

# ONLINE TOOLS THAT WILL HELP YOU TO GROW YOUR BUSINESS

## *What is an online tool?*

An online tool is a platform or an app on the internet that can be used to increase, grow, organize your business productivity.

## *Tools list that will make your life easier:*

- **Calendly.** This is an app that will help you to organize all your calls and meetings in one place. The free version allows you to have 1 calendar where you could set up your free gaps, so your clients can save a gap when they are available. You can also connect it with Google calendar.
- **Hootsuite.** This is a platform that will help you to organize and post your social media content in one place. The free version allows you to have up to 3 social media accounts.
- **Canva.** This is a platform that helps you to design posters, banners, images, infographics and anything you need for your social media, blog, and ads. You don't need any graphic design experience, you can even find a lot of templates ready to use. A very intuitive and easy to use tool.

# ONLINE TOOLS FOR YOUR BUSINESS

- **MailChimp.** This is a database manager that allows you to have in one place your subscribers, clients, and press contact information. You can also segment your list using categories and tags to personalize the emails you send. Moreover, you could design different templates for your newsletter, schedule the emails, create subscription forms for your website, and set up automatic replies.
- **Google drive.** A platform where you can save and share files with others. The free version allows you to save up to 15gb.
- **Small PDF.** An app that allows you to decrease your PDF documents size without losing any quality of the content. There are also more similar online tools as ILovePDF.com where you can optimize videos and GIFs as well.
- **Tiny PNG.** A website that allows you to reduce your images size without losing any quality of the photos. It can decrease the size of even 70%, and 80%. You can upload not only PNG files but JPG, and much more image files.



# ONLINE TOOLS FOR YOUR BUSINESS

- **Pixabay.** A website where you will find images free of copyright for free. It have an useful search option that will help you to find the image you are looking for. You can donate some money to the platform.
- **Zoom.** An app for your mobile and laptop where you can have calls, business meetings, webinars, etc. The free version allows you to have meetings for a maximum of 45 minutes and up to 100 people in the same "meeting room".
- **Answer the public.** This is a website where you can see what people are asking in search engines. This tool is really useful when you are looking for a new topic for your blog.
- **Google calendar.** This app enables you to have your meetings, calls, and events in one calendar. You can also set up different colors to divide your meetings, receive notifications, share a calendar with your team or clients plus invite many people to your event.



# ONLINE TOOLS FOR YOUR BUSINESS

- **Shapr.** An app to do online networking and meet new contacts for your business around the globe. You could create your own profile and select the topics you are interested in so the algorithm will suggest to you people who you could be interested in to meet. You just need to decide if a switch to the next one or contact them. It is like a business Tinder.

*Thank you!*

For downloading our list of online tools,  
we hope it was helpful.

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strategy if you need it. You can read more  
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