The top 8 must have applications for getting ahead of the game with your marketing in 2014

Adrian Cahill

Skype: adriannqld
+61 280113118
www.adriancahill.com

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Hi Guys. Despite this being an IT / Computer thing, I am by no means saying I have a lot of knowledge in the area of Productivity and IT. However I have do have some experience I really want to pass on.

Just recently one of my fellow coaches started using a couple of very low grade applications for their business. I was like, What!! What on Earth are you using that for? And they had already started using the application. Then they invested more time in it. Then later they found out. The applications they were using were an old accounting program, and a web builder. These two applications are foundations of their online business. When your building foundations, its wise to consult a couple of builders or architects first, so you don't end out with an asbestos or wooden shack in a cyclone prone area.

So here are a few well known programs / applications to help you in 2014. I've discovered most of these through working and networking with a massive bunch of Entrepreneurs and Small business operators in the big cities across Asia and Australia. You really should be trying these and at least using a couple of them. If your not using a couple, you could well be overdue for a overhaul.

[Evernote] *Available on All Systems*

Save everything cool and exciting you see easily on and offline. If your taking notes or to do lists, you can easily add photo's, sound files, gps locations, URL's to the note. Then you can save, share, email it and / or more. Make a proposal, a book, assignment or almost anything for that matter. Inspect properties with your pre-made check list, take a photo and post it on your Facebook wall.

Online it integrates with you Internet explorer. You can then Clip and save your Airline and Hotel bookings from your emails or off the web directly onto Evernote. It then automatically sync's across all your devices which have Evernote installed. You can even share notebooks on Evernote so perhaps business partners will have access to your latest proposals if you choose. It's basically a second brain! And for free. Collecting information from anywhere into a single place as well as it stored effectively, easy to sort, easy to manage, and easy to share. I've even copied loads of old files across to Evernote as its a better filling system as well.

This program is a must and there are no competitors coming remotely close to what Evernote has on offer. And it's free! There is a premium version which a couple of my friends pay for. However, for me it's not necessary. Evernote is simple the best. I use it continually throughout the day across all my different platforms.

Just last week, I was in Australia and had a quote done for some work. The Tradesman made the entire quote on Evernote, then emailed it to me as he was walking out of the drive way.

[Dropbox](#)   *Available on All Systems*

Have you heard of the Cloud? As a traveling entrepreneur I don't call it a cloud. I call it Dropbox and every entrepreneur knows what I mean. Seriously, when I talk with people about systems, this is one way I can test how up to date they are. If they don't know Dropbox...

Once installed on your devices you can quickly set it up to automatically back up your folders and photos to your Dropbox account. Where ever you are you can access your account. Even if you're on a computer that doesn't have it installed. The program itself just makes it all automatic and much easier. You can even set up folders of your favorite Ebooks and email the link to it to your friends.

What I love best, is that my Photo's are automatically moved from my Smart Phone to Dropbox, later I'm on my PC and the Pics are already there! Secondly, I love seeing a little notification pop up showing new files are added. When my Virtual Assistants work, we share files and can see when there finished. It's like where all plugged into the same hard drive only were thousands of Kilometers apart. Of course, there are private folders as well. Your stuff is always safe in Dropbox and can be restored in a snap.

[Skype](#)   *Available on All Systems*

One of the best known online meeting communication tools on the market. According to its website, they have approximately 30 million users worldwide. Years ago, I could see 1 or 2 friends regularly online with Skype. Now I'm seeing a pile. More people than ever are leaving this program running in the background which is where a lot of the power comes in.

It's used by many home and corporate users alike. It let people communicate in a few ways:

1. **Skype-to-Skype, voice or video.**
   Coaching and Consultation work is possible and easy.

2. **Skype to land-line or mobile.**
   Instead of racking up a International phone bill, I make all my international calls through my Computer or Smart Phone with Skype. On days like New Years Day, I can quickly and easily send all my friends a SMS greeting as well. This feature cost however very cheap.

