

A woman with curly hair is smiling and looking to the right. In the background, a man is visible, also smiling. The image has a blue overlay and a large orange circle on the left side.

100 STARTUP TOOLS

INTRODUCTION

Today one finds a lot of new generation people who instead of going in for jobs with fixed salaries opt for becoming a businessman or a successful entrepreneur in the later course of their lives. One can be a start-up owner and aspires to grow right from day one. Some may be a start-up owner and want to settle down first before creating a takeoff in his career.

In any case, an entrepreneur will require the best possible direction and guidance as to how to achieve his goal making optimum use of resources and optimize his revenue and profit.

The entrepreneur should get thorough planning and procedures schedule and program right from the period of business inception to launch and then sustenance and making breakeven and profit-making.

INTRODUCTION

For a start-up entrepreneur, the constraints are many. Working on permutations combinations and making the most optimization of manpower, financial resources and time management is of the ultimate challenge.

Information technology and digitalization play a very important part and help the entrepreneur attain his goals. Today there are hordes of tools resources and platforms available for the start-up owner to get a complete idea as to how to go about. The study endeavors to provide a deep insight into all the aspects of how to grow a start-up business from scratch.

Some of the tools and resources for start-ups are listed below along with comprehensive details on them.

PROTOTYPE TOOLS

This is the first step towards the start of any business operations. A prototype is essential to develop what the business will be like and to showcase the same in front of the likely investors, the market and trade.

It also gives an idea to identify the right target audience and to test market the business proposals whether it will click or not in the long run.

Some of the important tools are enumerated below

INVISION



InVision is one of the most popular and the most effective of the prototype tools.

Widely used in the creation of websites, mobile apps, and other interactive digital prototypes. One can upload Jpeg, PNG, GIF and PDF files for prototyping and it works with all design tools.

STARTING PRICE

\$13/person/ month

FREE TRIAL

YES

WEBSITE

invisionapp.com



This is a rapid prototyping, documentation and wireframing specification tool widely used for desktop applications, mobile, and web designing.

One can drag and drop placements and do formatting. This tool also helps in sharing artboards on the screen to get feedback from the relevant sources.

STARTING PRICE

\$29/person/ month.

FREE TRIAL

YES

WEBSITE

axure.com



Proto.io is widely used for interaction with the customers and obtaining proper customer feedback.

This tool helps in developing interactive and hi-fi app prototypes. Prototypes can easily be shared with customers and the trade to get feedback.

STARTING PRICE

\$24 /person/ month.

FREE TRIAL

YES

WEBSITE

proto.io



DIGITAL MARKETING

Digital marketing is one of the most important aspects of modern-day marketing be it a startup or an established unit. With the rapid digitalization of all aspects globally today, digital marketing is now of prime importance and the magnitude of digital marketing will grow in the years to come. For the start-ups, it is an excellent tool to increase its visibility and branding. The prospective consumers can almost feel the brand which will lead to more hits in the websites and creation of attention and desire as per the laws of marketing.

Below are enumerated certain important and primary digital marketing tools –

GOOGLE KEYWORD PLANNER



A very popular tool designed by Google, Keyword Planner is extremely useful for start-ups using Google ad campaigns. Keyword Planner is a free research tool. There are thousands of prospective customers trying to search the portals and websites every day, viewing the various ads for the exact products or services they require. A proper keyword or a phrase can exactly fit into the search type to define the business of the startup making it easy for the consumers to find their choice. The Planner also indicates the bid amount as also how many times a particular keyword is being searched.

STARTING PRICE

Free

FREE TRIAL

YES

WEBSITE

keywordplanner.com



GOOGLE SEARCH CONSOLE



A free service from Google, Search Console indicates the search result of a particular site. It can give a good idea about the number of times a particular website has been visited.

any issues thereof regarding the indexing problem or up-gradation of the content can be solved immediately. The tool gives an idea about spam also and facilitates in solving the issue.

STARTING PRICE

Free

FREE TRIAL

YES

WEBSITE

google.com/search-console/



GOOGLE ANALYTICS



Used to pursue the behavioral pattern of the visitors to any particular site, Google Analytics helps in achieving a better understanding of the market scenario and the insight of the target audience.

Analytics helps in fine-tuning the advertising campaign that is being undertaken.

STARTING PRICE

Free

FREE TRIAL

YES

WEBSITE

analytics.google.com



The tool follows very distinctively the website position and recommends as to what needs to be done to improve the website performance and better content management.

The tool also gives a clear idea about the competitor's ad budget, ad copy, and all relevant details of the campaign being run by the competitors.

STARTING PRICE

\$99

FREE TRIAL

YES

WEBSITE

Semrush.com



In any digital media campaign content forms a very important part of the website. It is the content that can break or make the system. The tool has four major parts discovery, research, influencers and monitoring.

Discovery gives a rare insight into the entire gallery of contents while research facilitates in giving a clear idea as to what content is the most apt for the site. Influencers need to be found out as to who can take the marketing functions to newer heights and monitoring facilitates the tracking of comments.

STARTING PRICE

\$99 per month

FREE TRIAL

YES

WEBSITE

buzzsumo.com



BUFFER



Buffer is a very important tool if one wants to increase the audience in various social media like Face book, Instagram, LinkedIn, Twitter and Pinterest. A publishing schedule just like a normal media schedule is created to feed the various social media platforms.

Buffer also gives a comprehensive data and report on the performance of the various social media platforms.

STARTING PRICE

\$15 per month

FREE TRIAL

YES

WEBSITE

buffer.com



This tool gives a thorough insight into the competitor's activities, the keywords that the competitor uses, the new links that the competitor uses to draw in more traffic.

What more Ahrefs has a new audit tool to ease the work of technical SEO. One can get an idea also to know as to what type of media vehicles the competitor is using. In short, Ahrefs furnishes an exhaustive analysis of the competitor's activities and is one of the best in the industry.

