



CHOOSING THE RIGHT SOFTWARE

TO INCREASE EFFICIENCY & PROFITS

WELCOME TO COUNTRY

We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians

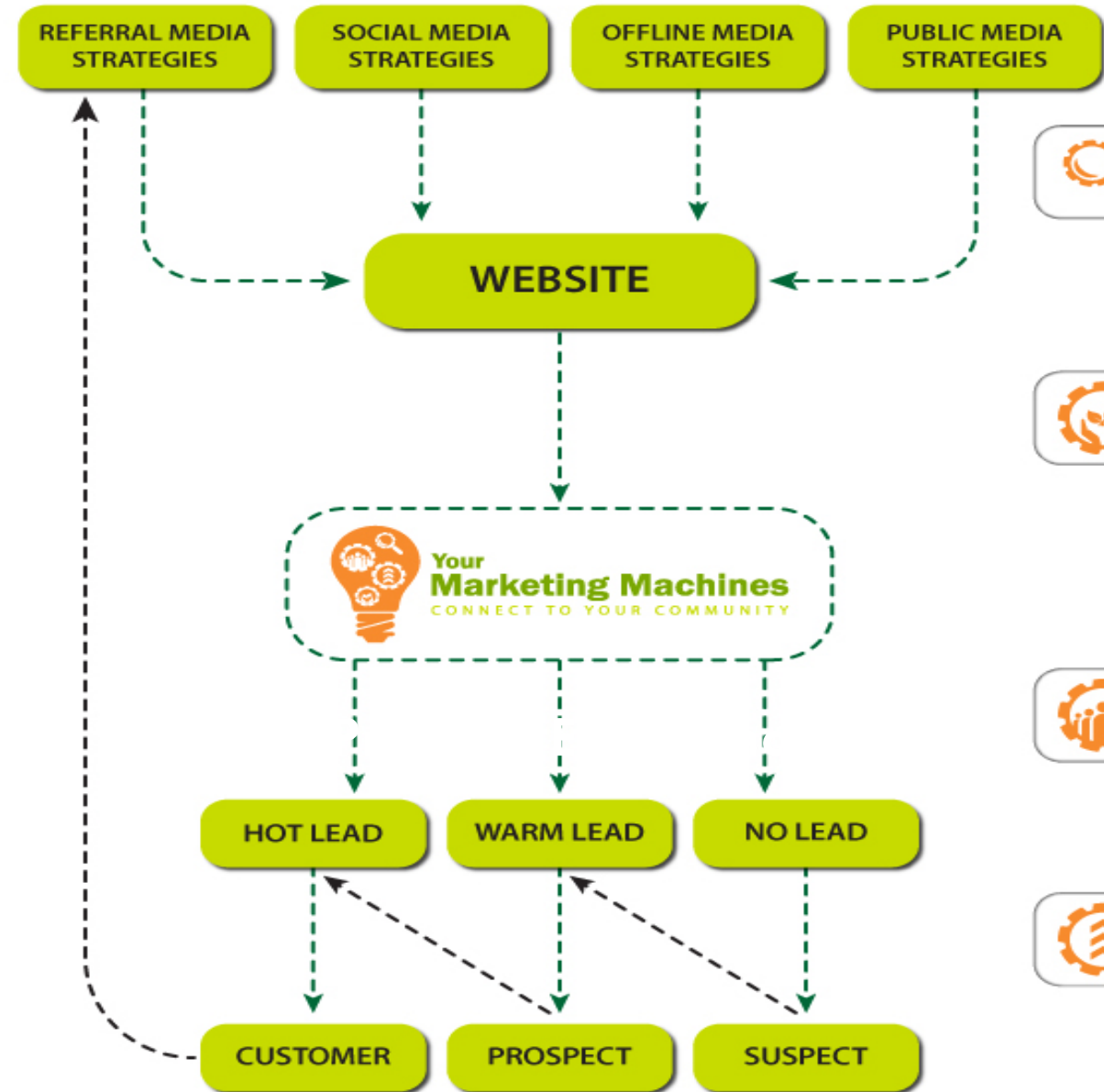


Journey of the Coastal Kooris by Ron Potter
Authentic Australia Aboriginal Art © Ron Potter 2014

WHY ARE YOU HERE?

