

10 FREE RESOURCES TO STREAMLINE & GROW YOUR BUSINESS

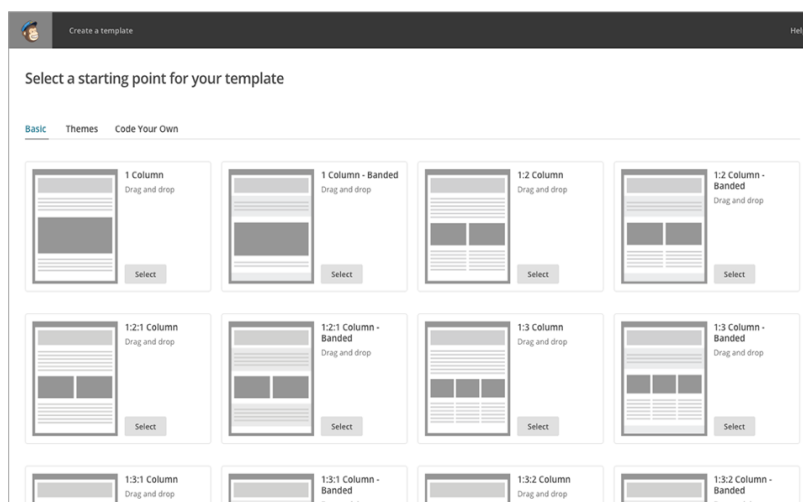
Productivity and efficiency are at a premium as a small business. It seems like there are always more things to do than time in the day. The right tools can make a big difference in your business. Whether you could use a little help with design, marketing to customers, or collaborating with your team, these 10 free resources are sure to help.

HubSpot



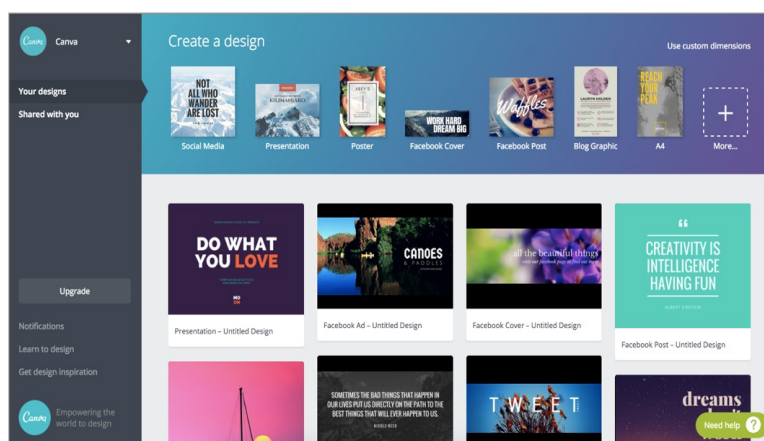
HubSpot provides CRM, marketing, sales, and service software to help small businesses connect with their customers and prospects. HubSpot CRM has a Free Forever plan which provides unlimited users and up to 1 million contacts. The company is also well known for their high-quality content – another valuable resource for businesses. Resources include pre-built templates for emails and infographics, how-to guides, training and certifications, as well as tools like a blog topic generator and website grader.

MailChimp



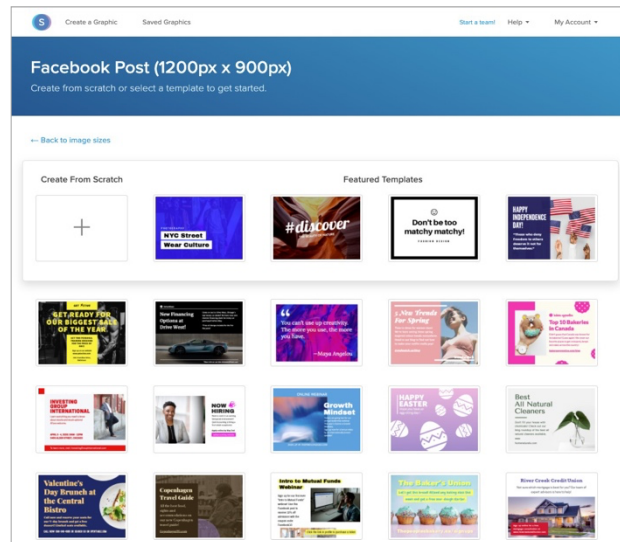
Best known for email marketing, MailChimp provides marketing automation software that makes it easy to communicate with your customers via email, newsletters, and more. The platform allows you to create sleek email campaigns using drag-and-drop templates, as well as reporting to monitor how your emails are performing. MailChimp's free plan supports up to 2,000 contacts and 10,000 email sends each month. They also provide a library of email marketing tips, guides, and tutorials.

