



Resources: Software and Apps

Wordpress on Android or iPhone or iPad allows you to upload and edit photos directly to your Wordpress site.

Zoho for Android, iPhone or iPad allows easy invoicing, CRM, employee management, etc. For service businesses, you can create an invoice before you leave a client's office and collect money faster!

Adobe Photoshop Express for iPad is a great tool to crop and make simple edits to photos.

Picsay on Android allows you to crop, adjust size and lighting exposure for pictures right from your phone.

Ustream's mobile app allows you to create an "on the fly TV" experience for customers or key individuals at a live event.

Clicky.com is a fantastic stats tool. This free tool sends you a daily report letting you know how many people came to your website, from where and what searches they used to get there. It's also a great reminder on a daily basis that if you're not updating your website, it's dying in relevance.

Search.Twitter.com – advanced Twitter search is of immeasurable value to any business or place.

What Counts (formerly Blue Sky Factory) for e-mail marketing.

JA.txt for SMS and QR code marketing, as well as text-to-email integration with What Counts' Publicaster software.

SproutSocial.com for social media monitoring on a budget

Tweetdeck for Twitter monitoring and management on any computer.

Tweetie for Twitter management of multiple accounts on Mac.

TweetAdder for relationship management and geographical search, automatic messages, etc. on Twitter.

Google Calendar app

Cultured Code's "Things" app to manage to-do lists, marketing calendars, and teammate tasks.

Google Analytics for website analytics

Pear Analytics for Search Engine Optimization services

North Social for Facebook apps on the cheap