QuickBooks Commerce: an e-commerce platform that integrates with QuickBooks accounting software, providing features such as inventory management, order management, and shipping

1-P-5 WISE: an inventory management system specifically designed for wholesalers and distributors, with features such as purchase order management and real-time inventory updates

3- Reputation Management Software:

Reputation management software is a tool that helps small businesses monitor and improve their online reputation. The features of such software typically include the following:

3-1 Online review monitoring: tracks reviews and ratings across various platforms such as Google, Yelp, and TripAdvisor.

3-2 Reputation analysis: provides an overview of a business's overall online reputation, including areas where improvements can be made.

3-3 Review response management: allows businesses to respond to reviews efficiently and efficiently.

3-4 Social media monitoring: tracks mentions of the business across social media platforms, providing insight into what customers say about the company

3-5 Sentiment analysis: analyses customer feedback to determine the overall sentiment of a business's online reputation.

The **<u>BENEFITS</u>** of using reputation management software for small businesses include the following:

3-B-1 Improved online reputation: monitors and manages online reviews, businesses can improve their online reputation and attract more customers.

3-B-2 Increased customer trust: responds to negative reviews professionally and promptly can help build customer trust.

3-B-3 Competitive advantage: can gain a competitive advantage over their competitors.

3-B-4 Increased revenue: leads to increased customer engagement and, ultimately, increased revenue.

Some **POPULAR** reputation management software options for small businesses include:

3-P-1 Reputation.com: provides companies and individuals with tools to monitor and improve their online reputation.

3-P-2 BirdEye: aggregates feedback from various sources, including social media, review sites, and surveys, and provides businesses with insights and analytics to help improve customer satisfaction and reputation.

3-P-3 Grade.us: allows companies to track and respond to customer reviews and feedback on various review sites and social media platforms and send review requests to their customers.

3-P-4 ReviewPush: offers features such as review alerts, review request management, and reputation reporting to help businesses stay on top of their online reputation and make data-driven decisions to improve it.

3-P-5 Podium: provides businesses with tools to communicate with customers through messaging channels such as text and social media, as well as manage customer reviews and feedback.

4- Team Communication Tools:

Online team communication tools are software platforms that facilitate communication and collaboration among team members working remotely or in different locations. The features of such tools typically include the following:

4-1   Chat and messaging: allows team members to send instant messages to each other, one-on-one or in groups.

4-2   Video conferencing: enables remote team members to participate in face-to-face meetings, regardless of location.

4-3   Screen sharing: allows team members to share their screens with others in real-time, making it easier to collaborate on projects.

4-4   File sharing: enables team members to securely share and collaborate on files, such as documents, spreadsheets, and presentations.

4-5   Task management: provides a centralised location to manage tasks, assign responsibilities, and track progress.

The **BENEFITS** of using online team communication tools include the following:

4-B-1 Improved collaboration facilitates communication and cooperation among team members, leading to increased productivity and efficiency.

4-B-2 Increased flexibility: allows team members to work from anywhere, at any time, increasing flexibility and reducing the need for in-person meetings.

4-B-3 Better organisation: provides a centralised location to manage tasks, communicate, and collaborate, leading to better organisation and reduced confusion.

4-B-4 Enhanced communication: improves communication among team members, reducing the risk of miscommunication and promoting transparency.

Some **POPULAR** online team communication tools include:

4-P-1 Slack: a team communication platform that provides real-time messaging, file sharing, and integration with other tools.

4-P-2 Microsoft Teams: a team communication and collaboration platform that integrates with Microsoft Office and includes features such as video conferencing and file sharing.

4-P-3 Zoom: a video conferencing platform that provides features such as screen sharing, recording, and virtual backgrounds.

4-P-4 Google Hangouts: a team communication platform from Google that includes video conferencing, messaging, and file sharing.

4-P-5 Asana: a project management tool that provides team collaboration, task management, and progress tracking.

5- Survey Tools:

Survey tools are software platforms that allow businesses to gather feedback and insights from their customers, employees, or other stakeholders. The features of survey tools typically include the following:

5-1 **Question creation**: allows businesses to create various question types, such as multiple choice, open-ended, and rating scales.