STARTING PRICE

\$99

FREE TRIAL

YES

WEBSITE

Ahrefs.com



It is one of the most favourite tools amongst the SEO specialists. Moz has several features integrated into one.

Moz can give details on the spam scores, page authority and domain authority of any website.

Custom reports and schedules can also be created with the help of Moz later on which can be shared with relevant people.

STARTING PRICE

\$99

FREE TRIAL

YES

WEBSITE

moz.com



KW FINDER



One of the most user-friendly tools, KW Finder helps in choosing the apt keywords and gives a detailed idea as to what are the keywords that the competitors are using.

Relevant keywords most apt for the site can be well-chosen using this site.

STARTING PRICE

\$29.90/month

FREE TRIAL

YES

WEBSITE

kwfinder.com





SCREAMING FROG

Screaming frog is a very popular and powerful website crawler that can work on both small as well as large websites.

It can find broken links and server errors, generate XML sitemaps, can find out duplicate content and analyze page title and metadata.

These features make it one of the most sought after tools for the SEO Specialists.

STARTING PRICE

\$156 to 195/license/year

FREE TRIAL

YES

WEBSITE

[screamingfrog.co.uk/seo - spider](https://screamingfrog.co.uk/seo-spider)



ONLINE STORES AND SHOPPING CARTS

In today's jet setting world online stores and shopping carts are the orders of the day. While most of the people are getting no time to visit the real market for making purchases online sites have become very popular to make a purchase at ease from residences.

No doubt the e-commerce segment is in for a very big boom. Almost all the e-commerce sites are displaying the product images, collecting all the orders from the customers in a cart calculating total amount less taxes and discounts to be paid and committing deliveries and planning the logistics.

Some of the tools are enumerated below.

SHOPIFY



A very popular e-commerce tool, Shopify allows to sell online, pop-ups online, market places, social media, etc.

Other services include payment, customer engagement. Marketing and shipping.

The tool keeps track of all sales and helps in proper inventory control at multiple locations.

STARTING PRICE

\$29/ month

FREE TRIAL

YES

WEBSITE

shopify.com



WOOCOMMERCE



One of the most popular tools Woocommerce is used for and designed to be beneficial for online traders using WordPress.

One can market physical or digital products on this tool using PAYPAL or cash on delivery.

It keeps track of all customer addresses and keeps track of inventory also.

STARTING PRICE

Free

FREE TRIAL

YES

WEBSITE

woocommerce.com



Another very popular tool, it has a drag and drop feature in which even a person with no design experience too can handle the same.

Weebly gives a very good idea about how the e-commerce sites are doing coupled with the management of inventory.

Weebly helps in touching both domestic and international destinations.

STARTING PRICE

start from \$5 per month

FREE TRIAL

YES

WEBSITE

weebly.com



ONLINE PAYMENT SOLUTIONS

With the sudden spurt in online transactions, online shopping, and online internet jobs electronic payment and online raising of invoices have become the order of the day.

Many new online payment tools and platforms have come in recent years which are a lot more easier to handle and hassle-free.

Some of the important payment solutions are listed below.

PAYTM

The Paytm logo, featuring the word "paytm" in a blue sans-serif font, with the "tm" in a lighter blue. To the right of the text is a solid orange square.

One of the most commonly known and used online payment system, Paytm offers payment platforms from buying travel tickets, movies, electricity, and water supply charges to mobile recharges, pharmacies, book stores, and educational institutions even down to Xerox charges buying tea and coffee to anything under the sun.

STARTING PRICE

-

FREE TRIAL

-

WEBSITE

paytm.com



Paypal is also a very popular online payment portal where one can activate the account in one day.

It encourages straightforward pricing policies beneficial for both the buyer and the seller.

Paypal doesn't disclose financial details to anyone and offers an e-commerce website and marketplace for selling.

STARTING PRICE

2.5%plus {\$0.042 fixed charges}

FREE TRIAL

NO

WEBSITE

paypal.com



This online payment portal is a single platform from where one can operate IMPS/ RTGS and NEFT bank transfers and gives access to debit and credit cards, UPI and wallets like Jio Money, Mobikwik and Airtel money.

Razorpay also gives 24x7 customer support to its clients.

STARTING PRICE

% on every transaction varies on basis of the plan opted for

FREE TRIAL

NO

WEBSITE

razorpay.com



A very popular payment gateway, Instamojo is apt for small and medium enterprises.

A unique feature of Instamojo is that it does not require a website for collection of payments, rather a payment link would suffice.

There are no set up costs and one can track the sales transactions and helps in getting customer insights.

STARTING PRICE

2 % per month plus {\$0.042 fixed charges}

FREE TRIAL

NO

WEBSITE

Instamojo.com



STRIPE

The Stripe logo, consisting of the word "stripe" in a blue, lowercase, sans-serif font, followed by a solid orange square.

APIs are provided by the tool to website owners so that the payment process is integrated into mobile apps as well.

It has anti fraudulent tools to run alongside payment API s to stop fraudulent deals.

Stripe also has dispute redressal systems too.

STARTING PRICE

2% per month

FREE TRIAL

NO

WEBSITE

stripe.com



ACCOUNTING AND INVOICING

Financial management forms a very big crux of any business be it a startup or an established unit. Without proper accounting and financial management no business can prosper.

An entrepreneur might not always find time to work on the bookkeeping and the accounting part maybe because of lack of time and sometimes because of monotony. Lots of new accounting and invoicing software have been launched and are operational to ease the situation.

These tools given below lucidly help in invoicing, track income and expenditure, calculation of tax elements and figure out the outstanding from the customers.

QUICKBOOKS



Quickbooks is a very useful software based on cloud computing.

Accounting can be done from anywhere since the data are computed on the cloud.

