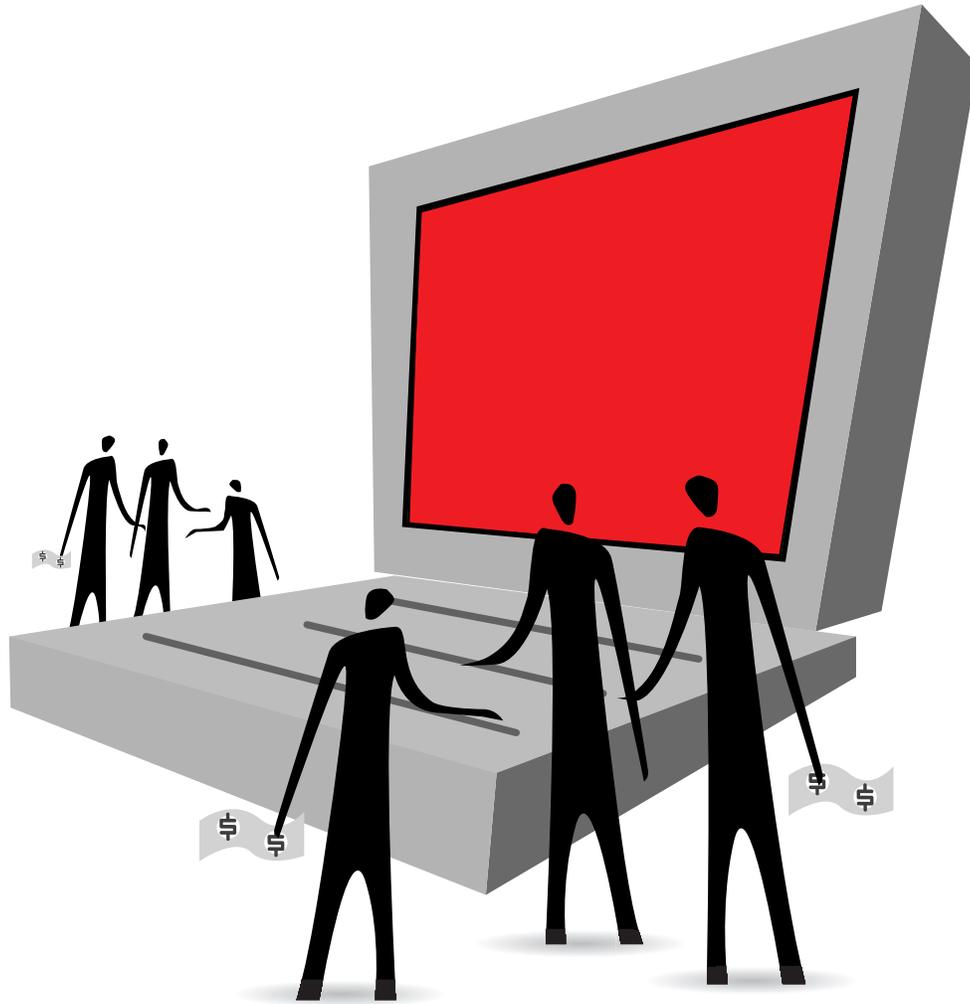


# 10 Tools to Transform Your Business on a Shoestring Budget



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Building a business is expensive. From upfront investments to staffing costs, the expenses can start to rack up as a business grows. The debt can be daunting, and cash flow often poses a challenge. This doesn't mean that the effort won't pay off – but it does mean that finding economical ways to transform your business along the way is key.

You may not have the budget to build a top-tier marketing team full of specialized experts or a massive sales team bolstered by a premium CRM tool and call center, but there are numerous tools that can help you along the way at minimal cost.

The following are a few of our favorites here at TribalVision.

# 1. Streak

Streak is an extension for Gmail that serves as a CRM to track leads and customers. In addition, Streak can be used to streamline other processes such as hiring or product development.

Once you download Streak, you can set up Boxes in which to store all emails and information connected to a certain project. The Fields in these boxes allow you to search and categorize your data easily. By creating communal Boxes across the company, you can ensure that all information and notes about a prospect or customer are visible to all employees. These Boxes can then be arranged into a Pipeline where each stage represents a different step in the process that you're tracking (for example, the customer decision journey).

