

# ONLINE BUSINESS SYSTEMIZATION

## RESOURCE CHEAT SHEET



# Social Media Automation Resources

**Hootsuite** – stop spending hours posting content to your social media channels. With HootSuite, schedule all your social media content at once and automatically share it with your followers, even when you're asleep.

<https://hootsuite.com>

**99 Dollar Social**– Get fresh content for all your social media pages seven days a week, 365 days a year. For a small yearly membership fee, you can get quality content created specifically for your business and free up your time.

<https://99dollarsocial.com>

**The Dos and Don'ts of Social Media Automation**– informative blog post on how to effectively use social media automation.

<https://blog.hootsuite.com/social-media-automation/>.

**7 worthwhile ways to automate social media** – blog post highlighting the best social media automation software and apps on the market.

<https://mashable.com/2016/02/01/automate-social-mdia/#wfa.46LMSkql>

# Marketing Automation Tools

**Needls**— create, target, and optimize all your digital advertising automatically.

<https://needls.com>

**Infusionsoft**— an all-in-one marketing solution specifically designed to help small businesses automate their marketing efforts.

<https://infusionsoft.com>

**HubSpot** —a robust sales and marketing solution for small business owners. It also features a wide variety of educational resource links for small business owners.

<https://www.hubspot.com/>

**Yodle** — comprehensive marketing platform that offers a variety of business automation services.

<http://www.yodle.com/>

**Ontraport**— an all-in-one business automation tool that brings together all your data, customer information, and business tools together into a single program.

<https://ontraport.com>

**How Marketing Automation Can Make Your Business Smarter (and Richer)**—an informative article on how you can use business marketing automation tools make small businesses run smarter.

<https://www.forbes.com/sites/allbusiness/2018/05/09/marketing-automation-make-your-business-smarter-richer/#19c8c1aa3396>

**Lead Pages** – quickly create stunning opt-in campaigns that will let you quickly capture leads, convert customers, and integrate your campaigns across all the digital marketing tools like Facebook.

<https://leadpages.net>

**Deadline Funnel** – a program that allows you to start a different deadline that's personalized to each user, resulting in an increase in conversion rates for digital marketers.

<https://deadlinefunnel.com>

## Communication Automation Tools and Resources

**MailChimp** – an affordable email marketing solution that allows you to target customers based on specific data.

<https://mailchimp.com>

**Constant Contact** – send great-looking emails to all your contacts that drive significant results.

<https://constantcontact.com>

**Slack** – an all in one business tool that makes it easy for your team to kick off a project, hire a new employee, finalize your project budget and so much more.

<https://slack.com>

**Asana** – a business tool that helps you move your work forward by allowing your team to track their work and get results.

<https://asana.com>

**Calendly** – allows you to schedule meetings with your team and clients without having to deal with the back-to-back emails.

<https://calendly.com>

**Google Calendar** – make the most out of your days and spend less time managing your schedule.

<https://calendar.google.com>

**TeamDesk** – a web-based database designed to facilitate working with data, create an easily accessible data source for your team and store information you use in your routine work.

<https://www.teamdesk.net/>

## Document Creation and Editing Tools

**Dropbox** – a simple, yet powerful document sharing tool that allows you to create and share relevant documents with everyone on your team.

<https://dropbox.com>

**Google Docs** – a powerful online tool that allows you to create, share, and edit all your business documents with your entire team.

<https://docs.google.com>

**Screencast-o-Matic** – create, manage, and share videos with this easy to use screen recording and video editing tool for business.

<https://screencast-o-matic.com>

**Gliffy** – an app that makes it easy for team members to create and collaborate on business process diagrams.

<https://gliffy.com>

## Contact Relationship Management Tools and Resources

**Salesforce** – leverage the power of Salesforce to enhance all your business marketing campaigns and turn visitors into sales.

<https://salesforce.com>

**Webinar Jam** – one of the best collaboration tools for your business. Create powerful webinars and share with thousands of people around the world.

<https://webinarjam.com>

**GoToWebinar** – easily reach your audience and deliver webinars that drive results. You can use the software to generate a list of the most engaged attendees for each webinar, so your sales team can turn them into qualified leads.

<https://gotomeeting.com>

# Where to Find Freelancers

**Outsourcely** – the easiest way for businesses to connect with talented freelance workers around the world.

<https://outsourcely.com>

**Upwork Pro** – get more done sooner, with personally picked freelancers for your specific needs. The staff at Upwork sort through their talent marketplace to pinpoint and pre-vet professionals.

<https://upwork.com/pro>

**Hubstaff Talent**—this staffing service helps businesses find quality contractors that work on an hourly basis.

<https://talent.hubstaff.com>

**Guru** – with a global network of more than 1.5 million “Gurus,” this freelance service will help you find the right freelancers for the right job.

<https://guru.com>

**Everything You Need to Know About Hiring a Freelancer** –an article focusing on how to land the perfect freelancer for your project.

<https://www.entrepreneur.com/article/242406>

**5 Guidelines to Maximize Freelance Employees** – a simple guide for getting the best freelancers at the best price.

<https://www.entrepreneur.com/article/237593>

# Standard Operating Procedures Resources

**37 Best Standard Operating Procedure Templates** – a site featuring free SOP templates to help you get started systemizing your business.

<http://templatelab.com/sop-templates/>

**How to Improve Quality with Standard Operating Procedures** –an article detailing the need for businesses to adopt Standard Operating Procedures.

<http://projectmanagementhacks.com/improve-quality-standard-operating-procedures/>

## Business Automation Resources and Tools

**Nintex** – plot complex workflows, run intricate automation and integrate with other corporate tools. Intelligent process automation empowers employees to automate and optimize their business processes.

<https://www.nintex.com/>

**EMyth Blog** – a blog dedicated to providing business owners with practical tools and new ideas for systemizing and growing your small business.

<http://blog.emyth.com/>



**15 Common Business Tasks to Automate Now** – learn how to take advantage of new technologies to automate everyday business tasks and gain more time.

<https://www.yast.com/productivity/15-common-business-tasks-automate/>

## Business Process Management Software

**Promapp** – business process software that is easy for the entire company to use. Unlock a continuous improvement company culture with Promapp.

<https://www.promapp.com/>

**Integrify** – software that will allow you to create an unlimited number of automated workflows for your business or department.

[https://www.integrify.com/?\\_ga=2.68201746.2025512108.1527023515-1142379000.1527023515](https://www.integrify.com/?_ga=2.68201746.2025512108.1527023515-1142379000.1527023515)

**KissFlow** – business process management software that lets companies create an unlimited number of automated business applications.

<https://kissflow.com/>

**PerfectForms** – a complete solution for businesses to automate form processes. It's easy to use interface allows you to design a pixel-perfect user interface, map the workflow, build reports, and integrate with other business systems.

<http://try.perfectforms.com/bpm-software-capterra-new/?campaign=capterra>

**LogicGate** – workflow automation software that enables your team to build and deploy custom business applications that link people, data, and process.

<https://www.capterra.com/business-process-management-software/>