Multiple people can log in at the same time. The financial data are safe as the tool follows standard security procedures.

STARTING PRICE

\$8 per month

FREE TRIAL

YES

WEBSITE

quickbooks.intuit.com



FRESHBOOKS



Freshbooks is a user-friendly tool and like Quickbooks is also cloud computed.

One can access the tool from Desktop, laptop, android, and tablet. Normal professional looking invoices can be created from Freshbooks.

One can also track and work on invoices preparation, tracking of expenses, client followup and time management.

STARTING PRICE

\$7.50 per month

FREE TRIAL

YES

WEBSITE

freshbooks.com



WAVE APPS



Very popular especially with the start-ups and entrepreneurs, it gives a hands-on picture of income and expenses at all times.

Multiple bank accounts including debit cards can be used also along with this reflecting a true financial picture at all times.

The tool keeps track of monthly and yearly cash flows as well as computation of taxes and payment income and expenditure plus invoices organized.

STARTING PRICE

FREE

FREE TRIAL

YES

WEBSITE

waveapps.com



PRODUCT LAUNCHES AND LAUNCHING PAGES

An effective product launch and lead generation is very essential for a business.

A product landing page creates attention and arouses awareness thus the demand for the product will increase once it is launched.

An effective product landing page can easily pursue a prospective customer to become a genuine client.

Below are enumerated certain effective tools for launching pages.

INSTAPAGE



This tool can convert a gigantic percentage of prospective clients who are clicking on the ads to go to a personalized post-click landing page.

The post-click waste percentage is reduced to a minimum. The post-click conversion rate is by far very high compared to industry standards.

Customized pages can be created and can be incorporated in more than 40 platforms easily without any glitch.

STARTING PRICE

\$149 per month

FREE TRIAL

YES

WEBSITE

instapage.com



LAUNCHROCK



A launch site can be prepared very fast using this tool and the customers can even be persuaded even before the actual product is launched.

Prospective clients can be influenced pre-launch even by newsletters and surveys.

Launchrock is a very good support for working on the market analytics.

STARTING PRICE

\$20.75 per month

FREE TRIAL

YES

WEBSITE

Launchrock.com





UNBOUNCE

A very popular landing page builder, customer-friendly landing pages can be designed with this tool.

Easily operated through drag and drop features, landing pages can be customized through Javascript and CSS.

STARTING PRICE

\$79 per month

FREE TRIAL

YES

WEBSITE

unbounce.com



This tool facilitates landing pages without knowing the code and helps in accessing 200 plus templates and dropdown menus

STARTING PRICE

\$11 per month

FREE TRIAL

YES

WEBSITE

landingi.com



CREATION OF MARKETPLACE

Whether it is online or offline the ultimate is the marketplace for buying and selling of products and services.

An online market place brings both parties together to facilitate marketing transactions. The marketplace operator brings the vendors to the platform who display their products for the knowledge of the customers.

The buyers can get access to the products to be purchased and the person who creates the platform earns commission.

Let us go through certain tools below.

A very popular tool, it makes possible a multi-vendor market place, and a very easy user-friendly platform.

Vendors can get insight into everything including sales, profitability and provides backend support.

Dokan supports multiple languages and is companionable with Word press.

STARTING PRICE

\$149 per year.

FREE TRIAL

NO

WEBSITE

wedevs.com/dokan



Sharetribe helps the users to create profiles list their products or services and allow interaction with each other and ease online payments.

Additional advanced features can also be added.

STARTING PRICE

\$79 per month

FREE TRIAL

YES

WEBSITE

sharetribe.com



SURVEYS AND FORMS

Market surveys and data analytics are of prime importance and an important prerequisite before the launch of any product.

Data compiled from the surveys give a trend regarding the market scenario. Most entrepreneurs who analyze the data and follow it sincerely are likely to excel more in their ventures.

The collection of the relevant pieces of information will largely depend upon the type of questionnaires prepared and answered to.

Let's see some of the tools below.

SURVEYMONKEY

Survey Monkey believes in the theory that the customer is the ultimate boss.

The tool gives a picture of the deep inside of the customer.

Needless to say, Survey Monkey maintains the data collected from the survey is quite a secretive and confidential way.

STARTING PRICE

\$22/user per month

FREE TRIAL

NO

WEBSITE

surveymonkey.com



SO GO SURVEY

 **GoSurvey**

So Go has around 27 methods of reporting, data analytics and distribution.

APIs and CRM can be easily intertwined to collect feedback.

STARTING PRICE

\$25 per month

FREE TRIAL

YES

WEBSITE

sogosurvey.com



The biggest advantage of using Typeform is that the platform allows images, GIFs and small videos to work on the images.

Survey forms, forms for sportsmanship are all an integral part of the job undertaken.

STARTING PRICE

\$35 per month

FREE TRIAL

NO

WEBSITE

typeform.com



EMAIL MANAGEMENT AND NEWSLETTERS

Sending emails to prospective clients is a strong marketing tool for ages. The client feels that he is being serviced personally and thus his faith towards the sender of email increases.

Email serves the purpose of sending personalized newsletters, notices and updates of any important events. Creating attractive emails nevertheless draws much more attention.

Some of the exceptional tools are as under as we take you through them.

MAILCHIMP



By far one of the most important tools, Mailchimp combines all activities that are required for branding and finding out the customers.

Target audiences can be reached and loyal customers can be created.

Very professional looking layouts of the emails can be created and product recommendations can be sent to the prospective and loyal consumers.

STARTING PRICE

\$9.99 per month

FREE TRIAL

NO

WEBSITE

mailchimp.com



BOOMERANG FOR GMAIL



The tool is particularly very helpful as one can schedule the time of the email when it can be sent.

The inbox can also be organized and archived in a much more smoother and professional way.