5-2 **Customisable templates**: provides businesses with templates that can be easily customised to meet their needs.

5-3 **Response management**: facilitates collecting and analysing responses, allowing businesses to make data-driven decisions.

5-4 **Data visualisation**: provides businesses with graphs, charts, and other visual aids to help them better understand the results of their surveys.

5-5 **Email and invitation management**: enables businesses to easily send and track email invitations to participants and follow-up emails.

The **BENEFITS** of using survey tools for businesses include:

5-B-1 **Increased customer satisfaction** helps businesses understand what their customers want and need, leading to increased customer satisfaction.

5-B-2 **Enhanced employee engagement**: allows businesses to gather employee feedback, leading to increased engagement and productivity.

5-B-3 **Improved product development** helps businesses gather feedback on their products and services, allowing them to improve and stay ahead of the competition.

Some **POPULAR** survey tools for businesses include:

5-P-1 **SurveyMonkey**: provides a user-friendly interface for designing and customising surveys and tools for distributing the surveys and collecting responses.

5-P-2 **Google Forms**: allows users to easily create and distribute forms to collect information from many people.

5-P-3 Type-form: an online survey platform that offers a range of templates and customisation options to create engaging and interactive surveys.

5-P-4 Qualtrics: a comprehensive survey platform that provides advanced features for creating, distributing, and analysing surveys.

5-P-5 SoGoSurvey: offers features such as multi-language support, advanced logic and routing, and integration with other tools such as CRM systems and payment processors. It is widely used for market research, customer feedback, event planning, and more.

6- Cash Flow Planner Quickbooks Online:

Cash flow planning is a critical component of managing a business's finances. QuickBooks Online is an accounting software that includes a cash flow planner, which allows companies to plan, manage, and track their cash flow. The features of the QuickBooks Online cash flow planner typically include:

6-1   Projected cash balance: provides a real-time view of the business's expected cash balance based on the company's financial data and future transactions.

6-2   Cash flow forecasting: predicts future cash inflows and outflows based on the company's financial data, helping businesses plan and make informed decisions.

6-3   Budgeting: allows businesses to create and manage budgets, making tracking expenses easier and ensuring they stay within their financial goals.

6-4   Invoicing and payment tracking: tracks invoices and payments, providing businesses with a complete view of their cash flow.

6-5   Integration with QuickBooks: syncs with the QuickBooks accounting software, providing a seamless and centralised view of the business's finances.

The **BENEFITS** of using QuickBooks Online's cash flow planner include the following:

6-B-1 Improved cash management: helps businesses better understand their cash flow, leading to improved cash management and reduced risk of cash flow issues.

6-B-2 Better financial planning: provides businesses with the tools they need to make informed decisions, leading to better financial planning and long-term success.

6-B-3 Increased visibility: provides businesses with a complete view of their cash flow, making it easier to identify trends and adjust as needed.

6-B-4 Improved accuracy: automates the process of forecasting cash flow, reducing the risk of errors and increasing accuracy.

QuickBooks Online is a widely used accounting software, and its cash flow planner is a popular choice for small businesses. Other popular cash flow **PLANNING** tools include:

6-P-1 Forecast: a cloud-based financial planning and analysis tool that helps businesses make informed decisions based on data-driven insights.

6-P-2 Float: a cash flow management tool that provides real-time visibility into a company's financial position and helps predict future cash flow.

6-P-3 Futrli: a financial forecasting and reporting tool that provides real-time data and collaboration.

6-P-4 CashFlowTool: an online cash flow management tool that helps businesses track their financial performance, predict future cash flow, and make informed decisions.

6-P-5 PlanGuru: a budgeting and forecasting software that provides advanced analytics and reporting capabilities for small and mid-sized businesses.

7- Invoicing Online Software:

Invoicing software is a tool that enables businesses to create, send, and manage invoices electronically. Some standard features of invoicing software include:

7-1   Customisable templates: allows businesses to create and save customised invoice templates for future invoices.