Canva



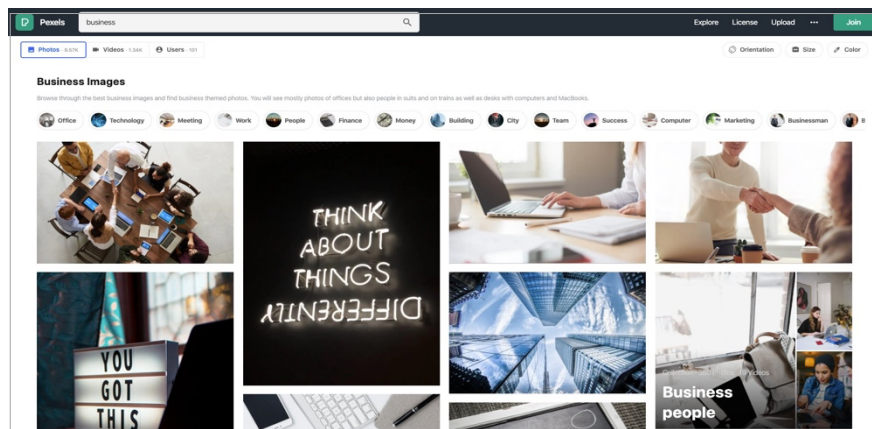
Canva is a graphic design tool stocked full of professionally designed templates for many types of content including social media images, flyers, business cards, and much more. The tool also comes with a pre-loaded library of stock images, icons, and graphics so you can easily customize templates to match you or your customers branding. The free version offers more than 8,000 free templates for more than 100 different types of content, so you never start with a blank slate. Canva also provides great tutorials in their Design School for anyone interested in learning design fundamentals.

Snappa



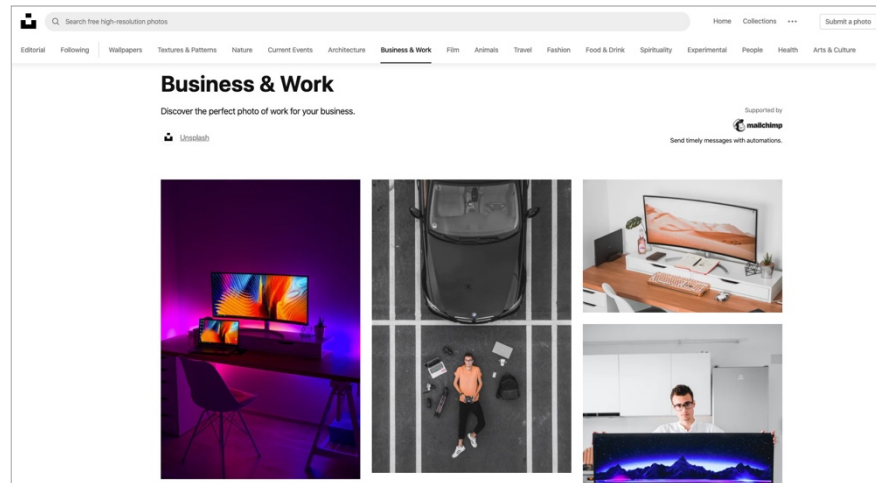
Snappa is another great graphic design tool built for people that aren't graphic designers by trade. It comes with free stock photos, pre-made templates, and design dimensions for multiple platforms including social media and emails. The free version provides more than 5,000 templates to work from and three downloads per month.

Pexels



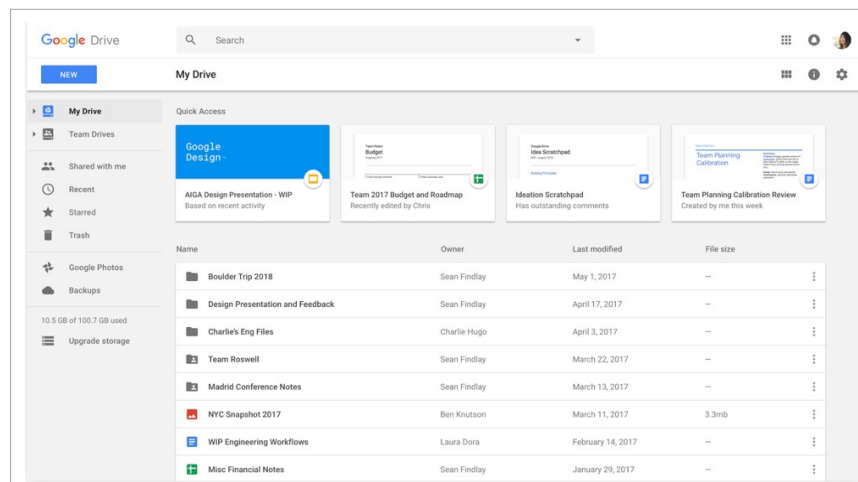
Pexels is like a search engine for free stock photos and videos that can be used for personal and professional projects, such as your website or social media posts. You can search for images by keyword or theme and download the ones you want to use. The only requirement is that you don't resell the photos, use them in an offensive manner, or use images with identifiable people to endorse your product or company.