According to a 2012 study by the McKinsey Global Institute, employees spend around 28% of their time at work on email.<sup>1</sup> This is a huge chunk of time that could be spent doing more active work. By implementing Streak, you can help your entire team use email more efficiently and effectively – leaving more time to do the work that they were hired to do. Streak's ability to serve as a CRM is also game changing. It is impossible to remember every client without a CRM to store and manage the data, and you are literally letting money walk away if you lose track of a prospect or reach out in the wrong way. Streak ensures that your entire team knows exactly where each prospect or customer is in the funnel and how and when he or she should be approached again.

## Key Features:

- Group Features: emails from customers
- Help your whole team keep track of status, notes, and details of prospects
- Schedule email
- Streamline internal processes such as hiring or product development

## Pricing:

- Free Plan (Unlimited Private Boxes, 50 Shared Boxes, 200 Tracked Emails/Month, Email Power Tools): 0\$/user/month
- Starter Plan (All Features in Free Plan, Unlimited Shared Boxes, Unlimited Email Tracking): \$19/user/month
- Corporate Plan (All Features in Starter Plan, Tasks + Call Logs + Meeting Notes, Linked Boxes + Saved Views, Formula Columns, Email Filters, Advanced Reporting, Advanced Permissions, Premium Email Support): \$39/user/month
- Enterprise Plan (All Features in Corporate Plan, Custom Permissions, Premium Phone Support): \$119/user/month

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<sup>1</sup> Chui, Manyika, Bughin, Dobbs, Roxburgh, Sarrazin, Sands, and Westergren, "The social economy: Unlocking value and productivity through social technologies," *McKinsey Global Institute, July 2012*.

## 2. Google Drive

Google Drive is a file storage and synchronization service available to anyone with a Google account. Users can store files in the cloud, share files, and work together on shared documents. Through its three offerings (Google Docs, Sheets, and Slides), users can collaborate on a variety of content, analysis, and presentations.

Although you are probably familiar with Google Drive, the tool is far more valuable than simply as a storage tool. It enables your team to sync business files across all devices, ensuring that everyone can access necessary files at all times. By storing in the cloud, you also minimize the risk of losing valuable files and data (although you must be careful not to put any confidential documents on Google drive). Perhaps most importantly, Google Drive streamlines collaboration in the work place. Not only can it be used to share files, but it can be used to create files that are editable by all parties working on a project. This avoids time wasted merging documents and allows for instantaneous collaboration and enhanced business workflow.

### Key Features:

- Store files safely in the cloud
- Share files
- Collaborate on shared documents

### Pricing:

- 15 GB of storage: Free
- 100 GB of storage: \$1.99/month
- 1 TB of storage: \$9.99/month
- 10 TB of storage: \$99.99/month
- 20 TB of storage: \$199.99/month
- 30 TB of storage: \$299.99/month
- Google Drive for Work (Unlimited storage): \$10/user/month

## 3. 99designs

99designs lets you crowdsource a design for projects ranging from a logo to a website to packaging design. Users fill out a simple form giving details of what is needed and how much they are willing to pay. Designers submit initial designs, and the user can then give feedback and ultimately pick and pay for their favorite design after 7 days. It is an easy, quick, and painless way to take your branding to the next level and start standing out in the marketplace.

Whether it is a logo, website, marketing collateral, t-shirt, or packaging design that you need, 99designs lets you get your ideal design at a fraction of the price of paying an in-house designer. It also comes with a 100% money-back guarantee and full copyright ownership of the final design. If you meet a designer you love, you can even work one-on-one with them to develop an entire portfolio of beautifully branded collateral.

Design is more important than ever today. Consumers have nearly infinite options in the marketplace, and it is often design that makes one company stand out over a competitor. For example, 94% of people cite poor design as a reason not to trust a website.<sup>2</sup> In this climate, design should be viewed as an investment rather than a cost - and it should infiltrate your entire process. You need to develop a brand identity that will simultaneously stand out and stick, and readily identifiable and attractive design is one of the best places to start.