7-2   **Automated billing**: automatically generates invoices based on recurring billing schedules, reducing manual effort and minimising the risk of errors.

7-3   **Payment tracking**: tracks payments, providing businesses with a complete view of their invoices and payments status.

7-4   **Multi-currency support**: supports invoicing in multiple currencies, making it easier for businesses to work with international clients.

7-5   **Integration with accounting software**: syncs with software such as QuickBooks or Xero to streamline the invoicing and accounting process.

The **BENEFITS** of using invoicing software include the following:

7-B-1   **Improved efficiency**: automates the invoicing process, reducing manual effort and increasing efficiency.

7-B-2   **Enhanced accuracy**: minimises the risk of errors and ensures that invoices are accurate and complete.

7-B-3   **Increased security**: provides a secure, electronic way to send invoices and receive payments, reducing the risk of fraud and improving safety.

7-B-4   **Improved cash flow**: facilitates the timely payment of invoices, improving cash flow and reducing the risk of late payments.

Examples of **POPULAR** invoicing software include:

7-P-1   **Invoice2go**: an invoicing software that helps businesses create, send, and manage invoices on the go.

7-P-2   **Zoho Invoice**: a cloud-based invoicing software that helps companies to automate their invoicing process, manage expenses, and get paid faster.

7-P-3   **FreshBooks**: an all-in-one invoicing, time tracking, and project management software that helps businesses to streamline their workflow and get paid faster

7-P-4   **Square Invoices**: an invoicing software that allows businesses to create and send invoices, manage expenses, and get paid quickly and easily.

7-P-5 Wave: a free invoicing and accounting software that helps businesses to manage their finances, invoicing, and accounting in one place.

8- Customer Relationship Management:

A CRM (Customer Relationship Management) is a tool that helps businesses manage customer interactions and data throughout the customer lifecycle. Free online CRM options for small companies typically have the following features:

8-1 Contact Management: allows businesses to store, manage and track customer information, including contact details, communication history, and sales information.

8-2 Lead Management: helps businesses track and manage leads, from initial contact to conversion.

8-3 Task Management: facilitates the organisation of tasks and follow-ups, ensuring that nothing falls through the cracks.

8-4 Sales Reporting: provides businesses with sales performance reports, helping them monitor progress and make informed decisions.

8-5 Collaboration: enables teams to work together and share information, streamlining the sales process and increasing efficiency.

The **<u>BENEFITS</u>** of using a free online CRM for small businesses include:

8-B-1 Improved Customer Relationship: helps businesses build better customer relationships, resulting in increased customer satisfaction and loyalty.

8-B-2 Increased efficiency: automates manual processes, reducing the effort required and increasing efficiency.

8-B-3 Improved Sales: provides businesses with the information they need to make informed sales decisions, resulting in increased sales and revenue.

8-B-4 Better Data Management: provides a centralised location to store customer information, making it easier to manage customer data and reducing the risk of data loss.

8-B-5 Cost Savings: a free online CRM is a cost-effective option for small businesses, with no upfront investment required.

Examples of free online CRM for small businesses include:
  A- Hubspot CRM: is designed to centralise all customer data, making it easier for companies to track and manage interactions with prospects and customers.
  B- Bitrix24: includes tools for internal and external communication, such as instant messaging, video conferencing, and email marketing, to help businesses communicate effectively with their team and customers.
  C- Zoho CRM: provides a central hub for businesses to store and manage all their customer information, making it easier for teams to access customer data and stay on top of customer interactions.
  D- Capsule CRM: provides a central hub for entrepreneurs to store and manage all their customer information, making it easier for teams to access customer data and stay on top of customer interactions
  E- Freshsales: offers features such as lead and contact management, deal management, and customer service management to help businesses streamline their sales and customer support processes.

9- Money Manager:

An online money manager is a tool that helps individuals and businesses manage their finances and budgeting. Some typical features of an online money manager include:
  9-1   Budget tracking: enables individuals and businesses to track their spending and income, helping them stay on budget.
  9-2   Bill payment management: helps manage and schedule bill payments, reducing the risk of missed costs and late fees.
  9-3   Investment tracking: tracks investments, helping individuals and businesses stay on top of their portfolios and make informed investment decisions.

