

OUTSOURCING AND ONLINE TOOLS RESOURCE LIST

ICA BUSINESS EXPRESS
TRAINING MODULE

Outsourcing and Online Tools Resource

Outsourcing

- Fiverr: www.fiverr.com
Get things done starting at five dollars
For example get a logo, business card, brochure designed
Get an article written, get images edited or resized
- oDesk: www.odesk.com
Outsource bigger projects eg video and audio editing
transcription, website setup & design, article writing
- 99 Designs: www.99designs.com
- DesignCrowd: www.designcrowd.com
Graphic design. Pay one fee and get multiple designs. Only pay for the one you like.
- Moo.Com
An online printing house for you business cards & brochures

Business Tools

- [Zoom](#)
Used if you want to see the callers visually or if you want to share your screen or good for video conferencing.
- [Skype](#)
Use on computers, tablets & mobiles connected to the Internet to:
 - Make voice calls
 - video chat
 - instant messages
 - exchange files and images,
 - send video messages
 - create conference calls
- [YouCanBook.me](#)
Appointment booking calendar which syncs with google calendars

- [EasyBooks](#)
A bookkeeping, invoicing, financial reporting system.
- [DropBox](#)
Online storage and access of documents accessible from any internet connected device.
- [AmazonS3](#)
Cheap online storage for large files
- [Wistia](#)
Online storage of videos and video player without ads.
- [Google Apps](#)
Paid custom email addresses at your domain (@yourcompany.com) & access to google's version of word, excel, powerpoint

Online Tools

- [Canva](#)
Helps you create graphics by letting you make images for social media or presentations
- [Zamzar](#)
Allows you to convert any file to anything else.
- [Hootsuite](#)
Schedule & share social media updates in one place.

Website Reporting and Analysis tools

- [Google Analytics](#)
Will tell you how many people come to your website, where they come from, when they came, and what channel they came
- [CrazyEgg](#)
Creates a map of the pages you select on your website and shows you visually where people are clicking.