### Key Features:

- Logo design
- Website design
- Company swag design
- Marketing collateral design
- Packaging design

### Pricing:

- Logos: \$299 (Approx. 30 designs) to \$1,100 (Approx. 60 premium designs hand picked by a dedicated project manager)
- Business Card: \$199 (Approx. 25 designs) to \$999 (Approx. 40 premium designs hand picked by a dedicated project manager)
- Postcard, Flyer, and Print: \$199 (Approx. 30 designs) to \$999 (Approx. 40 premium designs hand picked by a dedicated project manager)
- Landing Page Design: \$299 (Approx. 15 designs) to \$1,199 (Approx. 25 premium designs hand picked by a dedicated project manager)

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<sup>2</sup> Calvin Sellers, "Why Good Website Design is So Important (Infographic)." Accessible at <http://www.instantshift.com/2013/09/02/importance-of-effective-website-design-infographic/>.

## 4. Egnyte

Egnyte is an easy-to-operate cloud solution that integrates secure cloud storage with your local server. You can store and share any type and size of file, and the system constantly syncs between local files and the online copies of them to ensure that all company files are accessible wherever there is an Internet connection.

It is also highly customizable. Specific permissions to view and/or edit certain folders can be defined at the folder level to ensure that only the right people see any confidential information. Your Egnyte domain can also be customized to reflect your brand and include items like your logo, a custom message header, or a custom access URL. If you are handling any confidential material, the cloud simply isn't good enough. A secure EFSS (Enterprise File Sync & Share) like Egnyte will help you avoid any risk. It can also improve project management and make your workforce more collaborative and effective. If your team is wasting time trying to track down files shared only over email (and they probably are), an EFSS will make your team exponentially more efficient. In fact, a 2014 IDC report identified that 70% of users see increased productivity from using file sync and share services.<sup>3</sup>

### Key Features:

- Secure file storage
- Easily share files
- Visual activity stream to identify content changes
- Customizable interface and folder permissions

### Pricing:

- Office (5-24 employees): \$8/employee/month
- Business (25 to 100 employees): \$15/employee/month
- Enterprise (unlimited employees): Call for pricing

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<sup>3</sup> Maureen Fleming, "File Sync and Share Trends and Roadmap," IDC, 2014. Accessible at <http://idcdocserv.com/download/Final%20IDC%20Intralinks%20File%20Sync%20and%20Share%20Board%20Presentation.pdf>.

## 5. MailChimp

MailChimp's mantra is "send better email," and that is exactly what will happen with this email marketing service. MailChimp helps you reach the right people at the right time through allowing you to set up emails that are triggered by different actions along the customer decision journey. Customers can be targeted based on behavior, preferences, and previous sales, and emails can be scheduled for any time or trigger. The service also offers advanced analytics that help you monitor sales and website activity as well your email metrics.

In terms of design, MailChimp offers customizable email templates that make emails look more professional. The end result is more attractive, smarter, and more influential email marketing.

Despite the influx of new media in the market, email marketing remains effective. In fact, 72% of U.S. adults prefer companies to communicate with them via email, and 91% say they like receiving promotional emails from companies they do business with.<sup>4</sup> If email marketing is going to work, however, it must be done right. Today's consumers do not like to receive emails that are not relevant to them, and they do not like to have to piece through cluttered, unformatted emails with awkward attachments. MailChimp helps you send email that will work, allowing you to leverage this still incredibly valuable medium.

### Key Features:

- Easy drop and drag email designer
- Powerful marketing automation
- Advanced reporting features
- Integration with other apps
- Proprietary data

### Pricing:

- Up to 2,000 subscribers and 12,000 emails/month) Free
- Up to 1,500 subscribers and unlimited emails: \$20/month
- Up to 2,000 subscribers and unlimited emails: \$25/month
- Up to 2,500 subscribers and unlimited emails: \$30/month
- Up to \$2,600 subscribers and unlimited emails: \$35/month
- Pro Marketer: \$199/month in addition

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<sup>4</sup> MarketingSherpa, "MarketingSherpa Survey of Consumer Attitudes towards Email Marketing Reveals Strong Preference for Email Compared with All Other Communications," 2015. Accessible at <http://www.prnewswire.com/news-releases/marketingsherpa-survey-of-consumer-attitudes-towards-email-marketing-reveals-strong-preference-for-email-compared-with-all-other-communications-300029767.html>.

## 6. SurveyMonkey

SurveyMonkey is an online, cloud-based survey service through which users can create and deploy customizable surveys on any range of topics. These surveys can even be branded or deployed through an integrated partner such as MailChimp. For an additional fee, premium features like data analysis, sample selection, bias elimination, and data representation tools can be leveraged.