9-4   Financial reporting: provides comprehensive financial reports, including income statements and balance sheets, helping individuals and businesses make informed financial decisions.

9-5   Integration with banking and financial accounts: syncs with the bank and financial statements, providing a complete picture of an individual or business's financial situation.

The **<u>BENEFITS</u>** of using an online money manager include the following:

9-B-1 Improved financial visibility: provides individuals and businesses with a comprehensive view of their financial situation, making it easier to make financial decisions.

9-B-2 Increased efficiency: automates manual processes, reducing the effort required and increasing efficiency.

9-B-3 Better budgeting: helps individuals and businesses stay on top of their spending and b**udget, reducing the risk of overspending and debt.**

9-B-4 Convenient access: available online, allowing individuals and businesses to access their financial information from anywhere with an internet connection.

9-B-5 Improved security: uses encryption and other security measures to protect personal and financial information, reducing the risk of fraud and identity theft.

Examples of **<u>POPULAR</u>** online money manager tools include:

9-P-1 Mint: provides budgeting tools, including personalised budget tracking, bill reminders, and spending analysis.

9-P-2 Personal Capital: allows users to see a complete picture of their financial situation and track their spending, investments, and net worth over time.

9-P-3 PocketSmith: a personal finance management tool that offers features for budgeting, forecasting, and financial planning.

9-P-4 YNAB (**You Need A Budget**): focuses on helping users prioritize spending and reach their financial goals.

9-P-5 Quicken Online: a comprehensive personal finance management tool with features for budgeting, tracking expenditures, and managing investments.

10- Business Plan Software:

An online business plan software is a tool that helps entrepreneurs and small businesses create a comprehensive business plan. Some standard features of online business plan software include:

10-1   Business plan templates: provides pre-written templates to help users create a professional-looking business plan.

10-2   Financial forecasting: helps users create accurate financial projections for their business, including sales, expenses, and profit and loss.

10-3   Collaboration: allows multiple users to work on the same business plan, making it easier for teams to collaborate and make informed decisions.

10-4   Import and export capabilities: enables users to import data from other tools and export the business plan to other formats, such as PDF or Word.

10-5   Market research: provides market research and data, helping users understand their target market and competition.

The **BENEFITS** of using online business plan software include the following:

10-B-1 Time-saving: streamlines the business plan creation process, reducing the time and effort required to create a comprehensive plan.

10-B-2 Improved accuracy: automates complex financial calculations and provides market data, reducing the risk of errors and increasing accuracy.

10-B-3 Easy access: available online, allowing users to access their business plan from anywhere with an internet connection.

10-B-4 Professional appearance: provides pre-written templates and guidance, helping users create a

professional-looking business plan more likely to impress potential investors.

10-B-5 Better decision-making: helps businesses make informed decisions by providing comprehensive financial projections and market data.

Examples of **POPULAR** online business plan software include:

10-P-1 LivePlan: offers a step-by-step process to create a comprehensive business plan, including financial projections, market analysis, and executive summary. The platform also provides interactive dashboards and financial charts that help users visualise their progress and make informed decisions about their business.

10-P-2 Enloop: provides entrepreneurs and small businesses with tools to create, manage, and track their business plans. It offers automated business plan writing software that uses user industry data to create a professional and comprehensive business plan.

10-P-3 Bizplan: provides an online business plan builder that helps users create a thorough and professional business plan in real-time. It includes templates, sample plans, and expert guidance to help users create a clear and concise business plan.

10-P-4 PlanGuru: allows entrepreneurs to create detailed budgets and forecasts by integrating data from their financial statements and accounting software.

10-P-5 Tarkenton GoSmallBiz: offers a range of features designed to help small businesses run a business, including marketing, financial management, customer relationship management, and more.

11- Business Check Writing Software:

Business check-writing software is a tool that helps businesses manage their check-writing process, including printing checks and tracking expenses. Some standard features of business check writing software include:

11-1   Check printing: enables businesses to print checks on blank stock, eliminating the need to order pre-printed checks.