- Tired of repeating the same actions over and over again
- Fear of losing data
- Don't have time to do all the actions necessary
- Not sure how to streamline my administration
- Too much confusion about what I should and shouldn't have
- ALL OF THE ABOVE!

YOUR MARKETING BLUEPRINT



YOUR MARKETING BLUEPRINT

*THIS IS WHAT WE ARE
TALKING ABOUT TODAY*





BENEFITS OF BUSINESS SOFTWARE INTEGRATION

BUSINESS SOFTWARE INTEGRATION – WHY?

**INCREASED
PRODUCTIVITY –**
time, human hours,
product waste, data

**INCREASED
PROFITABILITY –**
wages, sales,
product waste, data

PRODUCTIVITY AND PROFITABILITY



- Go hand in hand
- Must work together seamlessly to create success
- Must align with your business model
- Be easy to operate
- Be simple to understand
- Impacts throughout the entire business

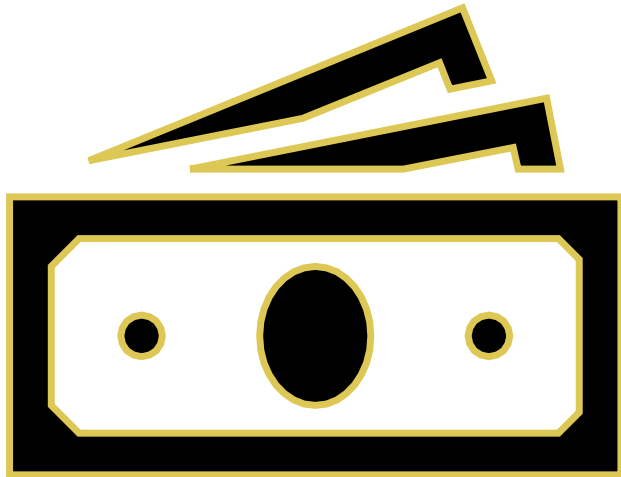


INTEGRATION

WHERE BUSINESS SOFTWARE CAN FIT IN YOUR BUSINESS

YOUR BUSINESS & SOFTWARE





BUSINESS SOFTWARE - FINANCE

- Accounting Software – QuickBooks, Xero, MYoB, Turbo Tax Self-Employed
- Reporting - Spotlight
- Payments – Stripe, Pay Pal, Eway
- Invoicing – ServiceM8
- Receipts – ReceiptBank

BUSINESS SOFTWARE - SALES



Point of Sale – Vend



Lead Management - Salesforce, Hubspot, Infusionsoft, Capterra, Netsuite, Pipedrive, Zoho

BUSINESS SOFTWARE - MARKETING

- Social media integration – Hootsuite
- CRM/Automation – Infusionsoft complete, HubSpot, ActiveCampaign, Apptivo
- Email Marketing – Mailchimp
- Survey software – Surveygizmo, Survey Monkey