The service is ideal for customer satisfaction surveys, market research, event planning, and employee feedback loops. It provides easy access to quality, first-party data and enables users to make data-driven, real time decisions. If you want to take it one step further, you can also buy targeted audiences and learn meaningful information about your market.

Today's consumer refuses to be ignored. If you are not listening to your customers and adjusting your business plan accordingly, even your loyalists will begin to jump ship. You need to know what your prospects and customers are thinking, and SurveyMonkey provides an easy way to collate and analyze that data. Once you know what they want, you can make it happen.

In addition, customers will appreciate that you have asked for their input and opened a dialogue with them. In addition, SurveyMonkey can be useful for performing market research that allows you to understand better what other prospects might be out there and what might draw them in.

### Key Features:

- Customizable surveys
- Easily digestible charts and text analysis
- Buy a targeted audience
- Streamline your survey data

### Pricing:

- Basic (10 questions, 100 responses): Free
- Select (Unlimited questions, 1000 responses, basic analytics): \$26/month
- Gold (Unlimited questions, unlimited responses, analytics): \$300/year
- Platinum (Unlimited questions, unlimited responses, advanced analytics, multiple users): \$1,020/user/year

## 7. Jing

A product of TechSmith, Jing is a platform built to share basic video, animation, and still images instantaneously over the Internet. Jing allows you to record videos of the activity on your computer screen and send these through IM, email, or social media. Uses range from demonstrating simple mouse movements to creating up to five minute narrated tutorials. It is easy to use and, best of all, completely free.

Strong communication is key for any business to succeed. In fact, a Tower Watson study about the ROI of communication found that companies that ranked highly in communication and change management were three and a half times more likely to outperform their peers that were not effective at communication and change management.<sup>5</sup> Businesses literally cannot afford to have poor communication. Jing improves communication when a face-to-face meeting is not an option and is ideal for training, explaining new projects, and troubleshooting.

It allows training and troubleshooting to be done remotely if necessary and save the trouble of having to train individuals in different locations separately and one-on-one. Instead, you can simply record training videos or videos about common problems that can be watched at the convenience of the person needing the information. Jing is also ideal to communicate new projects and ideas across offices or when one member is unavailable for an in person meeting. The visual aspect is often key to communication, and Jing brings this back into the equation to improve communication instantaneously.

### Key Features:

- Capture images of your screen
- Record videos of your screen activity
- Send videos or screenshots through IM, email, or social media

### Pricing:

- Free

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<sup>5</sup> Towers Watson, "2013-2014 Change and Communication ROI Study," December 2013. Accessible at <https://www.towerswatson.com/en-US/Insights/IC-Types/Survey-Research-Results/2013/12/2013-2014-change-and-communication-roi-study>.

## 8. Spyfu

Spyfu is a genius search analytics tool. By entering a competitor's domain name, you can see the keywords that are driving their organic web traffic, as well as the keywords they are buying in AdWords and what they are paying for them. By seeing what the competitor is doing and how it is working for them, you can craft more intelligent SEO and PPC campaigns. Spyfu lets users get very granular. The SEO tab hosts a wide variety of ranking and competitor comparisons, while the PPC tab enables you to see exactly what keywords and ads the site in question is running. Another tab calls out main paid search competitors and can also be used to discover your own keyword competitors.

The tool also offers the opportunity to search and evaluate a specific keyword. Spyfu will tell you exactly how many searches have been performed for that keyword and exactly how they have performed on Google for both SEO and PPC. You can see data ranging from the typical CPC for that keyword to inbound links – all of which will help you evaluate specific keywords and how you should use them for both SEO and PPC purposes. If the data is overwhelming at first, Spyfu also offers reports with recommended optimizations. You can simply put in your domain name, and it will give you ideas of how to improve your SEO and paid search.

Today's consumers like to find their own answers when they need something. Often, this means turning to Google or Bing for a quick search – and when a prospect starts searching, you want to be the one they find. Both SEO and PPC are key to maximizing the valuable search channel, and Spyfu is an easy way to start improving your traffic from search. By using Spyfu's data to come up more often in organic search results and bid more efficiently on keywords, you will put your brand in front of curious consumers more often, opening the door for strong and profitable relationships.