11-2   Electronic signature: allows users to sign checks electronically, reducing the time and effort required to sign checks manually.

11-3   Integration with accounting software: syncs with accounting software, such as QuickBooks, to provide a complete picture of a business's financial situation.

11-4   Check to track: tracks check payments and balances, reducing the risk of bounced checks and missed payments.

11-5   Encryption: encrypts sensitive data, such as bank account information and personal details, to prevent unauthorised access and hacking attempts.

11-6   Fraud detection: have built-in fraud detection systems that can flag suspicious activities and transactions, reducing the risk of issuing fraudulent checks.

11-7   Auditability: provides a clear and detailed audit trail, making tracking and detecting any potential security breaches easier.

11-8   Improved control: controls who has access to sensitive information and the ability to issue checks, reducing the risk of unauthorised transactions.

The **<u>BENEFITS</u>** of using business check writing software include:

11-B-1 Increased efficiency: automates manual processes, reducing the time and effort required to write checks and track expenses

11-B-2 Improved accuracy: reduces the risk of errors, such as incorrect payment amounts or addresses, by automating the check-writing process.

11-B-3 Better security: uses encryption and other security measures to protect sensitive financial information, reducing the risk of fraud and identity theft.

11-B-4 Cost savings eliminates the need to order pre-printed checks, reducing the cost of check writing.

11-B-5 C**onvenient access**: available online, businesses can access their check writing software from anywhere with an internet connection.

Examples of **<u>POPULAR</u>** business check-writing software include:

11-P-1 Check soft: a check writing software for personal and business use, allowing for customisable check designs and printing.

11-P-2 Checkeeper: provides businesses with a fast and secure way to print checks and keep track of their payments, integrates with a business's existing accounting software, and eliminates the need for manual check writing and manual data entry.

11-P-3 CheckPrinting.com: an online check printing service offering personalised check designs and easy integration with popular accounting software.

11-P-4 QuickBooks Checks & Supplies: designed to be compatible with QuickBooks, making it easy for businesses to print checks directly from the software.

11-P-5 VersaCheck: provides businesses with various tools to help them create, print, and manage their checks and payments, including customisable check templates, check printing software, and mobile payment solutions.

Online Video meeting platforms:

Online video meeting platforms allow individuals and teams to communicate and collaborate virtually. Some shared features of online video meeting platforms include:

A Video conferencing: enables participants to see and hear each other in real-time, improving communication and collaboration.

B Screen sharing: allows users to share their screens with others, making it easier to present information and work together on projects.

C **Recording**: let users record their meetings, making it easier to review the content later or share it with others who could not attend.

D **File sharing**: allows users to share files during the meeting, making it easier to collaborate on projects.

F **Virtual backgrounds**: lets users customise their virtual backgrounds, improving the overall experience and making it easier to focus on the content of the meeting.

The **BENEFITS** of using an online video meeting platform include the following:

B-1 **Increased productivity**: allows teams to communicate and collaborate efficiently, improving productivity and reducing the time required to complete projects.

B-2 **Improved communication**: enhances communication by enabling participants to see and hear each other in real-time, reducing the risk of miscommunication and improving collaboration.

B-3 **Reduced costs**: reduces travel costs by enabling remote teams to communicate and collaborate without needing to meet physically.

B-4 **Increased flexibility**: lets users participate in meetings from anywhere with an internet connection, making it easier to fit sessions into busy schedules.

B-5 **Better organisation** enables users to record and store meetings, making reviewing and organising information easier.

Examples of **POPULAR** online video meeting platforms include:

P-1 **Zoom**: a video conferencing tool that offers virtual meeting rooms and screen-sharing capabilities.

P-2 **Skype**: a communication platform that allows users to make voice and video calls, send instant messages, and share files.

P-3 **Microsoft Teams**: a collaboration platform that integrates with Microsoft Office, allowing users to communicate and work on projects in one place.

P-4   **Google Meet**: a video conferencing solution that integrates with G Suite and allows users to host virtual meetings and collaborate in real-time.

P-5   **BlueJeans**: a cloud-based video conferencing platform that allows users to connect from any device and location.