STARTING PRICE

\$4.99 per month

FREE TRIAL

YES

WEBSITE

boomeranggmail.com



ACTIVE CAMPAIGN

ActiveCampaign >

The tool helps in incorporating sales CRM, Texting, email market under one common plank.

Segmentation and customized email are possible as well as email marketing automation.

STARTING PRICE

\$9 per month

FREE TRIAL

YES

WEBSITE

activecampaign.com



MIND MAPPING TOOLS

Ideas however big or small, important or ordinary, come up from time to time but to execute the same it is all-important to note it down and use the same as and when it is required.

Mind mapping tools thus put everything visually in a graphical format so that it is used as and when required.

Mind mapping tools are extensively used for sharing and distribution of all positive ideas.

Let's look at some of the tools.

The tool is very helpful to structuralize the basic information and all ideas and make a visual and graphical representation of them all This helps in a clearer understanding later on.

The mind map is saved as an image and shared with others later on for important feedback.

STARTING PRICE

\$4.91 per month

FREE TRIAL

NO

WEBSITE

bubbl.us



MINDOMO



The tool helps one to concentrate on the priority things and sidelines the not so important items.

With mindmaps, concept maps and Gantt charts it is easier to conceptualize visually.

The tool is very good for brainstorming session also.

STARTING PRICE

\$4.91 per month

FREE TRIAL

NO

WEBSITE

mindomo.com



MIND MEISTER



A web-based tool, MindMeister makes it easier to brainstorm and ideate take notes and work on the creative parts.

PNG slides can be worked on with the help of this tool and can be shared for more ideas.

STARTING PRICE

\$4.99 per month

FREE TRIAL

NO

WEBSITE

mindmeister.com



CUSTOMER RELATIONSHIP MANAGEMENT

Customer relation is one of the most important aspects of any business be it a startup or an established one.

The customer is the king in any business and it is he who decides the future of the business.

Customer relationship is of prime importance always and this is where customer relationship management or CRM comes into the picture.

Lots of tools and software have been developed to develop and maintain CRM which are intimated below.

SALESFORCE



A very dynamic tool, Salesforce allows an entrepreneur to track, save, organize and archive all customer data in one place.

The tool helps in generating lead which can eventually lead to a positive deal.

The tool is very good for the sales team to be connected with the customer, the agent and the distributor for a very effective sales channel management.

STARTING PRICE

\$25 /user/month

FREE TRIAL

YES

WEBSITE

salesforce.com



HUBSPOT CRM



A cloud-based free software the tool keeps track of the customer and all discussions and deals taking place with him right up to the execution stage.

All sales data and activities are updated in the group who is using. Separate manual follow up is not needed as the software does the job itself.

STARTING PRICE

FREE

FREE TRIAL

YES

WEBSITE

hubspot.com/products/crm



A very popular CRM system, Zoho has served innumerable businesses in as many as 180 countries.

Dashboard can be created for every individual transaction up to the lowest depth to understand the criticality of the activity.

Artificial intelligence-enabled voice assistance is also used here to predict trends.

STARTING PRICE

\$7/user/month

FREE TRIAL

YES

WEBSITE

zoho.com



SCHEDULING APPOINTMENTS AND BOOKING

A very effective measure to ease in booking appointments and fixing times between the sales team and the potential customer, many important tools and apps have been created.

In this way, the unproductive times of the sales force and the prospective client is minimized so that both the parties can concentrate on a meaningful and fruitful discussion.

Let's take a look at some of the tools below.

CALENDLY



A very useful tool for fixing up time for the meeting, it can be incorporated in outlook, Gmail, Office 365 to avoid double booking.

The Calendly link can be embedded into the website or shared through email and the respective parties can fix up a time without hindering each other's work.

STARTING PRICE

\$8/user/month

FREE TRIAL

YES

WEBSITE

calendly.com



The tool can be integrated with Gmail and Office 365 and provides free meeting tools to enable fixing up and scheduling meetings.

The timings can be embedded in the website and links can be provided in the mail.

A database is created for all the people so that proper follow-up can be arranged

STARTING PRICE

FREE

FREE TRIAL

YES

WEBSITE

hubspot.com/meeting-tools



APPOINTLET



This tool eases the cumbersome process of fixing a meeting as per the schedule by customizing the appointment and booking pages.

The scheduling data can be incorporated in the website, email or the product landing pages.

When a consumer books a time slot it is automatically uploaded in the calendar so that there is no double booking.

STARTING PRICE

\$8/user/month

FREE TRIAL

YES

WEBSITE

appointlet.com



IDEATOR



This tool is ideal when the client wants to find out the owners or the senior members of the group.

The business branding, logo, the house colour can all be initiated in the tool.

STARTING PRICE

FREE

FREE TRIAL

YES

WEBSITE

ideator.com



FEEDBACK AND TESTING

Testing and feedback are extremely important to decide on a marketing strategy.

This can be at the time of product launch or during the product life cycle phase.

Testing forms a very important exercise of marketing. Feedback can be at the time of brand planning also.

Testing and feedback tools play a very important role in the entire activity.

USERTESTING



One can receive valuable feedback from a panel of target audiences by this app.

The app can give very good insights on the product or services as far as audience testing is concerned.

STARTING PRICE

-

FREE TRIAL

YES

WEBSITE

usertesting.com



VALIDATELY



The tool is far more comprehensive than the earlier one. Testing is made much more concise and effective.

The tool searches respondents and gives feedback based on the inputs given.

Videos, audios and think-aloud studies are compiled and detailed feedback is provided.

STARTING PRICE

\$499 per month

FREE TRIAL

YES

WEBSITE

validatey.com



MESSENGER BOTS

Proper and effective communications between the customer and the company for running the show are of prime importance.

Chatbots are getting increasingly popular and its instant support is constantly changing the face of modern-day marketing.



