



Understanding Apps for Small Business

Apps that can help boost productivity

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Understanding for Small Business

From accounting to project management and more, apps can help you stay on top of your business.

1. **Accounting** – Quickbooks, Wave App (Colina Outerbridge, BEDC)
2. **Marketing** – Canva (Laura Ann Bell / Two Four One)
3. **Scheduling** – Calendly (Laura Ann Bell / Two Four One)
4. **Social Media** – Instagram, Facebook (Hailey Nickai, Instagram: @nickai_marketing)
5. **Project Management** – Trello (Nikki Fagan / Brand Lion)
6. **Email Campaigns** – Square Space (Nikki Fagan / Brand Lion)
7. **Cloud-based File Hosting Service** – Dropbox (Donte Hunt, BEDC)
8. **Networking** – LinkedIn (Dennis Carter. BEDC)
9. **Financial, Accounts Payable** – Virtual AP (Adrian Lodge)



Cloud-based File Hosting Service

Dropbox | OneDrive

- **Store and Sync** – Keep all your files securely stored, up to date, and accessible from any device.
- **Share** – Quickly send any file—big or small—to anyone, even if they don't have a Dropbox account.
- **Stay Secure** – Keep your files private with multiple layers of protection from the service trusted by millions.
- **Collaborate** – Manage tasks, track file updates, and stay in sync with your teams and clients.



Dropbox



OneDrive

Networking

Linked 

Networking

LinkedIn

- **Home** – The home page is where you'll find current posting activity based on the people, companies and topics you follow. This section is similar to a newsfeed on Facebook and can be customized to include articles and news that is relevant and interesting to you.
- **My Network** – Here you'll find a list of the people you're currently connected to within the LinkedIn platform. You'll also find connection suggestions based on your current connections, location and industry that will help you to expand your network.



Networking

LinkedIn

- **Jobs** – LinkedIn includes a job board within the platform. They will recommend open positions to you based on your current information, including your location and keywords found within your profile. You can set up preferences and alerts if you are actively seeking employment opportunities.
- **Messaging** – This is a chat feature where you can start conversations with other professionals or friends. These messages will also generate a notification to the email address associated with your LinkedIn account.



Networking

LinkedIn

- **Notifications** – Like other social networks such as Facebook and Twitter, LinkedIn has a notification feature that lets you know when you've been referenced, added, mentioned. You will also receive a notification within the platform and at the email address associated with your account each time a LinkedIn member invites you to connect or join their network.



Networking

LinkedIn

- **Me** – Your profile displays basic information about you and your career. The basics of your profile are pulled from the information you provided during the sign up process. You'll find your current job title and company included in this section. You can add to and customize the sections within your profile to create a more comprehensive representation of you and your career history. For instance, you can add a summary, opening statement or objective, work experience, education and professional and personal achievements.





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