12- Online Organisation Chart:

An online organisation chart is a digital representation of a company's hierarchy, including its employees' relationships and relative ranks. Some standard features of online organisation charts include:

12-1   **Hierarchy visualisation**: displays the relationships between employees, making it easy to understand the organisation's structure.

12-2   **Data integration**: integrates with HR systems, allowing data such as employee information, job titles, and reporting relationships to be easily updated.

12-3   **Collaboration**: allows multiple users to view and edit the organisation chart, improving collaboration and reducing the risk of errors.

12-4   **Customisation**: lets users customise the chart's appearance, including color, font, and size, making it easier to match the organisation's branding.

12-5   **Reporting**: generates reports on the organisation's structure, including headcount, employee demographics, and other relevant information.

The **__BENEFITS__** of using an online organisation chart include the following:

12-B-1 Improved communication: makes it easier for employees to understand the structure of the organisation and the relationships between different departments and teams.

12-B-2 Increased transparency: enhances transparency by making it easy to understand who reports to whom and the organisation's overall structure.

12-B-3 Better collaboration: enables multiple users to view and edit the chart, improving collaboration and reducing the risk of errors.

12-B-4 Easy updates: integrates with HR systems, allowing data to be easily updated, reducing the time and effort required to maintain the chart.

12-B-5 Increased efficiency: lets users quickly and easily visualise the organisation's structure, improving decision-making and reducing the time required to complete tasks.

Examples of **POPULAR** online organisation chart tools include:

12-P-1 SmartDraw – a powerful diagramming software with a wide range of templates and tools for creating professional-looking diagrams and flowcharts.

12-P-2 Creately – an online collaboration tool for creating diagrams and flowcharts focused on ease of use and real-time collaboration.

12-P-3 Lucidchart – a web-based diagramming tool that provides an extensive library of templates, shapes, and themes for creating flowcharts, wireframes, and other diagrams.

12-P-4 Gliffy – an online diagramming tool that provides a simple and intuitive interface for creating flowcharts, organisational charts, and other types of diagrams.

12-P-5 Diagrams.net – a web-based tool for creating diagrams and flowcharts based on open-source technologies and provides a wide range of export options.

13- Online Business Presentation Maker:

Online business presentation makers are software tools that help businesses create professional-looking presentations quickly and easily. Some common features of online business presentation makers include:

13-1 Templates: offers pre-designed templates that can be customised with company logos, colours, and images.

13-2 Drag and drop: enables users to easily add and arrange slides, text, images, and other elements using drag and drop functionality.

13-3   Animations and transitions: adds visual interest to presentations by including animations and transitions between slides.

13-4   Collaboration: allows multiple users to work on a presentation simultaneously, making it easy for teams to work together on a project.

13-5   Compatibility: saves presentations in various formats, such as PowerPoint or PDF, making it easy to share with others and display on different devices.

The **BENEFITS** of using an online business presentation maker include the following:

13-B-1 Time-saving: reduces the time and effort required to create a professional-looking presentation, allowing businesses to focus on other tasks.

13-B-2 Increased professionalism improves the overall quality and appearance of presentations, making them more engaging and effective.

13-B-3 Cost-effective: offers a cost-effective alternative to traditional presentation software, which can be expensive and require specialized training.

13-B-4 Accessibility: can be accessed from any device with an internet connection, making it easy to create and share presentations from anywhere.

13-B-5 Increased creativity: enables users to experiment with different design elements and layouts, leading to more creative and effective presentations.

Examples of famous online business presentation makers include:

A   Canva: a design tool with various templates and elements for creating presentations.

B   Google Slides: a web-based presentation tool that is part of the Google Suite of productivity tools.

C   Prezi: an online presentation software that uses motion and zoom effects to create more dynamic and engaging presentations.

D   Visme: an online presentation tool that offers pre-designed templates and the ability to create custom designs.

E Powtoon: an animated presentation tool that enables users to create animated presentations with customisable characters and scenes.