MOBILE MONKEY

This is by far the most important of the messenger bots. The highly popular social media like Facebook, SMS Texting and Webchat come under this tool.

Facebook users are almost flooded in their messenger using this app for passing down various sorts of messages. Let us browse through some of them.

STARTING PRICE

\$ 9 per month

FREE TRIAL

NO

WEBSITE

mobilemonkey.com



MANY CHAT



A very user-friendly tool, Many chat as the name suggests has got ample facilities.

One can get detailed feedback, contact details and customer care data through this app.

One can easily bot through the app in a very short time and can be used with Mail Chimp, Hub Spot etc.

STARTING PRICE

\$ 10 per month

FREE TRIAL

NO

WEBSITE

manychat.com



IMAGE EDITING AND GRAPHIC DESIGN

Today's business is more dependent on how beautiful, sleek and professional can its image be in the minds of its customers and vendors. They follow the old dictum seeing is believing.

Every business wants itself to be presented in the best possible way with pictures diagrams illustrations colours and designs so that when a prospective client sees its site he gets impressed the most in such a short period. This is where the image editing and graphic design plays a very important role in spearheading the brand image of the organization. Tools can create magic with any design.

Let's look at some of the important tools below.

ADOBE PHOTOSHOP



Adobe Photoshop or PSD is by far the most important and the most commonly known tool and with a very wide application.

One can do a host of items with this tool right from photo editing digital painting, graphic designing, etc.

One can also create layers, masking and retouching and photofinishing with this tool.

STARTING PRICE

\$20.10 / month

FREE TRIAL

YES

WEBSITE

adobe.com



Another very popular tool Fotor is a cloud-based editing software. One can create photos as good as professional touch up with this tool.

Additionally this tool has got design templates, retouching options, filters and HDR effects. The designs in HD can be used in newspapers and magazines too.

STARTING PRICE

\$8.99 / month

FREE TRIAL

YES

WEBSITE

fotor.com





Another very popular tool, the editions are PixlrPro, PixlrX, Pixlr Editor and Pixlr Express.

This tool also allows images to be uploaded on Instagram or Facebook and email. One can use filters and elements also using this tool.

STARTING PRICE

Free

FREE TRIAL

YES

WEBSITE

pixlr.com



GIMP



Another free image editing software that can be easily installed in computers.

Formats like the widely used items TIFF, JPEG, PNG and GIF are supported by this.

All colour management tools like retouching, clone and touch up are possible by this tool.

STARTING PRICE

Free

FREE TRIAL

YES

WEBSITE

gimp.org



Another popular tool for image editing and graphic designing, Canva is widely used for creating logos brandings and eye-catching designs in social media both in smartphones, laptop as well as desktop.

Canva has predesigned 60000 templates which can be edited and created into a design of one's own choice.

STARTING PRICE

\$12.95 / month

FREE TRIAL

YES

WEBSITE

canva.com



GROUP COLLABORATION AND TEAMWORK

In today's business world collaboration is the ultimate word. The tasks facing a department in any organization are such that one has to be in sync and the collaborative work has to be there to fulfill the task.

Communication and collaboration is the most important part of management today and this is where the part of collaborative tools and software come into the picture. Through the collaborative tools persons can work with each other even remotely.

Let us have a look at the tools which help out in successfully running the show.

One of the most effective and the most popular of collaboration tools it facilitates smooth work across projects and teams.

The tool also fixes deadlines and priorities and facilitates optimization and coordination between different groups.

Asana also has search options, chat options, activities dashboards and so on.

STARTING PRICE

\$10.99/ user / month

FREE TRIAL

YES

WEBSITE

asana.com



SLACK



It is also one of the very popular tools as it channelizes the tasks into teams, clients, projects, etc.

People not directly connected but may be required can also be kept in the loop. Voice and video calling facility is also available.

Around 1500 apps are there in Slack. A very important feature of slack is that it saves all relevant data very securely.

STARTING PRICE

\$3.20/ user / month

FREE TRIAL

YES

WEBSITE

slack.com



TRELLO



A leading tool in the field of project management specifically, Trello smoothenes the progress of project implementation by prioritizing, setting dates and goals and posting them in cards.

Consultants outside the organization who are involved in a particular project can also be in the loop.

STARTING PRICE

\$9.99/user/month

FREE TRIAL

YES

WEBSITE

trello.com



Effective and fruitful team communication is possible with this tool.

One can also have unending file sharing, group messaging and communication through this tool.

Regular follow up and ensuring meeting deadlines
All data are secured in this tool. is also possible through this tool.

STARTING PRICE

\$49 up to 12 users in a month

FREE TRIAL

YES

WEBSITE

ryver.com



Flock is used especially to discuss feedbacks and discuss project details even through video conferences.

One can do screen sharing and use a team directory for direct communication.

All messages all communications regarding a particular project can be stored in one place.

STARTING PRICE

\$2.11 per user per month

FREE TRIAL

YES

WEBSITE

flock.com



PROJECT MANAGEMENT

Project management is the actual implementation of the crux of all ideas and detailed planning of scheduling of jobs, budgeting and cost control, allocation of resources coupled with administrative decisions.

Project management plays a very important part in the setting of the start-up until the end of the implementation.

Let's take a look at some of the important project management tools.

Basecamp helps out in the division of all works according to the concerned projects documents wise, discussion wise, manpower wise at one place systematically.

To-do lists, message boards, schedules doc files, etc are created for the specific projects.

Tracking charts are prepared to know the progress of each project. The tool also ensures superior time management.

STARTING PRICE

\$99 per month

FREE TRIAL

YES

WEBSITE

basecamp.com





TAIGA

This tool is best suitable for more upwardly mobile projects and people. The tool has two templates, Scrum and Kanban.

Product backlogs can be created from Scrum templates and Kanban marks the breaks the work into further stages.