3. **Land line or mobile to Skype.**
   I use this extensively as well. I have a real Phone number people can dial +61 2 80113118. It looks like a Sydney land-line number. Anyone can call it for the cost of calling a Sydney land-line number. Without the caller knowing it goes from Sydney to my Skype account. If I have Skype on, I can answer

the call from my Laptop, if I have Skype off, I'll have it divert to whatever mobile phone I'm currently on. I could even set up a similar number for London. Or you could have calls go directly to a receptionist in Philippines. This feature cost as well for about $5-10 USD per month.

[WeChat](#)   *Available on all Androids and Iphones.*

Unless you spend some time in China you probably have never heard of it. WeChat is a Messaging and Broadcasting tool with some features of Skype, Whats App, Line, Kakao put together. You wouldn't believe it but there are over 100 Million users! There mainly Chinese though however it's spreading.

WeChat is a mobile app. It's not currently available on Mac or PC. Still it's fantastic and saves my team loads of time so it's included here. WeChat users can make:

1. Face-to-face video calls.
2. Hold to talk voice messaging.
3. Location sharing. Pinpoint and share your location.
4. Broadcasting, photos/video/photo/voice/location.
5. Connected with Social Media Interfaces like Facebook.

Why it's here. To be ahead of the crowd.

Most people type text messages to each other. SMS is limited, and how long can it take to write a message with a lot of content or meaning? In WeChat, with 'Hold to talk' voice messaging, you are actually sending voice recordings backwards and forwards. Instead of messages like "R U going 2 make it tonight?" I send a Voice message instead. My upbeat tone, speed and rhythm conveys a lot more meaning to it. Instead of a short text which can be taken different ways, my voice conveys a very clear message. Let's face it, how often have you pondered what a SMS really means. Clear the doubt with a voice messages. It's also great for clearing up questions about products and broadcasting the latest updates to everyone in the groups you made.

[Ditto Clipboard Manager](#)   *Available on all PC's and Mac's.*

Ditto is an extension to the standard windows clipboard. It takes 5minutes to locate and install this program. I recommend just doing it now!

Ditto enhances your clipboard dramatically. Any time you press Copy or CTRL C to copy text, its saved on a clipboard. Normally Windows keeps just the last thing copied. Ditto, keeps a pile of them. It allows you to access something you may have copied minutes or hours ago, and in a second, access it, and paste it again. So handy. It's great when writing or editing documents, browsing the web and copy/pasting information around. Super handy for Multi-Tasking.

Such a simple program. If you haven't downloaded or committed to any programs here, start with this one. Its simple and super handy. Just try it!

[ODesk](#)   *Available on All Systems*

In case you haven't heard of it, Odesk is the no. 1 website for Outsourcing. For those unfamiliar with the term, what we are talking about is sourcing Virtual International Staff. There is an optional Odesk Program you can run and install. This allows you a Skype like chat interface to see your staff and you can see when their working easily. I rarely use the program now, I just use their webpage. Www.Odesk.com

Some people may recommend Elance. However Elance and Odesk are looking at merging in 2014 anyway.

Odesk, lets small businesses hire, manage, and pay remote contractors as if they were in their own office. More than 200,000 businesses seeking skilled workers and 800,000 service providers are registered from over 150 countries. It is changing how the world works. With Outsourcing, you can easily allocate specific tasks to people who have a lot of knowledge and skills in those area at the most competitive rates.

All your staff run the Odesk program. Your staff turn it on, press record, then they start working for you. Odesk takes Screen shots every few minutes and records screen shots so you can check that your staff are working or check more specifically what their working on. When you first start hiring staff, screen shots should be checked diligently. Once staff have proven themselves, then the need vanishes.

The other side of the coin, would you like to try selling your services online? You could look for work on Odesk and work from the comfort of your own home. There are thousands of cheap staff available. However chances are, if your reading this, you have better skills you may be able to offer.