14- Marketing Tools:

Marketing tools are software solutions that help businesses plan, execute, and measure the effectiveness of their marketing campaigns. Some common features of marketing tools include:

14-1 Customer segmentation: allows businesses to segment their target audience based on various criteria, such as demographic information or purchase history.

14-2 Email marketing: enables businesses to send targeted, personalised emails to their customers and prospects.

14-3 Social media management: helps businesses manage their social media presence, including scheduling posts, monitoring engagement, and tracking analytics.

14-4 Lead generation: assists businesses in identifying and nurturing potential customers through various channels, such as website forms or landing pages.

14-5 Analytics and reporting: provides detailed data and insights into the performance of marketing campaigns, allowing businesses to make informed decisions.

The **BENEFITS** of using marketing tools include:

14-B-1 Improved efficiency: saves time and effort by automating repetitive tasks and streamlining workflows.

14-B-2 Increased reach: helps businesses reach more customers and prospects locally and globally.

14-B-3 Better targeting: enables businesses to deliver more relevant and personalised messages to their target audience.

14-B-4 Increased engagement: boosts customer engagement through targeted campaigns and personalised experiences.

14-B-5 Data-driven decision making: provides businesses with data-driven insights into the effectiveness of their

marketing campaigns, allowing for informed decisions and optimisation.

Examples of **<u>POPULAR</u>** marketing tools include:
- **14-P-1 Hootsuite**: a social media management tool that helps businesses manage their social media presence from a single dashboard.
- **14-P-2 Mailchimp**: an email marketing tool that offers a range of features, including email design templates, list management, and analytics.
- **14-P-3 Hubspot**: an all-in-one marketing and sales platform that includes features such as lead generation, email marketing, and analytics.
- **14-P-4 SEMrush**: a digital marketing tool that helps businesses monitor and improves their search engine visibility, including keyword research, backlink analysis, and site audit.
- **14-P-5 Buffer:** a social media management tool that allows businesses to schedule and publish posts on multiple social media channels and track analytics and performance.

15- HR Management Software:

HR management software is a tool designed to help small businesses manage their human resources processes and tasks, such as hiring, on-boarding, payroll, benefits administration, and employee engagement. Some shared features of HR management software include:
- **15-1   Employee information management**: allows businesses to store and access information about their employees, including contact details, job titles, and performance data.
- **15-2   Recruitment and on-boarding**: helps businesses manage the hiring process, from posting job ads to tracking applicants, conducting interviews, and completing background checks.

15-3   Payroll and benefits administration: streamlines the payroll process, including calculating and distributing pay, managing taxes, and handling benefits enrolments.

15-4   Performance management: provides tools for businesses to evaluate employee performance, set goals, and provide feedback.

15-5   Time and attendance tracking: enables businesses to accurately track employee attendance, including scheduling and overtime, and generate reports.

The **<u>BENEFITS</u>** of using HR management software for small businesses include:

15-B-1 Improved efficiency: saves time and effort by automating repetitive HR tasks and streamlining workflows.

15-B-2 Better compliance: ensures that businesses stay compliant with relevant laws and regulations, such as labor laws and tax requirements.

15-B-3 Increased accuracy: reduces the risk of errors in payroll and benefits administration.

15-B-4 Improved employee engagement: enhances employee engagement by providing self-service tools, such as access to pay stubs and benefits information, and tracking employee satisfaction.

15-B-5 Better decision making: provides businesses with data-driven insights into the performance and satisfaction of their employees, allowing for informed decisions about staffing and development.

Examples of free HR management software for small businesses include:

A   BambooHR: a cloud-based HR management tool that offers features such as employee information management, time tracking, and performance evaluations.

B   Zoho People: an all-in-one HR management platform that includes features such as payroll, benefits administration, and employee engagement surveys.

C   Gusto: an HR management platform that provides payroll, benefits administration, and compliance support for small businesses.

D   **Bitrix24** is a free HR management tool that offers time and attendance tracking, performance management, and employee information management.

E   **HRcloud**: a cloud-based HR management platform that includes features such as employee information management, time tracking, and benefits administration.

