



ICONIC DETAILS

APPS & TOOLS TO MAINTAIN YOUR BRAND

Project Management

- OnePage CRM
 - www.onepagecrm.com
 - Website & Mobile App
 - Easy to use CRM & Sales Tracker
 - The Action Stream = tracks your next action step with contacts
 - Contacts can be organized, sorted & searched
 - Contact files act like a doctor's chart notes with the ability to add attachments, links, photos... you name it.
 - Integration friendly
 - Pipeline = tracks your sales & project proposals
 - Phone will ring so when you call from the app it immediately prompts you to make a note of the call, which is then synced with that contact.
- Trello
 - www.trello.com
 - Website & Mobile App
 - Organizing and prioritizing tasks, projects and more
 - Combine your endless and scattered to-do lists & stickie note habits into one excessively efficient system.
 - Boards = Collection of lists & cards
 - Lists = Gather cards vertically
 - Cards = Individual stickie notes capable of all your wildest dreams (labels, checklists, due dates, attachments, team member assignment, updates, and endless additional options)
 - This is seriously the secret to my everything!
- Google
 - Website & Mobile App
 - G-Drive
 - I consider this my online file cabinet
 - Documents, spreadsheets, powerpoint slides, forms & more.
 - Organize everything into folders
 - Sort & share however you like
 - G-Calendar
 - G-Voice = Free phone line
 - Create a separate phone line for your business & sort your calls
 - Don't just give your number to anyone and everyone
 - G-Mail = Google's email

- MailChimp
 - www.mailchimp.com
 - Website & Mobile App
 - Automated email marketing tool
 - Marketing automation
 - Email templates
 - Landing Pages
 - Facebook & Instagram Ads
 - Text to join options
- Zoom
 - www.zoom.us
 - Website & Mobile App
 - Video Conferencing
 - Webinars
 - Great for client calls, has the ability to record a session and email the video directly to the client.
- Skype
 - www.skype.com
 - Website & Mobile App
 - Screen Share
 - Video Conferencing
 - Like zoom you can record calls here too.
- Square
 - www.squareup.com
 - Website & Mobile App
 - Credit Card Processing & Point of Sale system
 - Payments (invoicing)
 - Point of Sale
 - Payroll
 - Appointment calendar & booking
 - Competitive in processing fee% & extremely user friendly
- Pinterest
 - www.pinterest.com
 - Website & Mobile App
 - Design boards & gather inspiration
 - Make pins to share with the world
- Newegg
 - www.newegg.com
 - Online retailer of computer hardware, electronics, accessories and more.
 - Similar to Best Buy with great prices.

Efficiency Tools

- Boomerang for Gmail
 - www.boomeranggmail.com
 - Free add on if you will for gmail
 - Schedule emails yo be sent
 - Set reminders if you don't hear back from contacts
- Assistant.To
 - www.assistant.to
 - Installs into Gmail
 - Schedule meetings with one email
 - Syncs to google calendar
 - Send contacts your availability and let them confirm a date and time for your next meeting. No more back and forth.
 - Confirmation emails when date and time is accepted.
- Bitly
 - www.bitly.com
 - Website
 - Resource to shorten long URL links
 - Build custom links
 - Analytics

Social Media

- Hootsuite
 - www.hootsuite.com
 - Website & Mobile App
 - Social Media Management & Automation system
 - Manage multiple accounts and profiles in one spot
- LinkTree
 - www.linktr.ee
 - Website only
 - Linktree is a free tool for optimising your Instagram
 - You are only allowed one link in your Instagram bio
 - LinkTree offers customizable links that can have multiple sublinks
- Preview
 - www.thepreviewapp.com
 - Mobile App for IG
 - Design your IG feed with drag and drop ease
 - Filter and photo editor
 - Find stock photography
 - Upload captions
 - Set reminders for posting to IG
 - Hashtags
 - Analytics
 - Repost and post
 - Amazing resource blog for IG in general!

Graphics

- Canva
 - www.canva.com
 - Website & Mobile App
 - Graphic design tool, uses drag-and-drop format and provides access to millions of photos, illustrations, graphics, fonts and customizable templates.
 - It is user friendly and you don't need to be a graphic designer to use it.
 - It has standard sizing & custom sizing to help you make any and all graphics you need.
- Adobe SparkPost
 - www.spark.adobe.com
 - Website & Mobile App
 - Similar to Canva, graphic design tool
 - Graphics, web pages, video
- Free stock photography sources:
 - Pixabay - www.pixabay.com
 - Website & Mobile App
 - Unsplash - www.unsplash.com
 - Website only
- Photogrid
 - Free phone app that offers photo editing
 - Video and picture collage maker, photo editor
 - There are pop-up ads but in general I like this app

~ LET ME KNOW HOW I CAN BE A POSITIVE RESOURCE FOR YOU ~

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