



## FREE TOOLS FOR SMALL BUSINESS OWNERS

We've compiled more than 40 amazing free digital resources for businesses and entrepreneurs. Although many of these services do have paid options, the free versions will be a great start as you grow your business.

### MARKETING

Social media management: [Buffer](#), [Hootsuite](#), [Planoly](#). Scheduling, organizing, and content creation tools.

Hashtags: Tag O'Matic ([Android](#) or [iOS](#)) app helps you find related hashtags and easily add them to your Instagram posts in order to get potential customers seeing your posts.

Photo Editing: [Gimp](#) is a free desktop app similar to Adobe Photoshop. [Lightroom Mobile](#) to edit photos on your phone.

Graphic Design: [Canva](#) or [Adobe Spark](#) provide thousands of templates to create your own marketing images ie. social media graphics, business cards, posters, advertisements, and videos. Creating your own from scratch is easy too.

CRM (customer relationship management): [HubSpot](#) has a robust free version to create sales funnels, keep track of leads and prospects, and acquire leads through forms, ads, or email campaigns.

Stock images: [Pexels](#), [Unsplash](#), and [Pixabay](#) all offer free stock photography (it's a good idea to credit the photographer where you can).

Email Marketing: [Mailerlite](#) or [Mailchimp](#). Email newsletters, landing pages, segmented campaigns, and more.

Podcast: [Soundcloud](#) is free for up to 12 GB of audio. You can then put your RSS feed into iTunes to have it streamed for users there as well.

[Google My Business](#) is a must-have for businesses with a location that's open to the public. You can also create a free (and decent!) basic website there.

## OPERATIONS & PRODUCTIVITY

Free from Google: Google Docs gives you access to [word processing](#), [spreadsheets](#), [presentations](#), and [forms](#). [Google Drive](#) offers 15 GB of free storage. [Google Analytics](#) and [Search Console](#) offer incredible insights into your web traffic.

Point Of Sale: [Square](#) for taking payments and invoicing. You are only charged processing fees when you sell/collect money.

Bookkeeping: [Wave](#). Wave also connects with PayPal and Etsy for automatic income updates.

Project management: [Asana](#) or [Trello](#). Keep track of where you are in your projects and what your team is working on.

Communication: [Slack](#) is a great app for content management and conversation. [Zoom](#) is free for one-on-one calls, and up to 40 minutes for three or more people. [Google Hangouts](#), [Skype](#), and [WhatsApp](#) are also popular communication tools.

Scheduling: [Simplybook.me](#), [Calendly](#) – great for having clients book time with you. If you already use Gmail, [Google Calendar](#) is a great way to invite people to appointments and for managing multiple calendars (personal, work, other projects).

Business bank accounts: BMO offers a [free account for businesses](#) that do not deal with cash - electronic transactions only. Keep in mind that you have to book an appointment to get a business bank account and you will likely have to have a registered business.

Other tools: [Evernote](#) (organize notes, lists, ideas), [Dropbox](#) (2 GB free storage and file sharing), [HelloSign](#) (secure document signing, three per month free).

## CONNECT WITH US TODAY!

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The Kingston Economic Development Corporation provides support services to start and grow your business.