This tool is most suitable for fine-tuning the multiple projects in hand.

STARTING PRICE

Basic free / \$5 per member per month

FREE TRIAL

YES

WEBSITE

taiga.io



KANBAN



An important feature of Kanban is its simplicity in usage and execution.

A huge number of businesses about more than 25000 businesses are using this tool.

Organizing and implementing a job can be structuralized to the absolute basics. Uses of cards, swimlanes, colours and the due date can be effectively done.

STARTING PRICE

\$5 per user per month

FREE TRIAL

YES

WEBSITE

kanbantool.com



A cloud-based tool, Wrike is available online. It helps in checking and evaluating the status of the projects as on date.

With the help of dynamic request forms and Gantt chart, a lot of multifarious tasks can be completed like task assigning, scheduling, prioritizing and proper planning. Work in progress can be fully streamlined using this tool.

STARTING PRICE

\$9.80 per user per month / Basic Free

FREE TRIAL

YES

WEBSITE

wrike.com



Another cloud-based tool is used extensively worldwide. The tracking system is so meticulous that it helps in finding the time taken for each job and receives revert and very quick responses on the specific queries.

The tool contains project samples also for following up on the work in progress.

STARTING PRICE

Basic free. \$10.99 per user per month.

FREE TRIAL

YES

WEBSITE

taskworld.com



MOBILE ANALYTICS AND APPS

Mobile phones have revolutionized the communication scenario the world over exponentially.

The development of new apps every day has further added to the speed of communication and its clarity.

Usage and optimization of any apps are of immense importance today as well as its proper interaction for the maximum benefit of a business.

Let us see how the various tools play a pivotal role.

The app gives a very clear notion as to who is using the app and a clear target audience profile can be worked out.

Data based concrete decisions regarding strategies are worked out.

Better and effective customer interaction results are possible using this tool.

STARTING PRICE

to discuss

FREE TRIAL

YES

WEBSITE

localytics.com



APPLE APP ANALYTICS



A free tool for mobile analytics, the performance of the designated app, financial report and sales analytics, trends and payment schedules can be worked out.

Active paid subscriptions, its activities and income can all be derived using this tool.

STARTING PRICE

free

FREE TRIAL

YES

WEBSITE

developer.apple.com



A very effective tool for mobile app analytics, Mixpanel exactly pinpoints the target audience and helps in analyzing how fast a customer is being converted to buy the products.

A good feature of the tool is no coding is required to work with the app.

STARTING PRICE

Basic free / prices start from \$89 per month

FREE TRIAL

YES

WEBSITE

mixpanel.com



This tool helps app developers to produce better apps for reading the psychographics of the app users.

This will ultimately in the long run help in knowing the behavior of the sample size.

In a nutshell, Flurry provides a complete analysis of the app users' mental profile

STARTING PRICE

FREE

FREE TRIAL

YES

WEBSITE

flurry.com



MEETING MANAGEMENT

Gone are the days when a meeting in a corporate office would mean the long hours when the top officials used to spend in a day. Not anymore. Today's meeting management software helps considerably in easing out the problem. The various tools that around help in having virtual conferences on virtual platforms thus saving energy and money.

In fact after the ongoing Coronavirus pandemic currently raging the globe meeting management tools will play a far greater role.

These tools organize the agenda of the meeting all scheduling and communications, inviting the concerned personnel until the last job of preparing the minutes of the meeting.

Let us have a look at some of the important tools below.



AMAZEMEET

A very innovative online tool for arranging a meeting, Amazemeet keeps all concerned informed without the minutes of the meeting.

Time management is the essence of this tool and it also gives recommendations on the betterment on the meeting agenda.

The tool can be incorporated with 450 apps for stellar performance. Outlook and Gmail contacts can also participate in the meeting.

STARTING PRICE

\$ 13.39 yearly

FREE TRIAL

YES

WEBSITE

amazemeet.com



LESS MEETING



The process of conducting fruitful business meetings has drastically changed for the better after the tool came into incorporation.

Email reminders and concrete decisions and meetings are possible through this tool.

Even Outlook and Gmail including Google apps can be made in perfect sync if this is used.

STARTING PRICE

\$12 per month

FREE TRIAL

YES

WEBSITE

lessmeeting.com



CISCO WEBEX



An excellent tool for conducting a webinar and video conferences, WebEx has got unique features like call recording, personal meeting room, collaboration meeting on cloud, and other features.

Systems like Linux, Windows and Mac also support this tool. Reminders and invitations are possible to be sent beforehand.

STARTING PRICE

to discuss

FREE TRIAL

YES

WEBSITE

webex.co.in



A cloud-based user-friendly app, Fuze provides HD audio and video conferencing facilities and high-quality audio output for a successful meeting.

For better coordination and effective result advanced messaging platform is possible through Fuze.

STARTING PRICE

to discuss

FREE TRIAL

YES

WEBSITE

fuze.com



GLOBAL MEET



Another very easy app, it does not need to be downloaded m Global meet is very useful for VoIP, HD Video and screen sharing.

The tool facilitates high-quality audio conference meetings possibly throughout the globe.

STARTING PRICE

\$12.70 per user per month. / basic Free

FREE TRIAL

YES

WEBSITE

[pgi.com.products/global meet](https://pgi.com.products/global-meet)



WIDEO

wideo.co

With the help of this app anyone can make a promotional video by using various templates. A product demonstration video, a customer presentation video or even a company news or update video all are possible with this app.

One can even post the same in FaceBook and upload it on YouTube.

STARTING PRICE

\$19 per month

FREE TRIAL

YES

WEBSITE

wideo.com



VIDEOSCRIBE



The tool is very apt for making whiteboard videos very fast. One has to just only add text, video and music and the tool does the rest. Any promotional video can be readied in minutes.