16- Search Engine Optimisation (SEO) Tool:

Search Engine Optimisation (SEO) is optimising a website or its content to improve its visibility and ranking on search engines like Google. The goal of SEO is to drive more organic traffic to a website and improve its search engine ranking. Some standard features of SEO include:

16-1   **Keyword research**: identifies relevant keywords to target to improve search engine visibility.

16-2   **On-page optimisation**: improves the website's content and structure, such as optimising the title tag, meta description, and header tags, to make it more search engine friendly.

16-3   **Link building**: acquires high-quality backlinks from other websites to improve the website's authority and ranking.

16-4   **Analytics and tracking**: measures and analyses website traffic and user behaviour, to identify areas for improvement and measure the success of SEO efforts.

The **BENEFITS** of SEO for businesses include the following:

16-B-1 Increased visibility: improved visibility on search engines leads to more organic traffic and potential customers.

16-B-2 Higher credibility: a higher search engine ranking improves the credibility and reputation of a business.

16-B-3 Long-term results: unlike paid advertising, the results of SEO efforts are long-lasting and sustainable.

16-B-4 Cost-effectiveness: SEO is a cost-effective way to drive traffic to a website compared to paid advertising.

16-B-5 Better user experience: improved website structure and content through SEO can lead to a better user experience.

Examples of SEO tools for businesses include:
  A Google Analytics: a free tool that provides insights into website traffic and user behaviour, including data on search engine traffic.
  B Moz Pro: a comprehensive SEO platform that offers features such as keyword research, on-page optimisation, and link building.
  C Ahrefs: a powerful SEO tool that provides data on backlinks, keyword rankings, and website traffic.
  D SEMrush: an all-in-one SEO platform that includes features such as keyword research, site audit, and competitor analysis.
  E Majestic: a tool that provides data on backlinks and website trust to help businesses improve their search engine ranking.

17- Social Media Management:

Social Media Management manages a company's presence and reputation on social media platforms like Facebook, Twitter, Instagram, and LinkedIn. Social media management aims to build a robust online presence and engage with customers, followers, and stakeholders.

Some common features of social media management tools include:
  17-1   Social media scheduling: automating posting content on social media platforms at specific times.
  17-2   Social media listening: monitoring and analysing mentions of the company and related keywords on social media platforms.
  17-3   Social media engagement: responding to comments and messages from followers, customers, and stakeholders.

17-4   Social media reporting: generating reports on social media performance, such as engagement rates, followers, and reach.

The **<u>BENEFITS</u>** of social media management for businesses include:

17-B-1 Increased engagement: regularly posts and engages with followers on social media can help increase engagement and build a more substantial online presence.

17-B-2 Improved brand reputation**: manages a company's social media presence can help improve its reputation and credibility by addressing customer concerns and responding to positive feedback.

17-B-3 Increased reach: helps increase the reach of a business, attracting new customers and followers.

17-B-4 Better customer insights: provides valuable insights into customer behaviour, preferences, and opinions.

Examples of social media management tools for businesses include:

A   Hootsuite: a comprehensive social media management platform that offers features such as social media scheduling, listening, and reporting.

B   Buffer: a simple and user-friendly social media management tool that allows businesses to schedule and publish content on multiple social media platforms.

C   Sprout Social: a powerful social media management platform that includes features such as social media scheduling, engagement, and reporting.

D   Later: a social media management tool specifically designed for visual content, such as Instagram and Pinterest.

E   Agora Pulse: provides businesses with various tools to help them schedule and publish content, track performance, and engage with their followers.

<u>CONCLUSION</u>

Streamline Your Success
With 17 Hand-Picked Online Business Tools

In today's fast-paced business world, having the **right tools** can significantly improve productivity and streamline work processes. The 17 online business tools mentioned in this article are some of the most valuable and effective solutions for small and large businesses.

From project management and marketing tools to invoicing software and personal finance management, these tools provide **comprehensive solutions** to help businesses manage and grow their operations.

With features such as intuitive interfaces, real-time collaboration, and customisable options, these tools can help businesses take their **productivity** and **success** to the next level. So, consider adding one or more of these tools to your business arsenal today and start experiencing the benefits they offer!

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THANK YOU