[MailChimp](#)   *Available on all PC's and Mac's*

MailChimp is an email marketing service provider, founded in 2001. It has 3.5 million users that collectively send over 4 billion emails a month through the service. MailChimp is all online, www.mailchimp.com

Do you receive regular emails from that Yoga Class you tried last year, or are your getting a series of emails from a website because you registered for their free report or Ebook. Chances are their using MailChimp or a program like it. There are a few alternatives. Just google MailChimp Alternatives if you like. These email marketing services are a simple way to start collecting emails, or importing from your existing databases. Once the emails are in, you can start a variety of Email Marketing Campaigns for your Audience.

[Wordpress](#)   *Available on All Systems*

Its hard to find accurate numbers however its believed that around 20% of the web is powered by Wordpress? Regardless of if you Outsource or do your Webpages your self, chances are your site will be made through Wordpress. Some ISP's (Internet Service Providers) offer free 'drag and drop site builders' or similar, easy interfaces for making your web page. If your website is built on one of these simple site builders it may be ok. Particularly if your web presence is very limited.

If your attracting customers online, or if your web site is important to you, I would strongly advise to stick with Wordpress. Its free too and if you need help, there are millions of users. With lots of Youtube tutorials, and people making Plug ins and Themes its really one of the best ways to go. If you use Outsourcing, chances are your VA (even if there are generalist VA), will understand Wordpress. I made a big site using HTML, and oh my, it was so challenging the site was never finished. Since then I Learned to use VA's and they make most all our sites in Wordpress (all being my friends, Clients and I). How valuable is your time? If you [need a website, or a VA to maintain your site, click here.](#)

Bonus!!!

We love going the Extra Mile and there is one more thing to cover.

The Google Suite!

[Gmail](#)

Gmail works on any computer or mobile device with a data connection and offline support lets you keep working even when you're disconnected. Whether you're at your desk, in a meeting or on a plane, your email is there. Hotmail or Yahoo mail is often perceived as unprofessional. Gmail has a better image and a stack of features making it worthy of a good try.

It takes a lot of time to switch email servers. Personally, I still use Hotmail. I've had it since 1995 (something like that). But I do have and started to use Gmail more and more. Its just been a matter of adjusting.

[Google Calendar](#)

Organizing your day with Calendar has never been easier. Now its got so many great features it gets better and better. My week or month can be looked at and managed ever so easily and reminders are regularly used and coordinated on different devices. You can even attach files or documents to your event so that you have the right materials when your meeting starts.

Another great feature is Calendar sharing. Something really family friendly. I now have my close relatives set up with Google Calendar on their IPhones and Smart Phones. I put my trips away in their and regardless of how much they use their calendar, my trips come up on their devices. Its taken some time but now, my parents are starting to put their dates away and hotel bookings in it as well.

[Google Drive](#)

Google Drive gives you access to your work from anywhere, across your Mac, PC, mobile devices and on the web like Dropbox (without some of its features). Share individual files or

whole folders with individual people, your entire team or even customers, vendors and partners. Create and reply to comments on files to get feedback or add ideas. (one feature Dropbox doesn't have).

[Google Docs](#)

Google Docs is a free service that permits collaborators to jointly develop, edit and store documents online. Documents on Google Docs are saved to Google cloud. If your computer's hard drive crashes, you won't lose the document that you've been working on.

If you have slow internet this may not be appealing. However if you have fast internet and a dispersed team or client database then this can really come in handy. Imagine assigning your team or clients tasks and deadlines via a small link. That link opens the online document, perhaps a spread sheet or a to do list, they then put in the updates, press save and all parties can automatically see the updates.

Google Docs also offers the feature of allowing people to view past edits. Google Docs is free.

[Google Analytics](#)

Google Analytics can be a valuable tool for monitoring and tracking the efficiency of your online campaigns and get the best results in your marketing efforts. Whether you have a big website or just starting, Google Analytics can provide all the statistics required to measure, monitor and study real life visits to your site. You know what they say. What is measured can be managed. If you have a website you need to have Google Analytics or a similar program. This one is completely free and works very well.

So there you have it guys. The top 8 must have applications for getting ahead of the game with your marketing. Do you use other applications which are also very helpful? Feel free to share it with us!

Information proudly brought to you by the team at www.AdrianCahill.com