### Key Features:

- Competitive search research
- Tips on how to improve your PPC and SEO
- Discover valuable keywords that you may have missed
- Uncover backlink opportunities

### Pricing:

- Basic Search: Free
- Monthly Plans: \$79-99/month
- Annual Plans: \$599-\$699/year

## 9. Optimizely

Founded by two Google veterans, Optimizely is a leading A/B and multivariate testing platform that helps users optimize their websites. By letting you compare alternate user experiences, Optimizely helps you deliver the best experience for every customer who visits your website. Users can craft a website UX experiment in minutes with Optimizely's easy-to-use, coding-free interface. You can then confidently proceed in whichever direction tests as more successful because Optimizely's Stats Engine ensures that results are valid and significant.

Optimizely also offers a Personalization service which helps you deliver tailored website experiences based on visitor behavior. For example, the service can help you show shoes to visitors who have been browsing shoes or show jackets to visitors in areas with cold weather. Today's consumers expect tailored experiences, and Optimizely can help you give prospects exactly what they want.

Users today have so many options that there is no need to be patient. 90% of users report that they have stopped using an app due to poor performance, and mobile users are five times more likely to leave your site if it isn't optimized for mobile.<sup>6</sup> You obviously don't want to be the website that is abandoned for its looks. Given the tools available today, there is no reason to lose qualified prospects and customers due to a poor user experience on your website. Using Optimizely, you can make data-driven decisions to improve your online presence across all devices – ensuring that users who make it to your website convert, every time.

### Key Features:

- A/B, multivariate, and multi-page testing across devices
- User experience personalization
- Advanced analytics and statistics

### Pricing:

- Testing Starter Plan: Free
- Enterprise Plan (Plus Multi-Page Testing, Custom Reports, Third Party Data Integrations, etc.): Customized for your Business
- Personalization Plan: Customized for your Business

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<sup>6</sup> Vikram Verma, "Lavacon 2014 – The State of Mobile Publishing," Adobe, 2014. Accessible at <http://www.slideshare.net/vickymatch/lavacon-2014-the-state-of-mobile-publishing-lavacon-keynote-vikram>. AppDynamics and University of London, "The App Attention Span Study," 2014.

# 10. AdRoll

AdRoll enables users to perfect cross-platform, cross-device retargeting. By implementing a simple, unobtrusive pixel on your website, you can leave unnoticeable cookies in the browser of visitors to your site. Using these cookies, AdRoll serves ads to users who have recently left your site. No matter what site they go to after leaving yours, they will see your ad. Every time they see your ad, your brand will gain more traction. Ultimately, this retargeting very often pushes these window-shopping prospects back to your site to complete their purchase.

AdRoll's inventory spans hundred of ad exchanges, and their real-time bidding algorithm optimizes your campaign in real time - ensuring that your retargeting message is distributed in the right place at the right time, always.

Only 2% of visitors to any given website typically convert. That means that the other 98% are still out there. These are incredibly valuable prospects who have already expressed interest in your business, and you just have to reach them to bring them down the funnel to purchase. Retargeting allows you to reach the 98% and bring them back to your website to convert. Because these are such eligible prospects, retargeting is an incredibly effective and efficient tactic. Using AdRoll, you can implement this miracle tactic with ease.

## Key Features:

- Cross-device, cross-platform retargeting
- Use BidIQ real-time bidding algorithm
- Dashboard with advanced analytics
- CRM data onboarding and retargeting
- Advance targeting techniques (customer segmentation, geo targeting, etc.)

## Pricing:

- No minimum; dependent on desired investment

### **About TribalVision:**

TribalVision is a full-service digital marketing agency that provides outsourced marketing services to organizations that are looking to accelerate top-line growth. TribalVision is focused on utilizing its clients' marketing budgets as efficiently as possible - ensuring that every dollar spent maximizes awareness, drives meaningful brand engagement, and generates sales. With over 10 years in the market and a team of 65+ full-time strategists, marketers, creatives, and digital specialists on staff, TribalVision is a turnkey solution that equips organizations with the resources and knowledge needed to accelerate top-line growth and reach their full growth potential.

TribalVision specialties include:

Lead Generation, Strategic Planning, Branding & Creative Services, Internal Communications, Web Strategy, User Experience Design (UX), Digital Media Management, Social Media Marketing, Paid Media Management, Campaign Planning, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Marketing Automation, CRM and Marketing Tech Stack Consulting.