One can get access to many video libraries from where the images and music can be mixed and a suitable fresh video can be made.

STARTING PRICE

\$17.50 per month.

FREE TRIAL

YES

WEBSITE

videoscribe.co



ONLINE ADVERTISING PLATFORMS

As the world is gradually moving towards complete digitalization the advertising scenario is like wise shifting from the erstwhile print medium like TV ads, dailies and magazines to online medium and social medium like Facebook WhatsApp , YouTube and a host of other online media options .

Catching the young crowd, the trendy generation, reach , cost effectiveness and impact have been some of the major decision making triggers to change to online medium.

Day by day the importance and effectiveness of online advertising medium is growing by leaps and bounds. Primarily there are two major platforms.

social media and search engine. Let us have a look at the options below

GOOGLE ADS



Google undoubtedly is the top search engine in the world.

Customers who read the ads are definitely of a higher IQ level and are most likely to be converted to buy the advertiser's products. Improved opportunity to see the ads leads to more and more click and payment is done on the basis if the clicks done.

STARTING PRICE

to contact

FREE TRIAL

YES

WEBSITE

ads.google.com



FACEBOOK ADS



Facebook is undoubtedly the number one social media globally today. Having a huge user base, all businesses tend to catch its potential customers through Facebook.

The social media regularly accepts sponsorship ads which are the actual target audience for the businesses. Brand awareness is another very important aspect of Facebook ads.

STARTING PRICE

to contact

FREE TRIAL

YES

WEBSITE

Facebook.com/adsmanager



LINKEDIN ADS

Linked  ads

LinkedIn is the platform for the largest professional and executive community in the corporate world.

Undoubtedly at any point of time the nearly one billion active professionals are the right target audience of businessmen. Flexible bidding options like CPC or CPM pricing can be worked on to start advertising.

LinkedIn is best suitable if one wants to target the niche clients.

STARTING PRICE

to contact

FREE TRIAL

YES

WEBSITE

business.linkedin.com



EVENT MANAGEMENT AND TICKETING

Another very effective medium of reaching the prospective customers and servicing them is event management and ticketing.

Event management being totally ground work related, lot of hassles are involved.

To ease on the works one can effectively use the Event management and ticketing tools for smoothening the entire process.

Let us have a look at some of them.

This event management tool is best suitable for planning any event like business conferences, dance programmes, any theatrical show etc.

Right from inception, event listing, processing of payments, programme schedule are all meticulously planned.

One can simultaneously upload and post promotional pieces in Face Book, Instagram and Spotify. Mobile ticket scanning is also possible.

STARTING PRICE

2%+ \$ 0.79

FREE TRIAL

No

WEBSITE

eventbrite.com



EVENTZILLA



An all in one platform for event management, Eventzilla is perfect for various events like sports programmes, musical programmes and sales conferences.

One can even sell tickets through portals, social media and process payments also . One can even download attendee details also.

STARTING PRICE

\$1.25 per ticket

FREE TRIAL

No

WEBSITE

eventzilla.com



TICKETBUD



An user friendly tool, one can sell tickets and make collections on a daily basis.

Customer insights can be sought after through this app. Customer service is also possible through chat phone or mail.

One can also have ticket scanning also.

STARTING PRICE

2% plus 0.99 c / ticket service charges

FREE TRIAL

No

WEBSITE

ticketbud.com



PRODUCTIVITY AND TIME MANAGEMENT

Time management is an extremely important aspect of a start-up business as every moment is precious.

In this competitive business environment there is no scope of wasting any time. Meeting deadlines and punctuality is at the core of the business now.

With proper time management productivity of work also improves, higher productivity will result in better prosperity of the business.

Let us take a look at some of the tools for better time management.

One of the most popular time management tools, Toggl has a unique feature of tracking a new activity or an ongoing activity by its one click timer.

The tool send notifications regarding starting of the timer and on top of that it can detect idle time also.

One can also compare the actual time taken with the estimated time for ascertain project to be executed through a dashboard. Toggl can be used from any device.

STARTING PRICE

\$7.20 per user per month

FREE TRIAL

YES

WEBSITE

toggl.com



The unique feature of this tool is that it keeps monitoring all the projects whether they are on the right track following the budget and optimizing progress or not.

It is a very easy to operate app. Timeneye also ensures whether each individual member of the team is strictly following the time management resources and not wasting time.

STARTING PRICE

Basic free, \$6 per user per month

FREE TRIAL

YES

WEBSITE

timeneye.com



This tool tracks the personnel movement and time management techniques even if out of the coverage areas of wifi and mobile.

One can approve, track, and attach photos of time sheets from this app. With the help of Who's Working window even the employee location can be tracked for better time management.

STARTING PRICE

\$20 base fee per month plus \$8 per user per month

FREE TRIAL

YES

WEBSITE

tsheets.com



RAZORTIME



Ideal for small traders, the tool can be used almost immediately. The work force can clock out or clock in using their mobiles.

The employees can be tracked about their location and customized and individual track sheet can be formulated.

STARTING PRICE

\$3 per user per month

FREE TRIAL

YES

WEBSITE

razortime.com



DEVELOPMENT OF APPS

With digitalization becoming the order of the day, more and more companies even smaller business houses are going in for their own apps to reach their customers and for effective servicing.

Precisely that is the reason why more and more entrepreneurs are going on for apps of their own business.

There is little option to reach the prospective clients at short notices in this competitive environment.

Today there are lots of paid and free mobile apps which will help a business house to develop apps even without anybody's help.

Let us have a look at them.

APPINSTITUTE

With the help of this tool one can develop an app where coding is not at all necessary. An appropriate template need to be chosen which already has preloaded features.

Image and colour scheme correction can be done and one can have pages imported from the social media also.

The app can also be customised according to the needs of the consumers . Payment procedures can also be included.

STARTING PRICE

: \$42 per month.