Unsplash



Unsplash provides free high-resolution photos from photographers around the world. Images found on Unsplash can be used for free, even for commercial purposes such as your website, marketing materials, or even for the banner or background image on a customer's online store. Search for images by keyword, browse collections, and favorite images to quickly find what you're looking for.

Google Drive



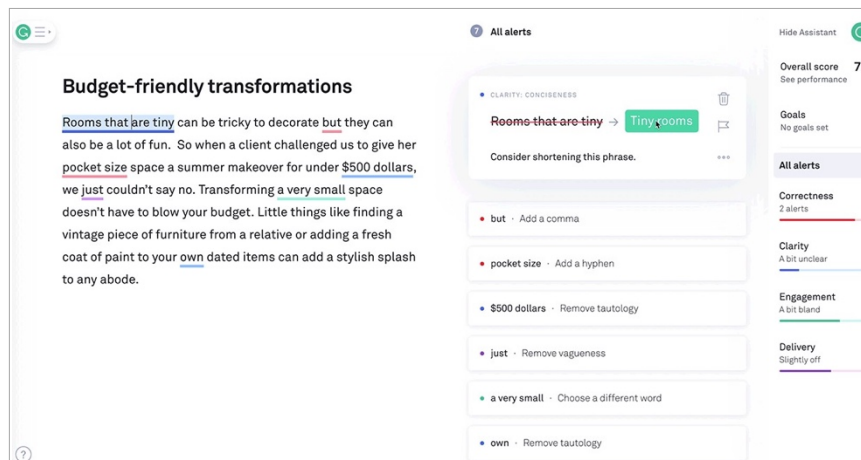
Google Drive provides a cloud storage service that allows you to store and access files online, as well as collaborate with your team on documents such as presentations and proposals. Google Drive is accessible by app or web browser, making it easy to access files on the go visiting customers and pitching to prospects. The free version provides 15 GB of free storage.

Zoom



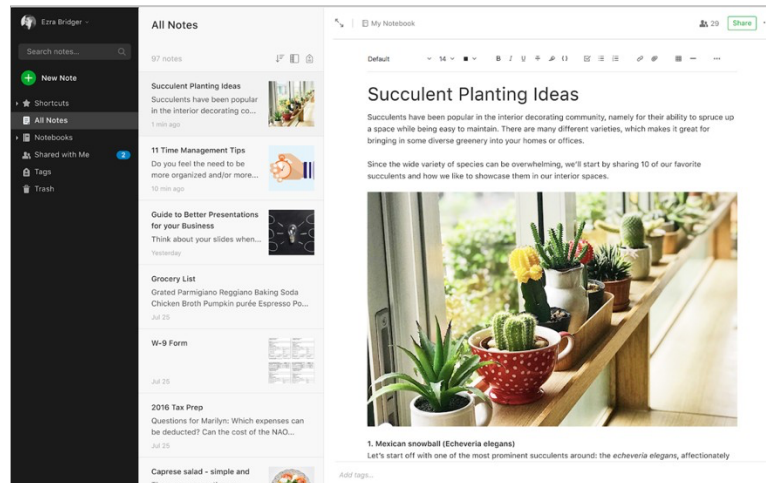
Zoom is a cloud-based video conferencing app that helps you connect with teammates, customers, and partners for virtual meetings. Users can communicate via audio and video chat, which is especially helpful to keep teams in-touch and face-to-face when working remotely. The Zoom app is available for Windows and Mac operating systems, as well as iOS and Android for those who prefer to go mobile. The basic free plan provides unlimited one-on-one meetings and supports group meetings for up to 40 minutes with 100 participants.

Grammarly



Grammarly is an online grammar and spell check tool that helps your writing be clear and effective. The tool goes beyond the basic spell check provided by other word processing software, analyzing your tone and offering suggestions such as synonyms. Grammarly offers a free browser extension for Chrome, Firefox, Safari, and Internet Explorer, making it simple to review emails and social media posts. It also supports Microsoft Word, Google Docs, as well as iOS and Android keyboards.

Evernote



Evernote is an online note-taking app that helps keep your notes organized and accessible from anywhere. This tool is great for making to-do lists, capturing notes from meetings, jotting down ideas for new projects or prospects to target. Evernote syncs across all your devices and is available as a mobile app and online. It's even supported by Siri and Google voice assistants. A basic account offers free access and lets you protect your notes with a passcode, share your lists with other people, and quickly search if you need to hunt down something specific.