BUSINESS SOFTWARE - PLATFORMS



- Website – Shopify, Wordpress, Wix, Squarespace, Weebly, GoDaddy



BUSINESS SOFTWARE - STRATEGY

Strategic Planning – Maus,

Document Sharing – Microsoft Office 2016,
Evernote,

Workflow platforms – Zoho

Helpdesk – Zoho Desk

Tele Conference – Zoom, Skype, Goto
Meetings

BUSINESS SOFTWARE - OPERATIONS



Project Management
– Wrike, BaseCamp,



Inventory/Invoicing –
SimPro,
WorkflowMax,



Processes/Charts –
SmartDraw,



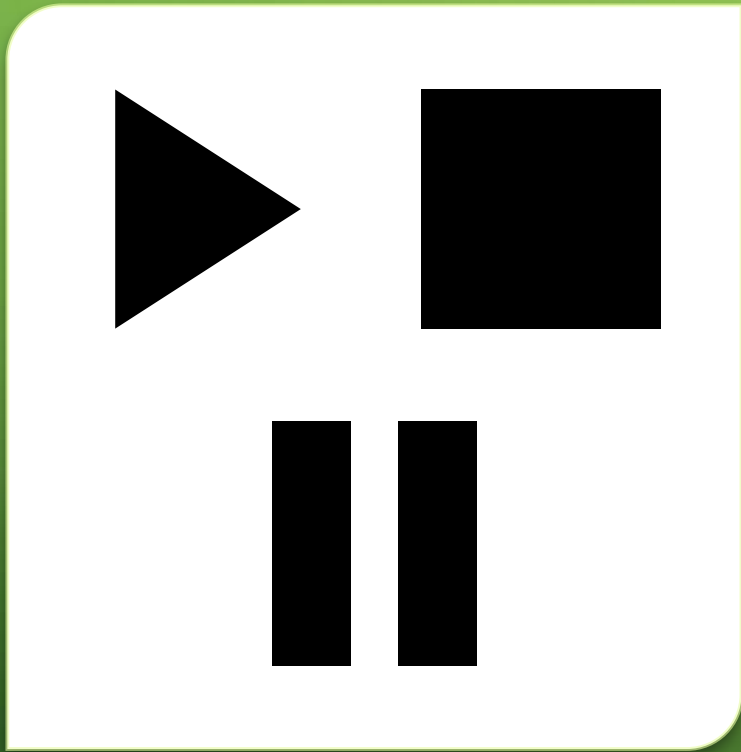
Calendar links –
Calendly, Bookafy,
Acquity

BUSINESS SOFTWARE – HUMAN RESOURCES



- Complete HR Processes – Deputy, Employment Hero, Sage Business
- Staff time tracking – easyemployer, Tanda

BUSINESS SOFTWARE – VIDEO



- Join.me
- Biteable
- Camtasia
- Powtoon
- Vimeo Business

CONFUSED???? LET'S DISCUSS IT!

Your turn

What business
software are you
looking for

What do you
want your
software to do
for you



WHAT YOU SHOULD INTEGRATE AND WHAT YOUR SHOULDN'T



GOLDEN RULES OF BUSINESS SOFTWARE

What is the most important part of your business

What do you want the business software do to for your business

Just because everyone recommends it, check if it is right for you

Free versions are great for starting out





GOLDEN RULES OF BUSINESS SOFTWARE

Understand your level of competency

Who else in your business will access the software

Determine your budget



PLAN! PLAN! PLAN!

WHAT DO YOU
NEED IN YOUR
BUSINESS?
LETS GET
STARTED...





FEEDBACK ... WHAT DID
YOU LEARN?

YOUR MARKETING BLUEPRINT

*THIS IS WHAT WE ARE
TALKING ABOUT TODAY*



Your Next Steps

Book for your 1 to 1 - <https://adams.bookafy.com/andrea-anderson>

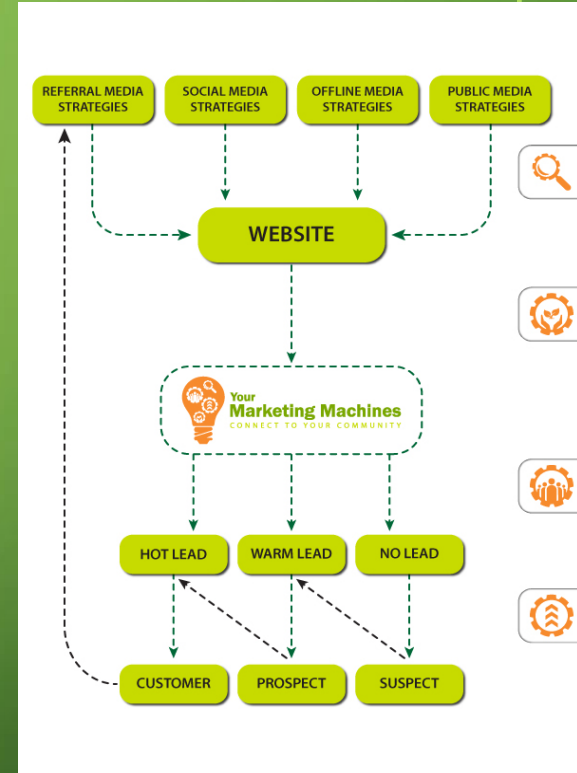
Book for the next workshop – www.asbas.rda.brisbane.org.au

Complete Digital Scorecard -

<https://www.business.qld.gov.au/running-business/it/digital-scorecard>

Send your report to me –

andrea@yourmarketingmachines.com.au





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