FREE TRIAL

YES

WEBSITE

appinstitute.com



APPCELERATOR



If one wants to develop cross platform apps with single code base then Appcelerator is the right choice.

Components from Java Script code are primarily used.

The tool also has an API builder for developing and running APIs.

STARTING PRICE

Basic free. / Paid \$199 per seat per month.

FREE TRIAL

YES

WEBSITE

appcelerator.com





APPCODE

This is a much higher level tool. What one needs to do here is just to give the concept and as the tool understands the code it will take care of the rest.

Through this tool one can easily navigate through the project works.

STARTING PRICE

\$199 per user first year

FREE TRIAL

YES

WEBSITE

jetbrains.com/objc



HELPDESK AND CUSTOMER SUPPORT

When one runs any business customer service and customer support is a must and of immense importance.

Without customer service or assisting the customer no business can thrive, One has to follow the motto customer is the king and that is in any business.

Help desk is like a technical or a non technical portal which a customer or any employee can approach for proper redress.

Let us see some of the tools to handle complaints of any nature that the business can face in its day to day operation.

The application of Freshdesk is very suitable for industries where day to day interaction with customers are of premium importance.

Very simple to operate it keeps all tracking and details of customer conversation at one folder.

Even confirmatory emails and notifications can be used for processing of tickets.

Automatic replies, smart notifications and ticket merging are some of the other basic features of this tool.

STARTING PRICE

basic free. / paid INR 999 per agent per month

FREE TRIAL

YES

WEBSITE

freshdesk.com



This tool assimilates all data from the various customer interaction platforms like chat, phone, email social media etc, and keeps them in one place.

Very apt for small business also it is also facilitates flexible ticketing management.

To cap it all Zendesk can be incorporated with other apps for encompassing better utility.

STARTING PRICE

\$ 5 per agent per month

FREE TRIAL

YES

WEBSITE

zendesk.com



LIVEAGENT



The most important aspect of this tool is that it is all-inclusive and integrates all communications be it phone chat email or anything else at one inbox.

It is also possible to have live chat with prospective clients. One can also merge or split tickets using this tool.

This tool also helps in building up a virtual call centre.

STARTING PRICE

\$ 15 per month

FREE TRIAL

YES

WEBSITE

liveagent.com



WEBSITE MAINTENANCE

There is hardly any organization today which does not have a website to reach its customers effectively.

Website development and hosting has become one of the prime necessities of modern-day business. It is amply clear therefore that website is a foremost need of modern business operations.

Coming close next to website hosting is website maintenance. Maintenance is also very important as without proper and deft handling the entire positive impacts of a good website will come to null.

Let us take a look at some of the tools.

GOOGLE WEBMASTER TOOLS



Coming from the stable of Google it evaluates exactly how the website is performing and shows the site owner to better the same.

One can also come to understand whether the search engines have properly indexed the site.

The spam and malware if any can be removed after detection. Extra pages can also be added if required for indexing, One can also check links the positive responses through mobile.

STARTING PRICE

free

FREE TRIAL

YES

WEBSITE

google.com / webmasters





UPTIME ROBOT

This tool is very significant for website maintenance. Uptime gives proper guidance and inside view of any malfunction if any on the website or if anything is wrong.

The website is monitored every 5 minutes and if anything is wrong it sends an alert.

In case there is a 400 + or 500 + error it checks every 30 seconds and if still, something is wrong it sends a notification.

STARTING PRICE

\$4.5 per month

FREE TRIAL

YES

WEBSITE

uptimerobot.com



An all-inclusive tool that is very easy to operate, the dashboard of Monitis shows everything from website uptime to server condition and network performance through text message, mail phone, or twitter message.

All key data can be extracted and reports formulated. It also has a facility to check the site health every minute.

STARTING PRICE

\$12 per month

FREE TRIAL

YES

WEBSITE

monitis.com



One of the most popular maintenance tools today, Pingdom gives an exhaustive picture of the performance of the website. With a global network of 100+ servers, it can be checked from anywhere every minute.

Pingdom also notifies on interactions like check out, log in, signup whether everything is okay or not. The alert also goes to the exact person who can handle the problem.

STARTING PRICE

\$45.95 per month

FREE TRIAL

YES

WEBSITE

pingdomt.com



**" IN WORRIES OF THE WORLD
BE A WARRIOR ! "**



**DIGITAL
PAYBACK**

DIGITAL PAYBACK



[DIGITALPAYBACK.COM](https://digitalpayback.com)

VIDEO CREATION AND MARKETING

It is always agreed that seeing is believing. With the popularity of video growing day by day since it is a visual medium and capable of creating much more attention, businesses are more and more going in for this medium today.

A very strong medium for reinforcing brand recall and brand messages, videos are watched more extensively than ever before.

Some are creative videos used for AV presentations and some or paid videos for brand promotions in channels.

Let us have a look at some of the options of video creation.

FILMORA



One of the most popular tools, Filmora also allows importing video, cutting and cropping them and making a wonderful representation.

One can do colour, timing, contrast and many other types of visual adjustments through this tool. Special effects can also be added to enhance the quality of the video presentation.

STARTING PRICE

\$ 7.99

FREE TRIAL

YES

WEBSITE

wondershare.com



Another very popular video making and editing tool, any good quality video can be created in minutes using this app.

With already existing templates inside the app, one can create YouTube videos and excellent quality brand promotion short ad films.

STARTING PRICE

Basic free, paid prices start from \$ 19 per month

FREE TRIAL

YES

WEBSITE

powtoon.com



The tool is available online and with the help of this video one can create professional-looking videos.

A perfect tool for meeting all marketing needs, Vyond has all types of packages for meeting the needs of all types of customers.

STARTING PRICE

\$ 89 per month

FREE TRIAL

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WEBSITE

vyondtoon.com

